

CALL FOR PRESENTATIONS INFORMATION



We are currently seeking speakers for our 2008 Conference Program and invite you to contribute to your profession by sharing technical knowledge and business expertise through teaching.

The deadline is **February 15** for submissions for the 2008 Conference, but you may continue to submit proposals after this date in the event of a cancellation or a change to the schedule.

Submitting your educational course idea is easy. All proposals must include the following:

1. **Contact information.** Name, title, company, address, phone, fax, e-mail and web site.
2. **Seminar Title.** Must be benefits-oriented. Example: *How to Turn Your Pool Business into a Profit Center.*
3. **Seminar Description.** 15-20 word description to be used in the promotional materials.
4. **Learning Objectives.** 5 learning objective bullet points that attendees will be able to accomplish by the end of the seminar (copy will be used in the promotional materials).
5. **Course length.** Courses are generally scheduled for 1.5 to 2 hours; full day & half day pre-show seminars are available.
6. **Primary Audience.** Seminar should be targeted to: Builder/Installer, Landscape Designer, Landscape Architect, Retailer, Distributor, Owners/Co-Owners; Managers; Supervisors; Sales Professionals; Design Professionals, Building Professionals.
7. **Level of Presentation** (select one):
 - **100:** Attendee is new to the topic or has some introductory knowledge of the fundamental distinctions and applications of the topic, and would like more.
 - **200:** Attendee is familiar with all the fundamental distinctions and can perform simple applications of the topic.
 - **300:** Attendee is very knowledgeable in the fundamental distinctions, can perform ordinary applications of the topic, and wants to be competent in performing all the existing industry standards of application for that topic.
 - **400:** Attendee demonstrates recurrent competence in implementing all the existing standards of the topic and wants to add their own style of these standards.
 - **500:** Attendee is a master in adopting their personal style to existing standards of practice and wants to set a higher standard of practice for the industry.
8. **Qualifications.** Describe your qualifications to teach this course.

Rules and Regulations

If your proposal is accepted: If the program is chosen, presenter must agree to the following:

- Presenter will present only educational information. This session may not be used to promote or sell a product or service. Attendees expect to learn how to build or expand upon their knowledge – NOT listen to a sales pitch for products or services.
- Presenter will incorporate meaningful visuals to illustrate their message. This may be in the form of slides, video clips, transparencies, outlines or role-playing.
- Presenter will submit written materials to Conference Manager by November 1 for use as a handout to be distributed on-site in Las Vegas.
- Presenter agrees to present a program that achieves the learning outcomes listed on the [Call for Presentations Form](#).
- Presenter agrees to read and abide by the Rules and Regulations.
- Sign and date your proposal before sending it to the Conference Manager.

SUBMISSION DEADLINE IS FEBRUARY 15, 2007.

To be considered as a speaker, please download and complete the [Call for Presentations Form](#).

To receive a Call for Presentations submission form in Microsoft Word format to submit via e-mail, contact [Tracy Beaulieu](#) at 972.536.6366.