

To: All IWCS Technical Paper Authors & Presenters

Subject: Guidelines for Commercial Content in Technical Papers and Presentations for the IWCS Cable & Connectivity Symposium

The IWCS Technical Symposium is a forum that presents advances in technology, shared among participants. As a technical forum, it is expected that presentations are free from overt commercialism.

Papers that are excessively commercial will be returned to the Author to be modified or withdrawn from the Symposium if not corrected.

The IWCS Conference program does contain commercial presentations in the Supplier Exhibition “New Products Presentation” Session.

It is important to acknowledge that authors of Technical Papers presented in the IWCS Technical Symposium are typically employed or sponsored by commercial enterprises. Such enterprises have an expectation that work performed by their employees or under their sponsorship will have an economic value to the enterprise.

Accordingly, the following guidelines apply to Papers presented in the Technical Symposium:

- Commercial product names should not appear in the title of a Paper / Presentation.
- Commercial product names should be used only as essential to make coherent messages in the Presentations.
- There will be no reference to competing commercial products, although reference can be made to competing technology.
- Technical Papers, when presented in an electronic format such as Microsoft® PowerPoint®, may employ a company-specific format or template.
- Company names / logos can be provided on each PowerPoint slide, but limited in size and placed in the lower corner of the slide
- Presentation must not include commercial literature or pricing information, other than as a general measure vs. competing technologies.
- Presenters must refrain from “sales” messages, either in the Presentation itself or in remarks made in response to questions.

Abstracts and Technical Papers will be reviewed in consideration of these Guidelines. Acceptance of your Paper to be presented at the IWCS Cable & Connectivity Symposium obligates you to adhere to these guidelines in the submission of your Technical Paper and PowerPoint presentation.