

2012 ISA Water/Wastewater and Automatic Controls Symposium



Holiday Inn Castle Resort.....Orlando, Florida, USA.....Aug 7-9, 2012

Sponsored by the ISA Water/Wastewater Industries Division – www.isawwsymposium.com

Non Commercialism Policy

General Writing/Presentation Guidelines

Papers, Presentations and Posters can focus on a specific technology, application (case history), or be tutorial (how-to) in nature. Authors should write from the perspective of the user, and make sure the article covers the problem, what was done in the past, the solution, and results they obtained. Product endorsements of any kind are not permitted. (Note if you want to also promote your products and/or services at the symposium, have you considered also being an exhibitor or symposium sponsor? Contact us for more information.)

Avoid Commercialism

Here is how we define commercialism:

- **ALLOWED:** one mention company name adjacent to the author's name/title.
- **ALLOWED:** for posters, the company logo can be placed beside the author's name/title provided that is not larger than 2" x 4" on a 3ft wide x 4ft high poster
- **ALLOWED:** for PowerPoint presentations, the company name, company logo and author name/title can be placed on the "about the presenter" slide (slide #2). A small company logo can also be placed if desired on the bottom of each slide provided that it is no larger than 0.5" high x 1.5" wide on a 8.5"x11" sized slide
- **ALLOWED:** one mention of a trade name or trademark in the body of the article for the purposes of identification only
- **ALLOWED:** Images of installed product and screen images that help explain/illustrate.
- **NOT ALLOWED:** mention equipment by model or trade name.
- **NOT ALLOWED:** Reference to company's products, services, and achievements with specific attribution to a company or its known products and services.
- **NOT ALLOWED:** References to competitor by name in any potentially comparative or exclusive manner, other than general awareness mention in the most evenly represented, fair manner.
- **NOT ALLOWED:** References to we vs. others in any form.
- **NOT ALLOWED:** References to exclusive positions held by a company; technology, quality, markets, skills, property (as in patents, licenses, etc.).
- **NOT ALLOWED:** Any discussion that, under normal standards of courtesy and maturity, would offend another producer of similar equipment and services.