<div align="center">**2026 Call for Proposal Scoring Criteria**</div>

Proposals will be evaluated on the following factors:

1. **Relevance and Appeal**
    a. How important and current is the topic to the membership?
2. **Originality**
    a. How innovative and original is the perspective, approach, or solution?
3. **Organization**
    a. How clear, concise, and well-organized is the proposal?
4. **Learning Outcomes**
    a. How relevant are the learning outcomes to the proposal's topic?
    b. How realistic and achievable are the learning outcomes in the time / format proposed?

Corporate Member Participation in General Session Presentation Guidelines

- Corporate presenters are asked to avoid direct sales pitches for regular sessions and instead focus on the implementation of a product at one or more institutions, or other non-sales topics.
- Corporate members are encouraged but not required to include institutional co-presenters, and those co-presenters do not need to be ETC regular members.
- Presentations should be relevant to the ETC Mission and the interests of the membership.
- Presentations will be recorded as any other session and requires completion of release form. This does not apply to pre-conference workshops or other activities.
- Corporate member proposals will be evaluated using the same criteria as institutional member proposals.
- NOTE: Corporate members are welcome to attend any session!