



AFS Commercial Guidelines for Conference Presentations & Publications

AFS is committed to creating educational events free of commercialism and promotion. The intent of AFS technical education events, such as conferences, seminars and workshops, is to inform members and the metalcasting industry of new technologies, process improvements, the latest products and best practices to improve foundry efficiency and profitability, and communicate these in a manner that does not promote or favor any particular product or service.

AFS offers many opportunities for suppliers and manufacturers to engage with potential customers in a commercial manner, including event sponsorships, exhibits, sponsored webinars, magazine advertising and other venues. Technical presentations and publications must remain free from commercial influence.

All conference speakers and their submitted materials must meet these guidelines or they are ineligible for presentation and distribution at AFS technical events. The following guidelines are provided to clarify AFS commercialism standards.

GENERAL GUIDELINES

- More than one reference to company or trade names will not be permitted. It is appropriate to establish the name of the product at the beginning of the paper or presentation. All other references must be generic. Continued reference to a company or trade name constitutes commercialism and can result in loss of privilege to present at AFS events.
- Unsubstantiated, subjective evaluations or claims are prohibited. The intent is to define the technology or product and validate how the product performs in the foundry using verifiable technical data and demonstrations, rather than promotional or sales-related language.
- Direct comparisons with other products or companies are not permitted. The speaker should not directly compare the performance of a product with other commercial products in a way that promotes one product or denigrates another.
- Providing the selling price or cost of a product or service is not permitted. Pricing or sales-related information must not be shared during public presentations. There are many marketing and networking opportunities outside of the technical sessions and on the exhibit floor to discuss sales and pricing information.

AFS Commercial Guidelines for Conference Presentations (cont. p. 2/2)

PROMOTIONAL LANGUAGE

- Use of promotional or sales language is prohibited in all presentations or written materials. AFS offers other venues, such as exhibits, that are specifically designed for promotion and sales opportunities. Examples of these violations include:
 - “This is what my company can do for the metalcasting industry.”
 - “XX product can make your foundry more efficient and save you money.”
 - “This product costs 20% less than current products in the marketplace.”
 - “We’ll be glad to come into your shop and help you with that.”
- Pricing information is not to be shared during presentations. If a question arises during a presentation about the cost of a product or service, the speaker should defer the answer until after the presentation in a private conversation. A sample response: *“I can’t discuss pricing in this venue. But if you catch me in a private conversation later or visit our booth on the exhibit floor, we can talk about cost.”*

USE OF TRADE NAMES AND COMPANY IDENTIFICATIONS

- The speaker’s name and company are included in the event program and supporting information, so attendees will be aware of the company affiliation for each speaker.
- Use of company-specific PowerPoint templates are prohibited. AFS provides a standard PowerPoint template for all our conferences that is mandatory for all presentations.
- For the PowerPoint presentation, speaker and company affiliation and logo can appear on the opening slide, and the closing slide may contain speaker contact information.
- A trade name or company name must not be used in the title of the paper or presentation.
- More than one reference to your own trade name or company name in the body of the paper, including all artwork and videos, is prohibited, as is the repeated use of the product trade name or company name during the presentation. Trade named products must be referred to with generic terminology.
- Logos in artwork other than equipment photographs with nameplates should be minimized.