

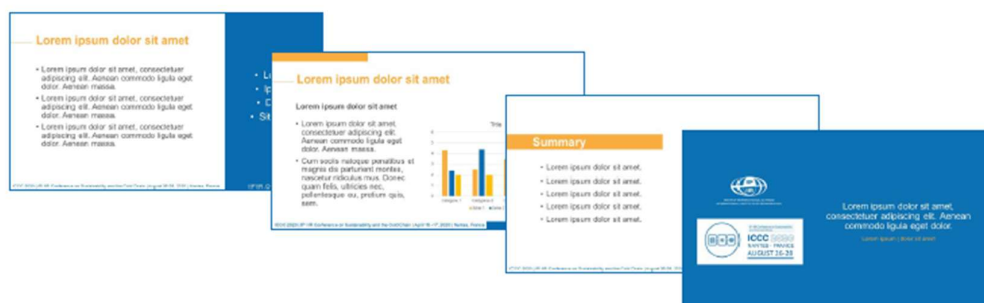
## Instructions on preparing slides for IIR conference presentations



This annex provides guidelines on how to prepare your slides and the commercialism policy that will be enforced at the conference.

Please read these guidelines and policy carefully before you start preparing your presentation.

- **Software.** Use PowerPoint software
- **Template.** Use the PowerPoint presentation template provided
- **Font styles** to be used are:
  - Slide titles: font Arial, 36
  - Level 1: font Arial, size 24
  - Level 2: font Arial, size 20
  - Level 3: font Arial, size 20
  - Level 4: font Arial, size 18
  - Level 5: font Arial, size 18
- **Format.** Always use landscape format for the presentation. Do not use portrait format content
- **Adjust.** The layout of the slides can be adapted as necessary (text and images boxes can be moved or reformatted)
- **Readability.** Opt for light backgrounds and dark letters; it's readable to read and easy on the eyes. Dark backgrounds can be used to highlight key content
- **Images.** Good quality images and graphics should be used
- **The rule of 15.** As the presentation is limited to 15 minutes (plus 5 minutes questions), the presentation should be roughly 15 slides
- **Non-commercial.** Like the conference paper, presentations should not be commercial in nature
- **Copyright.** Similar to paper presentations, authors will be required to sign over the copyright of their presentations to the IIR to be indexed in the FRIDOC database



## **Commercialism Policy**

As an international intergovernmental institute, the IIR does not in any way support commercial actions. The purpose of any presentation or paper at an IIR conference shall be to educate the audience on research or technological application.

It must be made clear that the IIR organises technical conferences and the conference is not a forum for personal or corporate advertising.

Below provides guidelines on how to prepare abstracts, papers, posters and presentation slides in line with commercialism policy that will be enforced at the IIR conference.

### **WHAT IS NOT ALLOWED!**

- Use of commercial names and logos shall not be done in ways that imply IIR endorsement, approval or certification.
- Inference that the IIR approves or recommends any product, software or system for any reason is prohibited.
- Copies of any type of promotional material shall not be made available during the presentation.
- Promotion or endorsement of any particular company product is prohibited and shall be excluded.
- The advertisement or promotion of commercial entities or other external groups is strictly forbidden.
- Promotion of oneself, a self-owned business or product/system is not allowed.
- Any inclusion of commercial names or logos must not be of a promotional nature, imply IIR certification or support, and there must be no implication that the audience is required to use the commercial entity.

### **WHAT IS ALLOWED!**

- Names of authors and presenters, affiliations, company names, supporting organisations, (and corporate logo on slide presentations).
- The research programmes, policy, legislation or name of organisations, software, government agencies and government-sponsored agencies may be referenced in order to maintain presentation clarity and relevance.
- Specific reference may be made to industry-related standards, test methods and codes.
- Make, model or sole source of critical test instrumentation, reagents or apparatus may be identified, so that others may duplicate the tests.
- The proprietary nature of technical information may be identified to make evident the limitations of its use.
- Commercial names and logos not related to the refrigeration industry shall be permitted in presentations and papers providing recognition is pertinent to a better understanding of the refrigeration technology.