



## Presenter Application

The deadline to receive presenter applications for DCAC HOUSTON (April 2011) and DCAC ALEXANDRIA (August 2011) is September 1, 2010. Please make a note as to which events you are available for.

PREVIOUS PRESENTERS: If you have previously presented for DCAC, you may e-mail all your materials now to [DCACFITNESS@aol.com](mailto:DCACFITNESS@aol.com) and you do not have to submit a DVD. Previous presenters only need to submit the following by the September 1, 2010 deadline:

1. Session titles
2. 30 - 40 word descriptions of each session
3. Updated bio and picture
4. Suggested room set- up (i.e. is this a lecture, workshop or workout?)
5. Equipment needed for each session (fitness equipment as well as Audio Visual/Sound requirements).

Name:	
Email Address:	
Website:	
Mailing Address:	
City/State/Zip:	
Primary Contact #:	
Secondary Contact #:	
Fax #:	

We welcome presentation applications year round to be considered for numerous future events. Presentation spaces are very limited and timing can be critical. We want you to know exactly what we are looking for with regard to these presentations. We recommend using the following guidelines to aid you in the application process.

**Topic Selection:** Our primary goal for DCAC events is to offer a broad scope of topics related to the fitness industry, whether they be brand new concepts or trusty old techniques. We must offer sessions that will appeal to the greatest number of people in order to fully utilize convention time and space. There are a certain number of spaces available for each particular topic/category (i.e. high/low aerobics, step, resistance training, stretch/flexibility, motivation, specialty programs, educational concepts, stylized classes, business/management, nutrition, personal training, outdoor programming, children, seniors, aquatics, etc.) For 2010, along with our regular offerings, we are specifically looking for more sessions/presenters that address the topics of Senior Fitness, Advanced Yoga Principles, Pilates, and unique personal training topics.

**Titles:** We have found that the titles of your sessions are critical to our/your success as a presenter. First, make sure your title is illustrative of the topic you plan to present. For example, if you are an aquatics presenter, use something in the title to clarify that this is an aquatics workshop. Also, titles that are short and to the point or hit on hot buttons always “sell” well and are the first to fill up. For example: Butts and Guts, Abs and Glutes, Hot Yoga, Advanced Pilates on the Mat, Indoor Bootcamp Drills, etc. Keep this in mind as you title your sessions or be open to our suggestions for re-titling your offerings.

**Presentation Standards:** Once topics are selected, each presentation application is judged for its safety, effectiveness and efficiency. Primary emphasis is placed on the most educational, useful, and innovative concepts. The steering committee has very strict quality guidelines for applications of all types. For example, the presenter must have strong public speaking abilities, appropriate educational background, knowledge of his/her topic, and adherence to current industry guidelines. The presentation must be useful in nature, have mass-appeal, provide logical content, adhere to industry guidelines, and be innovative and as unique as possible.

**Pre-conference Options:** DCAC does offer one and two day pre-conference opportunities for attendees to pay separately and attend an intensive full day (or 2) session on a particular topic. If you would like to be considered as a pre-conference presenter, please submit the same information as a regular session, but notate which sessions could be offered as a half day, full day, or 2 day event. Include suggested pricing structure and ways that you can independently market this pre-conference event. Hotel space to conduct these pre-conference events is extremely expensive so only pre-conference sessions with wide appeal

and independent promotion (by the presenter or sponsor) will be considered. A minimum of 50% of the proceeds of the pre-conference session will be retained by Fitness Conventions Inc. (d.b.a. DCAC).

**Final Determining Factors:** Final decisions are then based on what is needed for a particular event as a whole and what is desired by the participants who have attended in years' past. The mission behind our programming is to provide both the professional and the consumer with the most useful, educational, and innovative information available each year.

**Summary of Selection Criteria:** The DCAC steering committee's guidelines for selection of a presentation are prioritized as follows:

**TOPIC:** Is it widely appealing? Innovative? Appropriate?

**CONTENT:** Is it safe? Educational? Effective? Current with industry standards? Useful and usable? Informative?

**FORMAT:** Are the ideas presented logically? Easy to follow? Easy to understand?

**QUALITY:** Is the speaker effective? Appropriately knowledgeable on his/her topic? Confident? Experienced? Motivating?

**CONTINUING EDUCATION POTENTIAL:** Does this presenter provide continuing education credits for his/her programs through the major certifying bodies (ACE, AFAA, NSCA, etc). If not, does the presenter have the credentials to receive Continuing Education Credits under the DCAC Conference umbrella? (Note: It is possible that a presenter, with impressive credentials, maybe allowed to offer CEC's/CEU's specifically for DCAC events when applied for under the DCAC Conference Umbrella Application, even if they don't offer them independently.)

**Application Package Requirements:** If you are a new presenter, and you would like to apply for a presenter's position, please send the following information by September 1, 2009 (for 2010 events). We do accept applications year round for future events if you cannot meet this deadline.

1. Identify the TITLE of each presentation

2. Identify each presentation as a LECTURE, WORKSHOP, or WORKOUT, and describe the space you need (for example, theatre style seating, open room, open room with chairs around perimeter, etc).
3. Provide a 30–40 WORD DESCRIPTION for each presentation
4. Identify and SPECIAL EQUIPMENT/PROPS used or needed in each presentation (i.e. exercise equipment, audio/visual, etc.)
5. Provide a COMPLETE, DETAILED OUTLINE for each presentation
6. Provide a VIDEO SAMPLE of your presentation (this is a MUST for ALL new applications). It can be a DVD, VHS, or website link address.
7. Provide a 30–40 WORD BIOGRAPHY of yourself.
8. Provide your RESUME and/or CURRICULUM VITAE featuring complete educational background, certifications, and all professional industry–related experience.
9. Provide a PHOTO of yourself (head, full body, and/or action shots are welcome)
10. Include any presenter fees, travel or hotel requirements you may have. First time presenters usually do not receive travel benefits. A shared hotel room is offered in most situations.

\*\*\*\*\* (NOTE: All information must be supplied in 2 forms: hard copy (paper) and or disc/ cd) AND – All materials will not be returned. Please do not submit material (videos) that need to be returned to you.

Sending Your Application: Send the above materials to:

DCAC Fitness Conventions  
8141 Solitude Lane  
Mechanicsville, VA 23111  
Office: 804–559–0464  
Toll Free: 1–800–DCAC–551  
Alisons Direct Line: 804–397–0469  
DCAC Office Fax: 804–559–6598  
Email: [dcacfitness@aol.com](mailto:dcacfitness@aol.com)

All the materials requested above must be sent in order for your application to be processed. **INCOMPLETE APPLICATIONS WILL NOT BE CONSIDERED.** You may send us information on as many of your presentations as you would like for us to consider. You may apply to present lectures, workshops, and or workouts, alike, there is no limit. Please note that all convention time slots vary anywhere from one hour to two hours, so your original formats may need to be altered.

A note to previous DCAC presenters and applicants: All topics and seminars, no matter how wonderful, may need a "face lift" from time to time if they are repeated in the same demographic area. If you are applying to present a program that you have previously done in the Mid-Atlantic region, please note that new approaches to your original topics can revitalize them for repeated use and continued appeal (i.e. new titles for courses, special concentration on one or two aspects of former topics, combining two or more topics to form a new seminar, etc.)

Thank you for your time, energy, and enthusiasm! We look forward to receiving your application.