Ground System Architectures Workshop
Technical Demonstration Guidelines

GSAW Exhibitor,

Because of the pandemic and the resulting delay in planning, we are taking GSAW completely online for 2021! Most GSAW content will be available on-demand with the ability of presenters and viewers to interact through comments, questions, and sharing. This special online workshop will require most presenters to record and submit a video of their presentation.

Instead of our usual in-person Technical Exhibits we would like to offer the opportunity for you to submit a video demonstration that demonstrates the technical capabilities of your products. With the recording, you may ALSO choose to host a separate live event which we will help advertise in our agenda and on our website. Please read the following guidelines very carefully to get pertinent information regarding the demonstration package, setup, and other details.

Demonstration Request Form: Complete the request form at http://gsaw.aero.org/cfp/forms/ and send it to gsaw@aero.org. You will be notified quickly if you are accepted or not. Acceptance is in no way an endorsement for your company or product.

Fees:
- $350
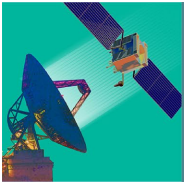- To participate in other GSAW events, the regular fee schedule applies.

What is Included?

- Inclusion of your recorded demonstration video on the GSAW website for free, on-demand viewing by everyone (not just registrants)
- If you wish to host your own live event outside of GSAW, we will include that information with your video. For example, your company may wish to host a webinar complete with audience participation in April. We will include that information on the GSAW website. We will not be responsible for providing any additional resources for the event.

Demo Chair: Upon acceptance of your presentation, a GSAW Demo Chair will be contacting you to discuss logistics and to act as your liaison for the event. Please ensure that you understand the guidelines detailed here and address any questions you may have to your demo chair or to gsaw@aero.org.

Advertising Recommendation: Our audience strongly favors demonstrations that are educational in nature and not the marketing of specific products, services, or programs. Your technical content and expertise serves as an outstanding advertisement for your organization without a blatant sales-pitch. Attendees also generally want real-world examples focused on ground systems. We would recommend that you focus on technical capabilities to connect with viewers and attendees. If you hit the mark, they will reach out to you as new business.

Time Allotted: We would like demonstration videos to be about 20 minutes. Your live events are up to you, but we ask that you schedule those for a time that does not conflict with GSAW scheduled events (TBD). The Demo Chair will work with you to make this as smooth as possible.

Ground System Architectures Workshop
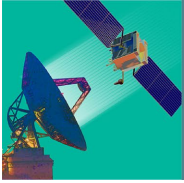## Technical Demonstration Guidelines

Important Deadlines: We can accept submissions up to February 24, 2021.

Video Submittal: You will be provided with instructions on how to upload your video. Please deliver it prior to the deadline above. Please DO NOT try to email your video.

Format:

- Presenters are responsible for recording their on-demand videos.
- If you are using presentation charts, please deliver these with the video. Presentation charts must be in PDF or Powerpoint. Videos must be recorded in a common video format such that content is easily viewable on a website.
- Videos must include, at a minimum, a soundtrack of the presenter describing the technical content of the presentation. We will not accept a video without sound. Some suggested approaches include:
    - Cutting between video of presenter and technical slides as appropriate
    - Split screen format
    - Presentation slides with small window containing video of presenter
    - Powerpoint slideshow presentation with a recorded soundtrack
- You may use any tool you like to record and edit the video. A list of many common video editing tools may be found at https://en.wikipedia.org/wiki/List_of_video_editing_software.
- Please watch your video closely before submitting to ensure it is of high quality.
- Please use larger fonts and diagrams for ease of viewing especially if using a multi-screen approach
- It is preferred the presenter actually appear in their video at some point. There are many online resources providing tips on recording your presentation. Here are some starters:
    - Find a quiet place to record.
    - Find a spot with good indirect lighting in front of you.
    - Position yourself close to the microphone. It is best not to use a speakerphone.
    - Make sure that your camera is at eye-level. This will capture you at the same angle as if you were talking in person.
    - If possible, use a wired network connection and make sure others on your local network don't stream video during this time.
    - Understand your connections and devices. If you drop off suddenly, know how to come back online quickly.

Clearance Information: *Ensure there is NO classified information in your abstract or presentation.* Presentations will also be posted on a publicly accessible website. If your organization has concerns about security or proprietary information, check to see if your presentation needs to be cleared for publication. *(All employees of Aerospace are required to have presentations cleared through the Office of Technical Relations.)* You should begin the clearance process as soon as possible to ensure you do not miss any deadlines and that our committee can review your submission. GSAW is not responsible for verifying the classification level of your presentation.

Permission to Reprint: Presenters of accepted abstracts will receive a Permission to Reprint Form that must be signed and returned to us by the above deadline. This form allows us to include your presentation and video in the proceedings.

Copyright Statement: If you are a government employee, you may skip this section as no copyright statement is required. Submitters retain their copyrights but give Aerospace permission to publish. The following copyright statement must be placed on the title page of every presentation and video.

- Aerospace Corporation employees:
    - **© 2021 The Aerospace Corporation**
- All others who are NOT government employees
    - **© 2021 by *<your organization>*. Published by The Aerospace Corporation with permission**

Proceedings: Your video and charts will be posted on a publicly accessible website on the day of the workshop start.

Comments: Others will be able to comment on your presentation for two weeks. You are encouraged to interact with commenters either on the site or independently. You may also wish to consolidate the exchange into a Question & Answer summary which can be reposted with your presentation.

We appreciate your interest in GSAW. With your participation, we look forward to a very successful workshop.

GSAW Program Committee
gsaw@aero.org