

The Canadian Security Association (CANASA) is dedicated to bringing the best educational and informational speakers, presenters and instructors to our Members right across Canada; through trade shows, regional events, Council meetings and training programs. We operate in a very competitive and entrepreneurial environment, representing many different types of members - large and small, each with their own unique products and services.

For the betterment of the industry, CANASA encourages members to assist the Association through the donation of time, knowledge, and expertise for seminars, written materials and guidance in leading the security industry. We realize that some member companies are more capable of providing these services because of size, revenue base and/or marketing budget. Regardless of a member's stature however, CANASA through the National Office, Regional Councils or Sub-Committee, sponsors these events or publications, and because of this, certain guidelines must be met. We endeavor to give each member an opportunity to promote and market their products and services through our successful trade shows and industry publications.

Whether our speakers or instructors are receiving an honorarium for their services or presenting voluntarily, CANASA is sponsoring the event and certain guidelines must be met.

The following guidelines are presented to better help you plan your presentation, article or other information:

- **The mention of a speaker/presenter's company and position is appropriate and professional during an introduction**, by a Master of Ceremonies and may also be used in biographical information submitted for an event, article or educational material. Reference to a speaker's company during the presentation is **not** generally appropriate.
- **Presenters represent CANASA and should not be promoting their own company, product line, pricing or service during their session.** Handouts relating strictly to the presentation are permitted, but both handouts and material being presented **should be reviewed by the sponsoring Council at least 2 weeks in advance**, and also should not contain any company name, seal or logo. Business cards should not be attached to handouts. They are allowed if given to members who express an interest afterwards and wish to follow up, on a one to one basis. Presenters should not interrupt or distribute these materials directly to attendees during a session, but leave it up to a CANASA representative.
- **Presenters are not permitted to use the name, seal, logo or other identifier of a specific product, manufacturer or line of service, etc.;** unless it can be shown beforehand to be an integral part of the presentation. Such would be the case with a new product introduction (where no other local competitor or product exists) or where a comparison is being made with another product(s) in a fair and equitable manner.

CANASA Presenter Guidelines Continued

- **Presenters must give equal and appropriate indications of all firms or individuals** who are involved in similar projects, services or products to avoid using their advantage while addressing the group for advertising.
- **Presenters MUST NOT denigrate or belittle another firm's projects, product line, services, installation or monitoring capability, etc., nor belittle individuals who are employed or represent them.** The presenter and CANASA must protect an individual's person, property and reputation from wrongful harm during all presentations, seminars, exhibits, events, etc.
- **Presenters must not exaggerate any claims** as to the performance of any product, service or company.
- **Presenters are responsible for sourcing all copyright approval for material or information used by them that are not supplied directly by the CANASA head office.**
- **Presenters are responsible for insuring that no confidential information is inadvertently divulged during their presentation or within the material they may distribute either before or after the event.** Professional practitioners are expected to avoid such disclosure of such information and to avoid the use thereof for the benefit of themselves or a third party, or to clients, or other members disadvantage.
- **Presenters can be perceived as experts and therefore must follow good professional and business policies which include speaking or practicing within ones competence, adhering to all regulations, CANASA standards, guidelines and local bylaws.** They should follow all legal and ethical considerations when presenting and during events should not counsel any individual or group of individuals to break the law, unduly delay, open to risk or cause further expense to their client, employer, other companies or members.

Advertising in general is not allowed as part of CANASA events unless it is sanctioned within a show, exhibit, table top presentations, etc.; and represents revenue to either CANASA or its Regional Councils.

Advertising revenue allows the Association to keep membership dues down, maintain and expand services to our members nationwide and operate daily. Advertising (if conducted inappropriately by an Instructor or presenter), may be seen as either an endorsement or sponsorship of a specific product, service or organization by CANASA.

These guidelines minimize possible member confusion. Failure to meet these minimum requirements leave presenters open to professional scrutiny, either formal or informal, by the attendees and the association.