



## ANNUAL ANODIZING CONFERENCE & EXPOSITION

### PRESENTATION GUIDELINES

You are allotted 55 minutes for your presentation including the Q&A. A presentation time target of 35-45 minutes will allow for you to present a compelling story while leaving time for discussion.

#### COMMERCIAL CONTENT

The Aluminum Anodizers Council conducts a conference to disseminate information concerning aluminum anodizing theory and practice to an audience representing a broad spectrum of related interests. The purpose of the program is educational. An exposition is held concurrently with the conference to satisfy commercial activities.

With this distinction in mind, it is important to emphasize that, along with the expectation of quality content and technical excellence is the Council's insistence that all presentations be **commercial free**. Manuscripts submitted for inclusion in the proceedings, handouts offered for distribution in the session room, and slide presentations themselves must be educational in content and in spirit.

The fact that you have been selected as a presenter speaks highly of you and your firm. You and your company will receive favorable exposure by being listed in the program book distributed on site, the proceedings of the conference, and in advance promotional materials. You will have adequate opportunity after your session to promote your products and services to individuals who express interest. As noted, the Council conducts an Anodizing Expo in conjunction with the Conference, which is the appropriate venue for dissemination of commercial material.

Company names and logos should appear on the title page or 1<sup>st</sup> slide and nowhere else. Your brand or product trade names should not be used, nor should your presentation talk about the services that you offer. We ask that you please use the provided template for your power point.

**Materials must be submitted by the deadline so that the Council can ensure presentations are noncommercial, which may include a revision process. Overtly commercial presentations submitted after the deadline may be cancelled.**

The Aluminum Anodizers Council, its Education Committee, and its Board of Directors appreciate your willingness to share your knowledge and expertise with our audience.

And we further appreciate your compliance with our guidelines for commercial content. We sincerely hope that you will benefit significantly by participation in the program.

## **EDUCATIONAL CONTENT**

To sell your expertise to the audience, create a presentation that contains information that provides clear educational/technical benefits and/or merits. For example:

- Experimentation and/or Case Study that focuses on application aspects, and/or can be generalized to a class of product.
- Discussion of fundamental or underlying mechanisms.
- A balanced cost/benefit analysis of process changes.
- Implementable improvements without commercial content.

Information is generally acceptable if implementation does not require a product or service offered by your company.

Submission of a paper is encouraged, as it gives reviewers additional insight into your presentation.

## **PAPER GUIDELINES**

### **SUBMISSION DEADLINE**

Authors' manuscripts, along with completed License of Copyright forms, are to be received by the deadline for conference presentation submissions. To facilitate correction, manuscripts should be submitted as e-mail attachments in Word (.docx).

### **MANUSCRIPTS**

- All authors are expected to proofread material carefully before submitting papers.
- All papers must be written in English.
- Avoid abbreviations; where acronyms are appropriate, spell out the first use.
- All Tables and Figures (the latter including all graphic elements such as photographs, illustrations, and diagrams) must be placed or embedded within the text of the paper as close to the reference as possible

All manuscripts must have all of the following elements:

#### **Manuscript Title**

#### **Author Information**

- Please type each author's full name and affiliation, including city and country. Do NOT include street address, titles, departments, or other information.

**Abstract**, Not to exceed 1000 characters.

**Body**, Double Spaced in Arial, 12 pt.

#### **References**

- Numbered citations should be made within the text.
- References should appear at the end of the paper in the same order.