



## **IAEE POLICY STATEMENT: OWNERSHIP OF CUSTOMER LISTS**

**Adopted: 26 February 1995  
Reaffirmed: 27 November 2017**

### History:

In the mid-1990s, an exhibition facility in North America announced its view, and took action to support this view, that it is entitled to secure, and then to solicit, the list of exhibitors who have contracted for exhibit space at its venue.

In 1995, The IAEE Board of Directors approved a policy statement that the unauthorized solicitation of a show organizer's list of exhibitors constitutes an unfair and unacceptable intrusion into the business of the show organizer. Exhibitor lists, we believe, are the proprietary property of the exhibition organizer. Thus, permission to use such lists must be obtained from the show organizer before any direct or indirect use is made of the list.

To avoid any further confusion on this matter, IAEE recommends that show organizers include a statement advising that unauthorized use of a show organizer's list is strictly prohibited and that such statement becomes a part of all written agreements that are a part of the exhibition event.

During a routine policy review in October of 2017, IAEE is reaffirming that the exhibitor lists are the proprietary property of the exhibition organizer and use of the lists by outside parties is strictly prohibited without permission from the exhibition organizer. Exhibition organizers should consider adding a statement to their venue agreements stating ownership of lists resides with the exhibition owner.

*Approved by action of the IAEE Board of Directors at the 27 November 2017 meeting.*