

## **SUITCASING AND OUTBOARDING Information and Policy**

EDmarket strives to help all exhibitors have a successful show. As such we are implementing increased measures to protect exhibitors from “suitcasing/outboarding” at the show. This is EDmarket's Suitcasing/Outboarding Policy.

### **Statement of Intent**

In order to protect our valued exhibitors and the investment they have made in attending an EDmarket event, thereby supporting EDmarket's mission as the industry's trade association, **our rules strictly prohibit solicitation, “suitcasing” or “outboarding” by attendees who transact business at the show or in show hotels and have NOT contracted for exhibit space.** By suitcasing or outboarding the show, an attendee gains an unfair competitive advantage over show exhibitors that have invested money and other resources to exhibit.

### **What is Suitcasing and Outboarding?**

“Suitcasing” and “Outboarding” are unethical business practices in which non-exhibitors attempt to gain access to tradeshow attendees. “Suitcasing” refers to those non-exhibiting companies or persons who go to shows as an attendee but “work the aisles” from their suitcase (briefcase) and solicit business in the aisles or lobby area. “Outboarding” refers to non-exhibiting companies that set up exhibits at off-site locations -- hotel hospitality suites or restaurants -- and encourage show attendees to leave the show floor and spend time with them discussing their products. These practices skirt the support of the show participants, organizer and the industry.

Examples may include but are not limited to:

- A non-exhibitor sets up a hospitality room off the show floor and invites attendees to leave the show floor and visit their suite.
- A non-exhibitor sends out alerts to potential customers that while they will not be exhibiting this year they will have personnel walking the show floor and will be offering a show special. (This would also involve trademark infringement.)
- A non-exhibitor piggybacks on the activities of a third party such as another vendor or partner who is exhibiting.

### **What are the consequences of Suitcasing or Outboarding at an EDmarket Event?**

Please note that any show attendee who is observed to be soliciting business in the aisles or other public spaces, or uninvited attendees in another company's booth, will be asked to leave the event immediately. Likewise, known commercial activity conducted from a hotel guest room or hospitality suite, a restaurant or any other public place in proximity to show by non-exhibiting companies, will be shut down, evicted and subject to possible financial repercussions. Those found to be involved with “suitcasing” or “outboarding” will no longer be welcome at EDmarket events.

### **The Suitcasing Prevention Team**

EDmarket has created a Suitcasing Prevention Team that will be in place for the duration of the conference. The team will consist of EDmarket staff, event security, and the most important member of the team, participating exhibitors.