

Thank you for speaking at the upcoming Southern California Association for Financial Professionals “#SoCalAFP” on December 10, 2024, at the Hilton, Long Beach, California. We are extremely excited to have you speak and know our attendees will find great value in your participation. We ask each speaker to read and adhere to the guidelines below.

Presentation Guidelines

- The #SoCalAFP draws participants from a wide variety of industries, government, and academia. It is important that your presentation includes enough background to be understood by those who are not specialists in your area. Content should help participants see various points of view, key concepts to consider, and/or methods that help them improve professional effectiveness.
- Presenters are encouraged to use both “show” and “tell” formats. Visuals should be professional in appearance and easily legible from the back of large rooms. Speaking to, rather than reading from slides, provides more opportunity for you to engage the audience. Please note, we require you to use the **#SoCalAFP PowerPoint master template** if a traditional presentation will be displayed.
- **Please provide your presentation materials no later than Friday, November 29th.** These should be sent in a widescreen (16:9) #SoCalAFP PowerPoint template presentation. White papers, research materials, supporting documents or weblinks relevant to your topic are also strongly encouraged and will be placed on our website for attendees to reference.
- Check with your welcome email for the total time allotted to your presentation. Please remember the importance of leaving time for questions, either throughout or at the end of your presentation. It is good practice to repeat any questions asked by the audience to ensure everyone hears the full question and your answer.
- **#SoCalAFP has a firm policy on commercialism.** The annual EXPO sessions are non-commercial forums. Individuals must refrain from the use of brand names and specific product endorsement. Under no circumstances should the session podium or panels be used as a place for promotion of a speaker’s product, service, or monetary self-interest, nor for promotion of a product or service offered by Speaker’s employer or client.
- By confirming to speak, you agree that the content you are presenting shall not infringe or violate any copyright, trademark, patent or intellectual property rights of any person or entity.
- Presenters from any session podium or panel must refrain from statements or humor that disparages the rightful dignity and social equity of any individual or group.
- Attire for the symposium ranges from business casual to business formal, and speakers are encouraged to dress in business attire during presentations.
- Cancellations are always regrettable. If an emergency prevents you from presenting, please immediately notify Conference Director, Jennifer Saliba (503) 481-3331 jennifer@consultrhino.com. Help identifying a substitute to fill the vacancy is greatly appreciated.

Thank you again for agreeing to speak at the Southern California Association for Financial Professionals. We are eagerly anticipating your presentation!

For immediate assistance, please contact:
Your Conference Planning Team
events@consultrhino.com

**Southern California Association for Financial Professionals
Tuesday, December 10, 2024 | Hilton Long Beach, CA
Consulting services provided by RHINO CONSULTING**