



Speaker Moderators- Event Letter of Responsibility

Speaker Benefits - What You Get:

- Widen your reputation and recognition as an expert in your field
- Strengthen your company's reputation as a leader in Automotive Dealers Attendees and Peers
- Gain exposure to consumers of Auto Dealers and Vendors
- Receive discounted registration to attend the conference (pre- and post-conference workshops are included)
- Posted- Featured Speaker Page bio and company logo and site link for speakers and consultant.
- Conference Hand Out Playbook Strategy Guide Book.
- Complimentary Transportation to Hotel Venue for Featured Speakers
- Special Check In Assistance.

Speaker Requirements and Responsibilities

Given the speaker benefits above, speaking at CarLance training events is considered a valuable opportunity, for which there is great competition. This opportunity entails the significant speaker obligations listed below. We hold that your submittal will follow with the highest standards of material related to the event subject matters and demonstrate the conduct of professionalism at our events.

By submitting the speaker proposal form you agree to the following speaker requirements and restrictions:

- **Vendor-neutral content.** Your presentation may contain no "sales pitches" or sales-oriented material. Although positive exposure is generally a natural side-effect of presenting at the Red Zone Summit, your session must focus entirely (with the exception of a brief, "non-salesy" mention of the software solution employed, if relevant) on substantive content that the audience can implement and benefit from without necessarily buying any particular product or professional service. *Exception are for hand out material* with your logo, website and email is allowed. Prior handout approval must be submitted for approval 45 days prior to event. We will check. Send to: speakers@carlance.com.

- **Completed work.** The work about which you are proposing to speak must be completed and any pertinent results attained, prior to submitting the speaker submission form.
- **Named case study.** If your submission indicates you have authority to share the name of the organization or department that benefited from the deployment of analysis or facts, you must attain, prior to submitting the speaker submission form, such authorization, both for it to be named within your presentation materials, as well as within CarLance event publicity materials and listings. If for any reason the organization subsequently revokes authorization to be named (i.e., "changes its mind"), the session will be cancelled from the event.
- **Travel expenses.** CarLance does not have a budget to cover speaker travel expenses. Speakers are responsible for their own travel expenses and incidentals. You certify that you have secured funds (or secured authorization for such funds, where applicable) to fully cover your travel expenses as needed in order to attend the event at which you are proposing to speak.
- **Speaker cancellation.** You certify that you have the means and opportunity to attend and present at the CarLance event at which you are proposing to speak, and that you have attained any pertinent authorization, such as that of your employer, prior to submitting the speaker submission form. If your submission to speak at CarLance training event is accepted, cancellation subsequent to CarLance speaker registration for any non-medical reason is against CarLance policy and is considered an infraction against meeting your professional obligations. If your submission is accepted, CarLance will rely on your participation and will turn away qualified speakers in favor of including your session. CarLance begins publicizing your session immediately upon confirmation notice of selection in order to attract attendees to the event. If medical conditions preclude your attendance at the committed event, you agree to make best efforts to notify CarLance as early as possible; in such a case, while assistance finding a replacement speaker is requested and appreciated, CarLance must screen any prospective replacement speaker, and retains the right to find a replacement speaker on its own.
- **Agents and PR staff.** If the person completing the speaker submission form is not the speaker (e.g., an agent, assistant, or PR staff), you must enter both your email address as well as the speaker's, as indicated on the submission form. You certify that you are authorized as an agent to submit the speaker proposal form on her or his behalf, and that the speaker has been consulted regarding, and is willing to agree to, the provisions listed here; upon acceptance, the speaker her- or himself will be required to explicitly agree to these provisions via the CarLance Speaker Agreement.

- **Co-presenters.** If not included within your speaker submission, co-presenters may only participate at CarLance after attaining prior written permission from CarLance staff and after they have undertaken CarLance speaker paid registration.
- **Client co-presenters.** If you are an analytics services vendor or consultant co-presenting with a client, per CarLance policy, the cancellation of your co-presenter will result in the cancellation of your overall session.
- **Session length.** You agree to participate in a speaking slots ranging from 20 to 50 minutes with q&a, at the discretion of CarLance, as determined by its conference program constraints and requirements.

Call-for-Speakers Updates and Notifications If you would like to receive CarLance call-for-speakers announcements and notifications, as they arise for future CarLance events, email all speakers correspondence speakers@carlance.com with the subject line, "Subscribe CarLance call-for-speakers notifications." Please contact us if you have any questions.

I have carefully read these speaker requirements and restrictions, and I agree to each provision listed above.
