

CPC Committee – Area 8

Exhibition Attendance Procedures and Guidelines

The following document outlines the expected procedures of those representing AA at the various exhibitions we attend.

Before the Conference: Familiarize yourself with the organization holding the conference and AA's purpose of being there. Visit the www.aa.org website to familiarize yourself with the information there and the ordering process so you can tell people how they can go about purchasing AA literature.

It is important to dress appropriately. Remember that we are AA's representative to the Doctors, Lawyers, Social Workers and other Professionals who are in attendance at the conference. It is important that we respect the norms of each group and meet THEIR expectations.

When arriving at the Conference: Familiarize yourself with the various pamphlets, books and other literature items that are on display so they can be used to address specific questions or topics the attendees might have. It is especially important to know where the sign-up sheets are for literature or subscription requests.

While working at the Exhibit: At most conferences AA attends, most of the conference attendees are at least somewhat familiar with AA. But know that many think they know more about AA than they really do. When people come to the exhibit, rather than ask them if there is anything they would like to see, try to engage them in conversation, perhaps by asking how their job responsibilities put them in a position to deal with alcoholism or alcoholics. If they begin speaking freely, you will be able to match the person's role to the specific information available at the booth.

Special Requests: Often an attendee has a special request. This could range from wanting 300 new-comer packets to asking that someone come to their facility and give a seminar. Ask for and fill out one of the Area 08 CPC Request form with all of the contact information for that attendee along with a note concerning their special request. Deliver the request to the committee chairperson as soon as possible. After the conference make arrangements to follow-up on all of the request forms. If you are responsible for taking down the exhibit make arrangements with the committee chairperson on how to return the exhibit materials to the committee or to the General Service Office.

Representing AA at such conferences as a member of the CPC committee can be interesting, fun and is of course a great way to serve. Thank you for your service.