



## **GMC guidelines document**

### **GMRC Technical Paper and Presentation Acceptance Guidelines:**

- Provide a clear Abstract.
- Stay on message presented in accepted Abstract.
- Clear concise text is usually better than wordy text.
- All papers and presentations must comply with SGA's/GMRC's Antitrust Policy.
- Label appropriate measurements with clear Units of Measure.
  - Incorporate both Imperial and Metric units (e.g., rod was 18.50 ft (5.64 m) long and 2.50 in (63.5 mm) in diameter).
- Add appropriate labels to graphics, tables, charts, etc.
- Graphics, tables, charts, etc. should be easily readable.
- References to images, tables, charts, etc. should be clear and correct.
- Avoid unnecessary commercialism.
- Avoid using tradenames, brand names, trademarks, etc. At times, this may be needed, but when required, best to list on one page and then to reference those by a Reference Name (e.g., Product A, or Option 1). The goal is understanding the scope of the paper, and not to be inundated with product names.
- Paper is to address an industry concern/need, not to promote a company, a service, a product line, or a product.
  - E.g., A paper on better seal technology might discuss how the innovation can reduce fugitive emission by a certain means -- it should not make comparisons like "Our seal technology is 22.5% more effective than our competitor's seal technology".
- Company name, Author(s), GMC, Year, and Page Numbers may appear on each page/slide, in a non-distracting way, but these items are for reference purposes only, and are not for advertisement purposes.
- Avoid referencing sites, persons, companies by name unless permission is granted.
- Do not publish proprietary methods, data, etc. without permission, as once published, they become public knowledge.
- Data from real field use of products/services is ideal.
- Data from well-calibrated testing facilities is ideal.
- GMC Reviewers will help authors identify any areas of concern and help them adjust those areas.
- Authors/companies that clearly violate GMC Paper/Presentation Guidelines may be subject to non-acceptance of papers/presentations for up to two (2) years.

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