SPEAKER FAQs

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LED SPECIFIER SUMMIT SPEAKER FAQS

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SPEAKING AT LED Specifier Summit

How can I speak at LED Specifier Summit?

Speakers for LED Specifier Summit are selected from proposals submitted during the Call for Speakers. The Call for Speakers for LED Specifier Summit is typically open 8 to 10 months prior to the show. The deadline to submit proposals can be found on the Call for Speakers page and will vary, but is generally about four months before the show.

The Call for Speakers is announced on the LED Specifier Summit home page as well as via email to our mailing list (click here to join), social media and various industry publications.

When the Call for Speakers is not open, prospective speakers can complete this form to be notified when the next Call for Speakers is open.

How are speakers selected?

All proposals are reviewed by LED Specifier Summit education committees, which are made up of Advisory Board members and other industry experts. Speaking opportunities are awarded based on the committee’s recommendations.

How can I be on the Advisory Board/Education Committee?

Education committees are selected and overseen by Conference Director, Helen Kang. If you’d like to be considered for a spot on the committee, please send her an email at hkang@exponation.net. Education committees are generally assembled approximately six to eight months prior to the show.

Does LED Specifier Summit pay speakers?

LED Specifier Summit does not compensate for speaker fees, travel, accommodations or expenses.

When will I be notified if I’ve been accepted as a speaker?

Everyone who submits a proposal will receive a notification of whether or not their application has been accepted, approximately three to four months prior to the show.

My company is a manufacturer. Can I present at LED Specifier Summit?

Yes, manufacturers are allowed to present at LED Specifier Summit if their proposal is recommended by our education committee. Any sessions led by manufacturers are subject to LED Specifier Summit’s non-commercial policy (see below), the violation of which can hinder future speaking opportunities.

Only a limited number of speakers from manufacturers will be permitted to take part in the conference program. Priority to manufacturer speakers will be given to those companies that a) include an end-user co-presenter, and/or b) are current exhibitors at LED Specifier Summit.
Non-commercial Policy

Unless specifically designated, LED Specifier Summit educational programs are non-commercial events. The LED Specifier Summit podium is not to be used as a place for direct promotion of a presenter’s product, service or monetary self-interest nor for endorsing or discrediting others’ products or services.

In accordance with LED Specifier Summit’s non-commercial policy, distributing company literature or price lists and engaging in sales transactions as part of an educational presentation are prohibited. (Note: This prohibition does not include the use of graphic material used to illustrate technological concepts described during the presentation.)

Conformity to this policy is especially important for seminars, which are eligible for various education credits. If any presentations were considered commercial in any way, it will impact future selection of speakers from the presenting company.

Following the session, speakers are allowed, and encouraged, to accept business cards from attendees who would like further information as attendee contact lists will not be made available to speakers before or after the session due to confidentiality reasons.
ACCEPTED SEMINAR SPEAKERS

I’ve been accepted as a speaker. Now what?

Congratulations, being selected to speak at LED Specifier Summit is quite an accomplishment. The show receives a large number of competitive proposals each year, giving the education committee a very tough decision to make.

As an accepted speaker, your first step will be to sign the speaker agreement you receive in your notification email as well as provide an updated bio and headshot so we can begin promoting your session. Your biggest task as a LED Specifier Summit speaker will be to plan your presentation.

Here are a few helpful hints for a successful presentation:

- We encourage the use of videos and motion graphics to illustrate your points and keep your presentation lively.
- Do not crowd, clutter or put too much material on your slides. They should be as simple as possible while still getting your message across.
- All the writing, figures, tables, numbers, etc. should be clearly and boldly presented on the slides. Do not try to put too much information on one slide.
- Observe the four P’s: Prepare, Practice, Promote, Present.
- Presenters must fully disclose all intellectual property utilized within handout materials and during course instruction. This is to protect intellectual property rights such as copyright or patent ownership.

What format will my presentation need to be, and is there a template?

Each speaker will be sent a LED Specifier Summit PowerPoint presentation file specific to their session. The official PowerPoint template is in a widescreen (16:9) format and provides a professional, uniform appearance for presentations that can also be used to create handouts. The template includes a place for your company logo and is flexible enough that it can be adapted to any information, whether text, video or graphics.

To ensure that essential information, including relevant, non-promotional company background, is included in your presentation, we’ve provided the following checklist for possible slide content:

- Slide #1: Seminar Title; Speaker Name, Title, Company; Date of Presentation (required for all sessions)
- Slide #2: AIA Certification Information (required for AIA-approved seminars only)
- Slide #3: Course Description & Learning Objectives (required for AIA-approved seminars)
- Slide #4+: Insert slides of your presentation here
  - Topic Introduction: 3-4 key points or takeaways from the Big Story you will be presenting. Think of the key points as possible tweets you can use to create interest in your presentation.
  - Subtopics: Development of each of the 3-4 key points with accompanying supporting material; insert additional slides as necessary to make your point.
  - Company logo should appear only on the conclusion page.
  - Company background may be included, but only as necessary to provide attendees knowledge relevant to the story behind your presentation.
- Conclusion Slide: Your company logo and your contact information (required for AIA-approved seminars). You may also include your LED Specifier Summit booth number if exhibiting, or mention of other topics and times on the LED Specifier Summit educational program when you might be speaking.
Is PowerPoint required?
Yes. To ensure your presentation and videos work seamlessly on the AV equipment on-site, we request presenters use PowerPoint as their presentation software.
If you plan to supplement your speech with video, please make sure your video is AVI or WMV format (no QuickTime files).

Is internet provided in the classroom?
Internet access is not available in seminar rooms. Please prepare your presentation accordingly.

Can I use my own computer?
Yes, you can certainly use your own laptop, however a computer with your preloaded presentation will be provided in the room if you would like to use ours. Please note that if you bring your own computer, you must have a VGA/HDMI output or provide an adapter.

Why do I have to submit my presentation before the show?
LED Specifier Summit requires speakers to submit their presentations for review prior to the show. This also allows us to get the presentation file to our AV company in order to have the presentation pre-loaded on the computer in the room.

When and how should I submit my presentation?
Presentations are due by October 25, 2019. Submit presentations via email to Helen Kang at hkang@exponation.net. If your file is large, consider using WeTransfer, Dropbox or another file transfer method.
If you plan to supplement your speech with video, please also send the video files separately to ensure we have a back-up (see above for accepted video file formats).

What should I bring to the conference?
Even though you have already submitted it, please remember to bring a copy of your presentation with you – either on a flash drive or on your own computer. You may also distribute non-commercial handouts during your session. Finally, you will have been given the cell phone number of Conference Manager Chris Brennaman, so make sure to save this number in case you have any questions onsite.

Do I need to register?
Our staff will process the registration of seminar speakers, so there is no need to register on your own.

How early should I arrive at the session?
Speakers are encouraged to arrive in the room no later than 15 minutes prior to the start of the session. You can use this time to ensure that your presentation has been loaded properly onto the provided computer as well as ask any questions of the A/V technician in the room.
Will I get feedback on my presentation?
Yes, LED Specifier Summit attendees are encouraged to complete session evaluation forms at the conclusion of your presentation. Approximately four weeks after the show, you will receive an email with the results of the evaluations.

How can I help promote my session?
There are several ways that you can help promote your session. The first is through social media accounts – both your personal and your company’s. Make sure to include the hashtag for the show -- #LEDSUM.

You can also submit a video to promote your session. These videos, running approximately 45-60 seconds, are added to the session’s page and used on our social media channels. Additionally, they may be used in promotional emails to our attendees. This is a great way to encourage attendees to come to your session and tease them with bits of information they’ll learn in the session.

If you are interested in the opportunity, please note the following:

- Record up to a 60-second video clip.
- Include an elevator pitch for the topic you will be presenting on.
- Give an idea of who should or will be attending the session.
- Provide a few objectives the attendees will take away.
- If there are any images you’d like to include, please do.
- We will add the opening and closing graphics as well as any lower thirds.
- We understand that not all of our speakers have access to professional video equipment and a studio, but almost all of us have a smartphone that will work just as well. And if you need editing help, we’ll be happy to work with you to produce the final version.

Just remember to consider the following tips if you do plan to use your smartphone:

- Please turn the phone sideways, so that the picture is horizontal
- Keep the phone as steady as possible for the best picture quality – prop it against something or use a tripod if you can (Don't worry, we won't judge you if you use a Selfie Stick!)
- For the best sound quality, shoot indoors in a quiet area
- For the best lighting quality, shoot away from windows

You may submit your video via WeTransfer to Helen Kang hkang@exponation.net or she can provide a ShareFile link to upload the file. If necessary, our Digital Media Editor, Jason Kushner jkushner@exponation.net can make arrangements to record you via webcam.

Will I receive a contact list for attendees?
Due to confidentiality reasons, LED Specifier Summit does not distribute contact lists to any of our speakers. For that reason, we encourage speakers to collect business cards after their session from willing attendees.
What is LED Specifier Summit’s non-commercial policy?

Any sessions led by manufacturers are subject to LED Specifier Summit’s non-commercial policy (see below), the violation of which can hinder future speaking opportunities.

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Conformity to this policy is especially important for seminars, which are eligible for various education credits.

Following the session, speakers are allowed, and encouraged, to accept business cards from attendees who would like further information as attendee contact lists will not be made available to speakers before or after the session due to confidentiality reasons.
SESSION FACILITATORS

I was invited to be a session facilitator. What does that mean?
Session facilitators help ensure that sessions start and end on time. It is your responsibility to welcome attendees to the session, read housekeeping notes and introduce the speaker. A sheet of paper with the announcements will be placed on the podium prior to the session.

How early should I arrive at the session?
Facilitators should arrive no later than five minutes before the session's scheduled start time. This will allow you to introduce yourself to the speaker and read over the housekeeping notes ahead of time.

Do I need to register?
Our staff will process your registration, so there is no need to register on your own.