Self Promotion Guidelines

The Purpose behind HotRocks is to educate VetPartners members on new, interesting topics in the profession. It is intended to be a benefit for the members. It is not the appropriate place to promote your company, services, or products. Your role as a presenter is to educate and motivate.

To be fair to all of our members and sponsors, the following guidelines have been established for HotRocks presentations:

1. All slides in HotRocks presentations must be on the provided VetPartners Slide Template.
2. Use of an organizations name, logo, tagline, etc. shall be limited to the title slide OR presenter contact slide.
3. Topics are to be applicable and usable to a broad range of attendees.
4. Topics presented should be supported by evidence/research from more than a single source whenever possible. Citing your own data is fine as long as it is simply a citation and the topic is general and not specific to your product or service.
5. Where topics are supported solely by the work on a single individual or organization, the information presented must not be in the form of proprietary information, services or products provided by that individual/organization to consumers for profit.
6. Individual interpretations of the works of others may be acceptable so long as the topic is appropriate.
7. Discussion of organization/product may be acceptable as long as it is in support of, or relevant to, main topic. However, such discussion should be limited to no more than one or two sentences. In addition, such discussion should include reference to similar product/services whenever possible.
8. There should be no discussion of proprietary products/services/work papers/etc. created by you, or your organization, that the audience can buy or sell to their clients.

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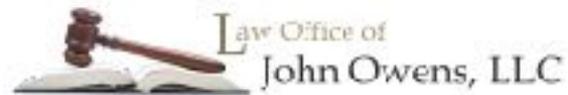JEOwens@lawofficeofjohnowens.com
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