

## **An Important Warning to all Exhibitors about Expo-Guide**

A company operating out of Mexico called Expo-Guide is now contacting exhibitors throughout the United States offering what it describes as a free exhibitor's directory listing.

**IF YOU SIGN THE EXPO-GUIDE FORM YOU MAY BE EXECUTING AN  
ADVERTISING INSERTION ORDER PRICED AT \$4,713.**

The form received at IAEE headquarters contains this insertion order and contract language **IN THE FINE PRINT AT THE END OF THE FORM.**

IAEE has demanded that Expo-Guide cease their solicitation of exhibitors (see the accompanying letter). The company's operations are remarkably similar to those of Construct Data/Fairguide; they may be affiliated with them. For the details about Construct Data/Fairguide visit:

[http://www.iaee.com/information\\_resources/warnings\\_to\\_exhibitors](http://www.iaee.com/information_resources/warnings_to_exhibitors)

To help us assemble our file in the event that further action is required please share with us any communications you may have received from Expo-Guide written, electronic, or telephonic.

Those who have already signed the Expo-Guide form may consider the option of immediately transmitting a letter revoking the signature explaining that the form was misleading and confusing. If you receive written demands for payment or telephone calls, no matter how threatening or ominous, you may have the option of simply refusing to pay any money and reiterating the fact that the form was misleading and was signed only as the result of confusion. Talk to your legal counsel about these options.

We believe that, despite some very crude and threatening collection tactics employed over the years by Construct Data/Fairguide, they have never taken legal action in any nation to secure payment. The same may be true of Expo-Guide for the same reasons --- a court may have little sympathy for their tactics.

If you have any questions please call IAEE President Steven Hacker at (972) 687-0204 or via email: [shacker@iaee.com](mailto:shacker@iaee.com)