

**Suitcasing Definition:** Any activity designed to solicit or sell products or services to delegates attending a meeting, conference, or event without the proper authorization by the event sponsor or in ways that violate the rules of the event or exhibition.

Based on a recommendation from the Exhibitor Advisory Committee, the Board of Directors adopted a formal policy forbidding suitcasing at any IAEE event (Board of Directors, June 2001). To that end, staff created a program whereby:

- A written statement outlining the IAEE policy on suitcasing was published in the Registration Brochure and On-Site programs for meetings:  
*Please note that while all meeting attendees are invited to the exhibition, any attendee who is observed to be soliciting business in the aisles or other public spaces, in another company's booth, or in violation of any portion of the IAEE Exhibition Policy will be asked to leave immediately. Additional penalties may be applied. Please report any violations you may observe to show management.*
- Signage was posted at the exhibit hall entrance stating the suitcasing policy;
- Associate or supplier members were required to acknowledge and accept the policy when registering for the meeting. Any prospective registrant who did not accept the policy in written form, or through an "opt-in" option in Internet registration, was not allowed to complete the registration process.
- Show management officials patrolled the floor for suitcasing violations.

With additional comments from the Committee and exhibitors, the following policy was adopted by the Board of Directors (February 2002 and revised 18 June 2002):

- All current policies remain in place;
- Show management and staff will enhance the current floor management force to more actively patrol the show floor. Floor managers had a target segment of the show floor and made contact with every official exhibitor in their designated segment. Managers rove in segments during show hours for exhibitors to quickly contact should a suitcasing violator be noticed.
- IAEE recognizes that suitcasing may also take the form of commercial activity conducted from a hotel guest room or hospitality suite; a restaurant, club, or any other public place of assembly. For the purposes of this policy, suitcasing violations may occur at venues other than the exhibition floor and at other events. IAEE policy is that they must be informed of any hospitality suites and expressed consent must be received prior to the event.
- Once a suitcasing violator is confronted, they are informed of the IAEE Policy below (both in written and verbal form):
  - On the first violation, the individual's registration file is marked and a letter of explanation sent to the offender and his/her organizational supervisor;
  - The second offense results in a letter of reprimand, again to the individual and the organization, stating that the individual offender is banned from IAEE events for 12 months;
  - Third offenses result in a letter indicating that all representatives from that organization may be barred from IAEE events for 24 months unless extenuating circumstances can be demonstrated. IAEE reserves the right to make final judgment in such cases.
  - Show management is responsible for informing the violators of the infraction and any penalties. Additionally, management maintains all marked registration records.