

## Sales and Promotions of Products and Services at Programs

ACAP, as a non-profit entity, is focused on providing free education to the community. The following is clarification of ACAP's position on the sales of products and services during ACAP programs, including presenters' promoting their business, selling books, or marketing other materials or services.

### 1. ACAP presentation and publicity

ACAP presentations provide research-informed content for adult-children and others caring for older adults. ACAP programs are not a platform for speakers to present a "commercial" for their agency or products. The presentation must always be presented in a generic-educational format (e.g., "These are the legal documents everyone needs," *not* "ABC Attorneys can handle all of your legal needs.")

### 2. Program publicity

The presenter's name, credentials, and employer will be included on program publicity via the chapter's web page, emails, social media posts, press releases, and flyers. In addition, the presenter will be introduced during the program, sharing name, academic and professional credentials, title, and employer. Additional publicity at the program (e.g., additional slides related to the presenter) will not be accepted.

### 3. Presenter's books and other published material promotion and sales

When a speaker is a published author, she/he will be permitted to promote and/or sell book(s) under these guidelines:

- a. It must be a book that the speaker has written.
- b. All titles must be in direct relation to the topic the presenter has been asked to present for the ACAP program (e.g., "Dr. Smith" may only sell her book about Dementia, not her travel guide about Europe.)
- c. A chapter may set up only one table for book sales in a room outside the main presentation space, and the author will need to staff the table. Chapter Leadership Team members nor ACAP volunteers are not allowed to staff the table nor may the materials be on the registration table.
- d. Authors may sell their book(s) only at the event at which they are presenting. They may not bring their books to other programs.
- e. The program facilitator (emcee) states that while we value the expertise of our (vetted) presenters, the chapter is not endorsing any particular service or product, including book(s) being sold. Presenters understand these principles, and agree to speak within these guidelines, per the Speaker Agreement that they sign.

### 4. Sale or promotion of other products

Sales or promotion of other products or services, or efforts to sway program participants toward any particular viewpoint, are not acceptable.

Exception: The US government provides free of charge, caption-based phones to qualifying persons with hearing deficits. Chapters may promote this product but contact information for all area companies that provide this product must be provided, rather than directing participants to one particular agency.