

Promotional Webinars Offered with The Masonry Society

To further its mission to advance the knowledge of masonry, its development and application, The Masonry Society (TMS) seeks to offer a wide range of educational products including webinars that are both non-promotional and promotional. Non-promotional webinars are to be technical in nature, unbiased, and comply with requirements of the American Institute of Architects (AIA) Continuing Education Requirements. Promotional webinars allow vendors, manufacturers, and developers the opportunity to specifically discuss their products and systems, their advantages, and if so desired, their costs with the Membership of TMS and others. This guide provides background to such vendors that may wish to work with TMS to present on their products and systems.

General Guidelines for Promotional Webinars:

The Masonry Society (TMS) invites presentations on masonry products and systems that inform its Members and subscribers about those products and systems without comparisons to specific other products or systems. That is, presentations are to discuss only the advantages and capabilities of the specific noted product or system without speaking against a competitor's product.

Vendors interested in presenting such content are encouraged to submit a proposal to TMS with the following information:

- A Title for the Presentation (Please limit to 15 words).
- A brief description of what will be presented including a general description of the product or system, and a link, if applicable, to information on the product/company.
- A brief bio on the Speaker/Speakers along with contact information for the speaker(s).
- A signed Speaker Agreement form (see next page) stating that the presenters will not speaker directly against competing products and systems, nor use a competitor's name, logo, trademarks, or other identifiers in their presentation.

Upon receipt, TMS will consider the proposal and if approved, will engage the vendor to discuss possible presentation dates/times. At that time TMS will forward an invoice for the presentation as noted below, which must be paid in full by the time of the webinar. Webinar pricing is as follows:

- Non-Member Pricing: \$2500 per 1-hour webinar
- Member Pricing:
 - Sustaining Member of TMS: \$500 per 1-hour webinar.
 - Affiliate Member of TMS: \$750 per 1-hour webinar
 - Regular Member of TMS: \$1,000 per 1-hour webinar.

TMS will limit the number of webinars annually, and retains the right to choose promotional webinars it believes are of most interest to its Members and subscribers.



Speaker Agreement for Promotional Webinars

This speaker agreement describes conditions for vendors and speakers who wish to provide information on their products or services to TMS Members and subscribers that elect to participate in a Webinar offered by the vendor. By signing this form, the speaker(s) agrees to the following:

- To strive to offer current, technically accurate, and appropriate information on their product or system.
- While general comparisons to other products or systems can be made, specific competitor products may not be mentioned, shown, or inferred during the presentation. If questions are raised by an attendee about a competing or alternate system, the speaker may briefly and professionally respond, but must as quickly as possible, turn the discussion back to their own product and system.
- If the Vendor wishes to offer Continuing education credits, all duties for the reporting are the Vendor responsibility.

In addition, by signing this form, the Speaker(s) and Vendor understand the following:

- TMS will work with the vendor to find a mutually agreeable time for the presentation, with promoting the seminar, and with preparing for the presentations.
- TMS will promote the webinar via its website, e-newsletter and other means the Society finds advantageous. The Vendor may also elect to promote the webinars as it sees fit.
- Despite these promotional efforts, however, TMS cannot guarantee any number of attendees.
- TMS currently has the ability to have 100 connections to its webinars. Because those connections can be offered in conference rooms or offices, the total number of attendees is likely much more than this. However, if more than 100 register, TMS will explore options of alternate methods of hosting the webinar, although it does not guarantee more connections.
- Attendee names and contact information will not be shared by TMS with the speaker or vendor. Attendees may however contact the speaker or vendor on their own.
- Titles, descriptions, and speaker bios may be edited by TMS as needed, with proposed revisions being shared with the speaker prior to distribution
- Electronic files such as a PowerPoint file or a pdf, will be offered by TMS to the attendees via Dropbox or other means, but TMS does not guarantee that attendees will have downloaded/accessed such files.
- Evaluations, if any, will be shared with the speaker at their request.
- TMS may elect to post or share recordings of the Webinar on its TMS's Website, or with specific interested parties. TMS has the right however, to not post recordings. If recordings are posted, Vendors may link to these recordings if so desired.

Speaker Name (Print)

Speaker Signature

Date

Return to The Masonry Society at info@masonrysociety.org