

Industry Product Demonstrations Policy

iLEAD Stream — Industry Product Demonstrations Policy

Summary.

LEAD supports reflective, practice-based contributions across immersive learning in Education, Arts, and Design. Industry product demonstrations are acceptable when they are framed as educational, artistic, or design practice—prioritizing insight, reflection, and dialogue over promotion.

Purpose and Scope

The **iLEAD (Immersive Learning Education, Arts, and Design)** stream explicitly allows *industry-facing product demonstrations* **when they are framed as reflective, design-informed, and practice-oriented contributions**, rather than as promotional showcases.

This page clarifies the intent, boundaries, and review criteria for iLEAD submissions that involve **commercial or proprietary products**, and is intended for:

- Prospective iLEAD contributors
- iLEAD reviewers
- Program Chairs and Organizing Committee members

“ **Opinion:** iLEAD is strongest when it acts as a structured bridge between research, practice, and industry—*not* when it mimics a trade show. This policy is designed to protect that distinction while still welcoming industry participation.

iLRN encodes **Education, Arts, and Design as practice domains**, seeking Industry participation while remaining legally sound, reviewer-friendly, and non-promotional. iLEAD asks our industry partners to maintain BOTH the legal and perceived boundaries between for-profit pursuit and the collective pursuit of our non-profit mission.

Immersive Learning industry demonstrations in perspective

The **iLEAD (Immersive Learning, Education, Arts, and Design)** stream is explicitly practice-oriented. It exists to surface, examine, and advance *how immersive learning is used, expressed, and built in the world*.

Accordingly, iLEAD welcomes contributions grounded in **three complementary areas of immersive learning practice**:

Education

Educators, trainers, and facilitators using immersive learning experiences with learners or trainees. Contributions may focus on instructional intent, learning contexts, facilitation strategies, learner response, institutional constraints, and practical outcomes across formal, informal, and workplace settings.

Arts

Artists and creative practitioners using immersive media to experiment, express, and provoke—creating experiences that hook attention, motivate engagement, inspire reflection, and evoke emotion, thought, or action. Artistic contributions are evaluated on clarity of intent, expressive coherence, and reflective insight, not on instructional assessment alone.

Design

Designers and developers crafting immersive learning experiences with attention to interaction design, experience architecture, pedagogy, ethics, accessibility, and quality. Design-focused contributions emphasize process, trade-offs, constraints, and lessons learned rather than finished products alone.

Implications for Industry and Product Demonstrations

Within this practice-oriented framing, **industry product demonstrations may be appropriate in iLEAD** when the product serves as a *vehicle* for examining educational practice, artistic expression, or design decision-making.

A commercial or proprietary system may therefore be presented when it is:

- Used as a **case of educational practice**, illuminating how immersive learning is enacted with real learners or institutions;
- Treated as an **artistic medium**, enabling discussion of expressive intent, affective impact, or cultural meaning; or
- Examined as a **design artifact**, foregrounding design rationale, constraints, trade-offs, and implementation insight.

The determining factor is not whether a product is commercial, but whether the session advances understanding of **immersive learning practice across education, arts, or design**.

Sessions that function primarily as marketing, promotion, or sales—rather than reflective practice—remain **outside** the scope of iLEAD. Industry representatives should refrain from direct sales pitches or promotions in any iLEAD presentation, but may discuss such topics in private conversations.

Relationship to the iLRN Yellow Pages

Industry, design, and artistic product demonstrations accepted into the iLEAD stream may be invited to participate in the iLRN Yellow Pages, a publicly accessible directory documenting immersive learning organizations, platforms, programs, and individual expertise.

Inclusion in the iLRN Yellow Pages:

The iLRN Yellow Pages function as credentialed visibility, not advertising. Their legitimacy derives from participation, disclosure, and contextual placement—never from payment or promotion.

- Is optional and requires explicit consent
- Does not constitute endorsement by iLRN
- Reflects a willingness to engage transparently with the iLRN community
- Supports discoverability, scholarly context, and professional connection

Yellow Pages entries are presented as descriptive, structured profiles, not promotional content. Listings may include:

- Declared domain(s) of practice (Education, Arts, Design)
- Use contexts (formal education, informal learning, workforce training, cultural production)
- Prior iLRN engagement (e.g., iLEAD demonstrations, workshops, webinars)
- Public documentation or research-adjacent links

Review and Governance Implications

- Acceptance into iLEAD does not guarantee inclusion in the Yellow Pages

- Yellow Pages listings are curated infrastructure, not benefits of sponsorship
- Reviewers evaluate submissions solely on practice-based merit, independent of any directory listing

This separation preserves:

- Reviewer independence
- Non-profit integrity
- The scholarly credibility of iLEAD and the broader iLRN ecosystem

Codex Metadata

- Applies to: iLEAD Stream
- Audience: Reviewers, Contributors, Program Chairs
- Status: Active Policy Clarification
- Maintained by: iLEAD Program Committee

Closing Reflection: [iLRN places practice first, visibility second, and promotion nowhere in the stack.](#)

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