

# Conference Presentation Guidelines

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<b>AUDIENCE</b>	<i>7x24 Exchange</i> conferences are designed for professionals involved in providing uninterrupted uptime – IT, data center, disaster recovery and network managers; computer technologists; facility or building supervisors, engineers and managers; and, vendors and consultants concerned with these areas. Conference attendees benefit in three ways: professional development/advancement; increased recognition of their function's importance; and, exposure to new ideas, contacts and resources.
<b>OVERALL GUIDELINES</b>	In keeping with <i>7x24 Exchange's</i> mission, all presentations must be educational in tone and content. The audience is largely made up of problem-solvers. Experience indicates they respond best to real-world, case-study-type presentations, but are receptive to new ideas and relevant concepts. Vendors and consultants are encouraged to participate in <i>7x24 Exchange</i> . However, the group is primarily driven by user interest. Overt selling is inappropriate and must be avoided. Any vendor who uses <i>7x24 Exchange</i> for direct sales will forfeit membership. General information tables are provided for the distribution of product literature, educational material and other useful information.
<b>PRESENTATION</b>	<i>7x24 Exchange Responsibilities:</i> <ul style="list-style-type: none"><li>• Presentations are one hour in length including Q&amp;A unless otherwise indicated.</li><li>• A <i>7x24 Exchange</i> facilitator will introduce each session/speaker.</li><li>• Provide AV/production equipment and support.</li></ul> <i>Presenter Responsibilities:</i> <ul style="list-style-type: none"><li>• <b>Provide your FINAL presentation no later than one month prior to the conference. It is the policy of 7x24 Exchange that all conference presentations are posted to the conference mobile app for added value to the attendees.</b></li><li>• Expect and provide 5-10 minutes for questions and answers.</li></ul>
<b>MOBILE APP</b>	Conference logistics, presentations and speaker bios will be available on the Mobile App for attendees.
<b>EVALUATIONS</b>	Attendees are continually encouraged to evaluate all aspects of the conference including sessions. In addition to a 5 STAR rating, attendees are encouraged to enter comments. Presenters receive a copy of the rating and comments for their session.

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