



April 3 2025

I. **Introductions**

II. **NSAC/Mingle and AdStar Awards**

III. **Campaign Presentation**

- (1) 30-minute rehearsal/set up time prior to presentation.
- (2) Absolutely no audio/video recording or photography during the presentations.
- (3) Teams **must** use the presentation title slide provided by the AAF to display on the screen before the presentations starts – DO NOT make any changes to the template except to insert your team number.
- (4) All presentation materials **must be** covered/hidden prior to the start of your presentation. Boards, if flipped around, must not have any identification on the back.
- (5) Only members of the four-student presentation team may speak or operate visual equipment, lights and/or displays during the presentation.
- (6) Presenting team introductions for AdStar awards, followed by team # and confirmation everyone is ready to go. If you introduce yourselves at the beginning of your presentation, we will skip the team introductions.
- (7) For the 20-minute presentation the timing will begin when your music starts, or your presenter begins speaking. Do not display any work prior to the start of your presentation.
- (8) Patti Cody is the official keeper of time – no other record of time will be acknowledged. You may request the timekeeper give you a one or two-minute warning. The timekeeper is the only person who may signal the time remaining during the presentation. (Note: it can be intrusive).
- (9) You may hand the judges examples of displays or other sales promotion and advertising materials, but the judges may not keep these materials. **YOU MUST TAKE THESE BACK AT THE END OF Q&A SESSION OR THEY WILL BE THROWN AWAY.**
- (10) During Q&A, each team will have 15 minutes to respond to any questions from the panel of judges.
- (11) Presentation material cannot be posted online at any time.
- (12) No additional creative or supplementary materials may be presented during the Q&A.
- (13) All members of the team may move to the front of the room or to the stage during Q&A.
- (14) Any member of the team can answer any questions at any time – team members DO NOT need to be called on to answer.
- (15) Presentation content cannot be changed between District, Semi-Final or Final levels of competition.

IV. Equipment/Rooms

- (1) Equipment is as stated in P&Ps (Page 13)
 - i. One front/rear projection screen (16:9 screen ratio)
 - ii. Tables/Chairs
 - iii. Six easels
 - iv. Speakers/Sound Systems
- (2) There will be an A/V technician available to assist in setting up prior to your presentation, be sure to ask any questions at the tech review following this meeting.
- (3) A/V technicians MAY NOT participate in your presentation and have no authority to make equipment substitutions or any other decisions concerning the competition.
- (4) In the event of equipment failure or medical emergency, ONLY the presenters can announce "STOP TIME". The clock will be stopped immediately, and the equipment repaired. Anyone may assist the A/V technician if necessary.
- (5) During a time out there will be a limit of 15 minutes, after which time the presentation may be rescheduled, within the course of the current competition.

V. Miscellaneous

- (1) Awards Banquet agenda
 - We will announce the winner of the Ambassador program
 - Introduce the judges and teams
 - Present the AdStar Awards
 - Announce winning team
- (2) Score sheets and Judges comments will be provided to each school within one week of the competition
- (3) Winners of D11 will move on to the Semi-Final competition being held May 1-2, 2024
 - AAF will contact winning team with details
 - In general, send 20-minute presentation video to AAF within 7 calendar days after their presentation date to upload a Zoom presentation recording video for Semi-Finals. The video must follow the criteria for the Virtual District (P10-11 in P&Ps)
 - AAF will contact the advisor from team to provide date/time for 15-minute Q&A video call with the judges
 - Students should be prepared to answer questions about their presentation
 - Any member of the team may answer questions
- (4) Judges Critique will begin at 845am in the Boardroom at the Hotel Peppertree in the presentation order. Each team will have approximately 15 minutes to ask questions of the judges.
- (5) Advisor only meeting on Saturday morning @ 9am at the Hotel Peppertree – room TBD.
- (6) We will be taking pictures throughout the day and would like to take a few during your rehearsals. Please let us know if that is a problem.
- (7) Review schedule order - rehearsal, presentation, judge's critique, etc.
- (8) Reminder: do not post any of your creative on social media.