

IAEM Policy Statement: The Ethics of Outboarding

Outboarding is defined by the International Association for Exhibition Management (IAEM) as the creation of a concurrent event that is related to an existing exhibition or event but that is not sanctioned by the organizer and which seeks to benefit from the audience the organizer attracts.

IAEM considers Outboarding to be unethical business conduct and should not be condoned nor tolerated.

Exhibition and event sponsors invest significant financial and other precious resources in the planning and execution of their events. Their financial resources are at risk as are the business reputation and good will that are vital elements of a sponsor's business success.

The predictable and inevitable consequences of Outboarding diminish the size and diffuse the quality of the audience that event sponsors work very hard to gather. Outboarding reduces the value of an event for exhibitors and sponsors who likewise have significant resources invested in the event.

IAEM further believes that abundant opportunities exist through sanctioned means for those who wish to conduct their own marketing and/or selling events to do so in cooperation and coordination with the sponsoring organizers of exhibitions and similar events.