

Policy

Sales and Promotions of Products and Services Including Presenter-Authored Books

ACAP, as a non-profit entity, is focused on providing free education to the community. As such, chapters often receive requests to post materials on the web page; provide information or allow sales during a program; permit presenters to promote their business, sell books or other materials; etc. There is a fine line between providing helpful resources versus helping someone sell products, services, or materials. Chapters may tactfully respond while maintaining ACAP's integrity and mission.

For requests to promote another business, agency, or organization, the following reply is suggested:

Hi _____,

Apologies.... As delighted as we are to offer ACAP as a resource to our community, we simply get swamped with these kinds of offers. ACAP realized early on that part of our success was in following simple principles like, "We can't be everything to everyone." We focus on vetted local experts who present their information first-hand. With a myriad of nationally vetted organizations (i.e., AARP, The Alzheimer's Association, etc.) that provide excellent resources, we have made a conscious choice not to overwhelm our stakeholders by making our online resources repositories of every possible offering. I hope you will appreciate our consideration in this approach.

So, what is allowable, and what is not?

ACAP chapters have freedom within broader ACAPcommunity guidelines (that "protect the brand") to make decisions that fit the individual community. These points are offered as a strategy for protecting the ACAP brand and a caution about "slippery slopes." Making an exception for one author/ speaker (or anyone else), and suddenly you have a free speech law suit against your chapter from a crusader with a book to sell.

1. ACAP presentation and publicity

ACAP presentations provide research-informed content to 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 information 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.

3. Book/other published material promotion and sales

On the occasion that a speaker is a published author, they will be permitted to promote and/or sell book(s) under these guidelines:

- a. It must be a book that they wrote.
- b. All titles must be in direct relation to the subject on which we asked them to speak. (Dr. Smith may only sell his book about Dementia, not the enthralling little travel guide about his trip down the Nile.)
- c. A chapter may set up only one table for book sales in a room outside of the main presentation space. The author may sell their book(s) only on the date of the event at which they are presenting. They may not bring their books to other meetings.
- d. The program facilitator (emcee) states that while we value the expertise of our (vetted) presenters, the chapter is not endorsing any particular services or products, 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 inappropriate.

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.