



MEASURING BEHAVIOR 2018

DEMONSTRATION SHOWCASE – INSTRUCTIONS FOR PRESENTERS

The Demonstration Showcase is the program element at *Measuring Behavior* where both exhibitors and regular delegates can show their latest prototypes, inventions and new products. Because of the focus of the conference on tools and methods, this element is an important part of the conference. You can see the list of demonstrations planned here: <http://www.measuringbehavior.org/mb2018/demonstration-showcase-program>.

All the demonstrations are scheduled for the afternoon of Thursday 7 June between 16:00 and 18:00. The schedule (<http://www.measuringbehavior.org/mb2018/schedule>) specifies the time slots and rooms are specified, but these are *not* yet definitive. Shortly after the demonstrations have finished, there will be a keynote speech (in the exhibition area) together with drinks, followed by the conference dinner. Exhibitors are welcome to join the drinks but if they want to attend the dinner they need to purchase an additional ticket for that.

Although showcasing new products is allowed, note the following guidelines:

- Please do not make the presentation too commercial, e.g. do not include pricing information, comparison with competitors, etc. You can present that sort of information at your exhibition stand.
- The demonstration should be of new products, or at least new features.
- It is no problem to show prototypes not yet released. Some indication of when you expect them to be available would be handy.

The majority of the presentations will take place in seminar rooms, all of which are close to the exhibition area (see <http://www.measuringbehavior.org/mb2018/room-locations>). Although these are formal lecture theatres, it would be good if you could have a fairly interactive demonstration with audience interaction, etc. Projectors will be available with VGA and HDMI connections. Computers with Office 360 and Adobe Reader will be present, but it will not be possible to install your own software on them.

There will be a prize for the best demonstration. This will be judged using the following criteria:

- Quality of the presentation

- Innovativeness of the invention
- Commercial potential of the invention

Demonstrations from the conference organizers (Noldus and MMU) are not eligible for the prize.

If you have any questions, please contact Andrew@measuringbehavior.org.