



# CALL FOR PRESENTATIONS

*Share your expertise and experience!*

The National Frame Building Association (NFBA) represents post-frame construction, manufacturing, and marketing companies, as well as code and design professionals. It is the only trade association representing the interests of the post-frame construction industry throughout the United States.

NFBA is committed to delivering educational programs that enhance the technical and business skills of its members. The educational programming at the Frame Building Expo offers practical and cutting-edge information presented by qualified speakers. Educational workshops and seminars cover a broad array of specialty areas to meet the needs of industry professionals at all levels of experience.

***You are invited to share your expertise and experience with your peers by submitting a proposal for an educational session at the 2019 Frame Building Expo.***

## Educational Tracks

NFBA wants to offer education in areas including, but not limited to, the following:

- **Business Management**
  - Business operations
  - Financing
  - Human resources
  - Insurance
  - Investments
  - Motivation and leadership practices
  - Personnel development
  - Productivity
  - Risk management
  - Succession planning
- **Engineering Training**
  - Architectural considerations
- **Hands-On Skills Training**
  - Finish framing
  - Installation of walk doors and windows
  - Starter trims, siding, and roofing
- **Safety Training**
  - Equipment inspection
  - Jobsite safety, fall protection
  - Regulations
- **Sales and Marketing**
  - Advertising
  - Market trends
  - Sales coaching
  - Social media
  - Website
- **Crew-Member Training**
  - Customer communications
  - Customer relations
  - Team building
- **Technical Knowledge**
  - Code issues
  - Energy performance
  - Insulation systems
  - LEED compliance
  - Product and equipment selection
  - Roofing
  - Solar technologies
  - Trusses

## Selection of Speakers

Each proposal is reviewed by the NFBA Convention Planning Committee, which is composed of industry leaders. Technical proposals are reviewed by NFBA's Technical and Research Committee. The committees will select presentations on the basis of their **overall quality**, their **relevance to the post-frame industry** (with attention to attendees' feedback on previous NFBA educational sessions), and their **applicability related to innovations in industry technology or business thinking**.

***A proposal should have a well-defined focus, clear learning objectives, and a practical application for post-frame industry professionals.***

## Special Benefits for Speakers

- Recognition as an industry leader in Frame Building Expo communications
- The opportunity to exchange knowledge with peers
- Recognition in the conference brochure, on the NFBA website, and in a preconference issue of *Frame Building News*
- Complimentary registration to the 2019 Frame Building Expo

## The Proposal Process

- Complete the enclosed proposal form in its entirety (one proposal per form). You must use this form. Submission of an incomplete form will decrease the chance of selection, and proposals not submitted on this form will not be considered.
- Include with the proposal form a brief outline of the presentation, a brief biography, and (if applicable) the amount of a requested honorarium.
- Download or photocopy this form to submit one or more proposals.
- **E-mail, mail, or fax the form to NFBA on or before Friday, May 18, 2018.** See page 2 of the form for instructions.

When describing your seminar's content, **put yourself in the attendee's shoes**. Have you clearly explained your objectives and what the key takeaways will be for attendees? Have you offered a compelling reason for someone to attend your session? Remember that the committee takes into account clarity and organization when reviewing proposals.

## Representing NFBA

When you speak at an NFBA event, you represent the association to members and to the post-frame industry as a whole. Rightly or wrongly, what you say and how you say it become the lens through which members judge the association. The most important thing you can do to represent NFBA well is to present an exciting session that meets members' needs, solves problems, and enhances the ability of members to deliver high-quality products and services.

**NFBA requires speakers at its meetings to abide by the following policies concerning product promotion and antitrust regulations:**

### **Product Promotion**

It is the policy of NFBA that the role of any speaker is to educate, not to promote a particular product, product line, supplier, or service. Therefore all speakers must abide by the following guidelines:

- It is permissible to mention products, companies, and techniques and to include reference to them in handouts or materials. However, speakers may not endorse or recommend particular suppliers or products. Speakers may not mention the cost of products or services in their presentations or handouts, and they may not promote any product or service for the purpose of sales.
- Speakers may not set up displays to promote products or services in educational sessions.
- Sales promotions and sales transactions may not take place in educational sessions.

### **Antitrust Regulations**

NFBA is an association of suppliers and contractors. As an association of competitors in the post-frame construction industry, NFBA must act cautiously to ensure that no federal or state antitrust laws are violated.

Prohibited topics in discussions during association meetings include those that could be construed as tending to (a) raise, lower, or stabilize prices or fees, including credit terms; (b) regulate production or the availability of products or services; (c) allocate markets or customers; (d) encourage boycotts; or (e) foster uncompetitive practices. These include, but are not limited to, discussions involving terms of warranties or contracts, the quality of competing products, or anything that could be indirectly related to pricing.

Remember: **Pricing may not be discussed.**

# PRESENTATION PROPOSAL FORM

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Submit your proposal to NFBA on or before May 18, 2018.

## PRESENTER

Name: \_\_\_\_\_

Names of co-presenters (if any): \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

Are you a new presenter?  Yes  No

**Presentation Category:**

<input type="checkbox"/> General Interest	<input type="checkbox"/> Hands-On Skills Training (held on show floor)
<input type="checkbox"/> Business Management	<input type="checkbox"/> Safety Training
<input type="checkbox"/> Crew-Member Training	<input type="checkbox"/> Sales and Marketing
<input type="checkbox"/> Engineering Training	<input type="checkbox"/> Technical Knowledge

**Target Audience:**

<input type="checkbox"/> Builder	<input type="checkbox"/> Designer (architect or engineer)
<input type="checkbox"/> Crew Member	<input type="checkbox"/> Manager

**Level of Seminar:**  Beginner  Intermediate  Advanced

Note: Structure your presentation so that it focuses on a specific level or range of knowledge for the attendee. The beginner is just starting in the field or area, the immediate learner has some prior knowledge, and the more advanced learner is ready for a higher level of instruction. Attendees want to use their time productively by choosing sessions appropriate to their specific learning needs.

**Describe prerequisite knowledge, if any, needed by those who attend your session.**

## Format:

Lecture  Discussion or Forum  Workshop  Hands-On Skills Training (held on show floor)

## Projected Length of Session:

1 hour  1.5 hours  2 hours  3 hours  4 hours

**Presentation Title:** \_\_\_\_\_

**Learning Objectives** (What will attendees gain from attending this session?)

1.

2.

3.

# PRESENTATION PROPOSAL FORM

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## Presentation Description

Please note that if your proposal is selected, this description of your session may be used in promotional material. Provide bullet points or a brief description (200-word maximum).

## My signature indicates that

- I am available to present this session at the 2019 Frame Building Expo at the Kentucky International Convention Center, Louisville, KY, March 6–8, 2019.
- If my presentation is accepted, I will provide a copy of the presentation to NFBA at least 1 month before the event.
- If NFBA decides to record the educational sessions, I agree to sign a release allowing NFBA to record my presentation for the purpose of providing online educational resources to NFBA members.

\_\_\_\_\_  
Signature or printed name (*Your signature or printed name indicates your acceptance of the terms of the proposal form.*)

\_\_\_\_\_  
Date

## **Submit your proposal on or before May 18, 2018.**

- E-mail the completed proposal form, outline, and biography to [info@nfba.org](mailto:info@nfba.org)  
or
- Mail the completed proposal form, outline, and biography to NFBA, Attn: 2019 Frame Building Expo, 8735 W. Higgins Road, Suite 300, Chicago, IL 60631-2738  
or
- Fax the completed proposal form, outline, and biography to 847.375.6495, Attn: 2019 Frame Building Expo.

If you have any questions, contact Jeff Henry at 847.375.6402.

**Thank you for sharing your expertise  
to advance the post-frame industry.**