

HHCANY Cracker Barrel Hearing Aid Roundtable 2024

Guidelines

The **Cracker Barrel / Exhibitor Roundtable** has been approved for 1.5 NYS CEU's for the past 27 years. It has proven to be extremely successful in introducing **EVERY Attendee to EVERY Exhibitor**. The dispenser attendees must visit every booth and remain there for the entire presentation of every exhibitor. The Exhibit Hall will be open for lunch which will be held in the exhibit hall and remain open for at least 3 Hours after the session when the afternoon courses will begin, thereby assuring all exhibitors ample time to **follow up on their presentations and introductions**.

HHCANY's special program is comprised of **90 minutes of contact presentations** by the exhibitors. Since the program has been approved for Continuing Education credit by the **NYS Department of State and IHHIS**, **HHCANY** has established a Protocol for the session which is intended to guarantee that all presentations and programs offered:

- 1.) **meet the basic CEU Standards of the NYS DOS and IHHIS**
- 2.) **do not include any reference to the sale or purchase of products or services of the presenter.**

The session, although seemingly tedious, has been very well received by both the exhibitors (who get to see everyone, including their competitor's favorites) and the attendees (who have discovered something new in a booth they may not have otherwise visited.) In order to continue to offer this unique CEU session, it is imperative that we deliver a quality product that meets the continuing education requirements of the **NYS DOS**, and that we maintain a fairly strict schedule in presenting the program. The following is a description of the Roundtable and its requirements.

Roundtable's Operation and Requirements.

■ **The Registrants** are divided into small groups and each group will be assigned to a different exhibitor at the start of the session. The groups will rotate through the exhibitors following an announced schedule, spending no more than 4 – 6 minutes at each stop (depending on the number of exhibitors in a given year, as we must conclude the session in 90 minutes.) Each group is assigned to a 'Captain' who is a Director of **HHCANY**. The 'Captain' is responsible for the Group and maintains the attendance record for all members of their group.

■ **Each exhibitor** will deliver the appropriate **Program** to each group. The presentation must be the same for each group. Failure to present the approved program may result in the removal of the exhibitor from the rotation.

■ **NO questions or comments** from the attendee groups will be allowed, in order to keep the rotation on schedule and to complete the program 1.5 hours. Any materials or hand-outs may be given to the group captain for distribution to the members of the group following the Roundtable's completion. **Any reference to, or information about the sale or purchase of your company's products or services is prohibited** and may result in your immediate removal from the rotation.

■ **Individuals** who do not remain with their assigned group for the entire set of presentations will not receive 1.5 CEU credits for the Roundtable Program. **No one will be allowed to leave** and return to the exhibit hall during the Roundtable program.

■ **The LUNCHEON BUFFET will not open** until AFTER the completion of the Roundtable.

Please use the following points in developing your presentation.

Topic: A feature, use, modification or other attribute that is **related to the fitting or use of your hearing instrument, device or service with the patient/client, or to the operation and procedures of a practice in accordance with NYS Statute or Regulations**. NYS Credit CEU standards require that our topics are limited to the dispensing practice of the dispensers. Any attempt or reference to the sale or purchase of your company's products or services during the Roundtable is prohibited. Attendees may – SHOULD – be invited back to learn more about purchasing your product.

Time: All Presentations must be no more than the allotted time of the particular conference program (usually no more than 4 -6 minutes in length). **Keep It Simple!** If a full presentation is completed before the announced rotation, the presenters may receive questions or comments on the topic of their presentation ONLY. During this 'extra time,' **any reference to, or information about the sale or purchase of your company's products or services is prohibited and may result in your immediate removal from the rotation.**

Presentation: You must present the approved program in its entirety, without the introduction of any additional topical information or reference. Any reference to the sale or purchase of your company's products or services is prohibited and may result in your immediate removal from the rotation.

Materials: You may give related product/service information and hand-out materials to the Group Captain only or suggest that the attendees return to your booth after the session for more information. The distribution of any exhibitor materials will be made by each Group Captain to the members of their group at the end of the Roundtable.

QUESTIONS?

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