

NACADA Commercial Promotion Policy

Purpose: To set guidelines for what may or may not be done within conference presentations regarding commercial or self promotion.

Definition of terms:

Commercial promotion:

Any entity (person, product, service) and any product or service for hire or sale, which is promoted by verbal or written reference in any manner (names, logos, description, etc.).

Self-Promotion:

Promotion where a presenter engages in self-advertisement of a product or service for the purpose of advancing personal financial gain.

NACADA sponsored event:

Presentations, Fairs, or any NACADA-sponsored programming. Policy does not pertain to private, spontaneous conversations that occur at a NACADA-sponsored event.

Commercial Entity Representative:

Refers to a General Member who also receives a salary, commission, or compensation directly related to the entity.

Any NACADA member who represents a commercial entity may reference it as long as such entity:

- is mentioned in the context of an approved presentation,
- is not promoted for personal financial gain, or
- has received prior approval from the Executive Office.

If the entity (person, product, service) produces no direct personal gain, it can be referenced with no prior approval necessary.

Commercial promotions that occur outside of the purview of the above will be addressed by the Executive Office, which may consult with the appropriate Advisory Board and/or the Board of Directors, as deemed necessary.

Individuals concerned with violating this policy should contact the Executive Office for clarification. It is the responsibility of the Executive Office to make presenters at all NACADA sponsored events aware of this policy.

It is the responsibility of the Executive Office to advise the Conference Program Committee of this policy and the following requirements at NACADA-sponsored events:

- The inclusion of commercial promotion of products and services guidelines in all Calls for Presentations.
- The lead presenter on a proposal must be a NACADA member.
- Proposals, regardless of type of presentation, that directly promote a commercial product or service are prohibited.
- Proposals that include non-NACADA members or Affiliate Members should be reviewed separately by the Conference Program Committee.

(Revised 7/25/19)