



Association of the Nonwoven Fabrics Industry

NON-COMMERCIALIZATION GUIDELINES

When making a presentation at an INDA conference, it is very important that papers, presentations and the visual aids that accompany them be as non-commercial as possible.

Feedback from previous meetings has shown that the single most common complaint regarding the papers presented at these meetings is that many of them are “too commercial” and seem like a “product pitch”. It is also important to note that such product pitches reflect negatively on the presenter and the presentation.

INDA realizes that most papers are derived from the development or application of commercial products, and it makes little sense to abstractly talk about a new product or equipment development.

Below are the guidelines that INDA expects to be followed for any conference presentation:

1. Written Papers: Limit reference to your company name, and product(s) trade name to one time only. Thereafter, refer to the product(s) with a generic reference. For example:
“The XYZ Company has developed the new BUYME brand fabric for use in automotive headliners. The development of the *new meltblown polypropylene fabric* is based on experimental work conducted...”
2. Visual Aids: Limit reference to your company name, logo, and product(s) trade name to one time only when using visual aids. This includes slides, overheads, etc. Regardless of the combination of slides, overheads, tables, graphs, text, or pictures, the trade name should appear only once. Be sure your company logo is only on your first, opening slide.
3. Comparative Data: For any comparative data used in the paper and/or presentation, refer to the competitive products by their generic name only.



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PREPARING YOUR PAPER

The final copy of your paper should include a general outline of topics covered and a bibliography. Historically, papers average 5-10 pages in length, but papers can be any length. Please review and abide by the following guidelines when writing your paper:

- A. **FORMATTING:** Papers should be in paragraph form, block style (no indents for paragraphs). Do not start new sections on a new page if space is available on the previous page. Do not use columns.

NOTE: Graphs, figures, etc. should fit on one page, within 1” margins.

- B. **SPACING & MARGINS:** Single space within paragraphs. Double space between paragraphs and before and after headlines. Leave 1” margins on all four sides.
- C. **TYPEFACE:** The preferred typeface/font is Times or Times New Roman 12 point.
- D. **SYMBOLS & ABBREVIATIONS:** Unusual abbreviations and symbols should be defined when first used.
- E. **TITLE & AUTHORS:** The title of your presentation should be typed on page 1 of the paper (1” from the top of the page). *Do not use a separate cover page.* Double space between the title and your name as speaker. Type and center author(s)’ name, title, and company affiliation.
- F. **USE OF TRADE NAMES:** This conference is designed as a “learning forum”; commercialization and/or promotion of products and companies is **strictly prohibited.** Avoid using trade names (except as in initial reference; then use the generic name) in papers and presentations. **Be sure to read the “Non-Commercial Guidelines” for INDA papers, presentations, and slides in this Handbook.**
- G. **FIGURES, GRAPHS, PHOTOGRAPHS, EQUATIONS:** Please insert figures, graphs, photographs and equations into the body of your paper in order of reference rather than putting them at the end. Type captions for figures directly below the space allowed for the material, leaving two blank lines between the figure and the first line of the caption. Type table captions above the table, leaving two blank lines between the last caption line and first line of the table.

NOTE: If your visual representations are large, you may prefer to insert them at the end of your text.

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- H. **NUMBERING:** Please do not type page numbers on your paper. Number figures, tables, equations, etc., consecutively, based on the order they are used in the paper. Be sure numbered visuals match numbers in the captions.
- I. **REFERENCES:** References to books and/or articles should be listed in your bibliography at the end of the text.
- J. **PRINTER:** At a minimum, your hard copy should be of ink jet quality. **DO NOT SUBMIT A FAX OF YOUR PAPER.**
- K. **PROOFREADING:** Please proofread carefully. INDA will not be responsible for typographical errors or omissions.