



## **Frequently Asked Questions about ITCC**

### **What is the dress code?**

The dress code for the ITCC conference varies from casual to business casual. Some examples include: Men: Slacks, Bermuda shorts, button-up shirts, or polo shirts. Women: Skirts, dresses, slacks, blouses, and casual tops.

### **What materials should I bring?/ What do I do with my marketing materials?**

You may bring brochures or handouts for attendees (70 copies). You can hand these out to the attendees during your presentation. We can assist you in handing these out. Do not bring any booth supplies as we do not have an area for you to set up marketing materials.

### **What should I expect from the presentations?**

The presentation order is chosen at random during the conference. Attendees will give an informal presentation on their facility or services highlighting their unique features. You will have the amount of time that you registered for prior to the conference. Please leave a few minutes at the end for questions from other attendees. Please do not bring any PowerPoint or electronic media for your presentation.

### **I am a marketer for my treatment center, why do I have to bring a clinical staff member as well?**

We ask that clinical staff attend the conference as well so they can speak about the more clinical aspects of treatment that people usually have questions about.

### **What if I don't turn in my workbook page by the deadline?**

If you did not turn in our workbook page by the deadline, we recommend that you bring copies of your workbook page to hand out to the attendees during your presentation. We recommend bringing 70 copies and 3-hole punching them so the attendees can easily put them in their binders. After the conference we forward attendees an electronic version of the workbook. You can send Jessica a copy of your workbook and she will include it in the electronic version.

Do you have a question for us that we didn't answer? Let us know. Contact Jessica Foster or Tiffany East @ [Events@Southworthassociates.net](mailto:Events@Southworthassociates.net) or 800-386-1695.