

## **Suitcasing is Strictly prohibited by Non-Exhibiting Companies**

DEMA strives to make sure all exhibitors are successful at our conferences. For this reason, we take measures to protect exhibitors from “suitcasing.”



### **What is suitcasing?**

Suitcasing is a business practice by which companies gain access to an event by obtaining event credentials (attendee badge, expo-only badge etc.) and then solicit business in the aisles or other public spaces used for the conference. This practice works counter to the business interests of legitimate DEMA exhibitors.

DEMA has a zero-tolerance policy regarding suitcasing. **This practice is STRICTLY PROHIBITED.** Anyone who is observed approaching buyers in the aisle or in an exhibitor's booth, who is not a contracted exhibitor, should be reported to Show Management.

The assistance of exhibitors in watching for this type of activity and reporting it is greatly appreciated. Exhibitors are especially encouraged to note the person's name and company. In addition to this, special screening will take place by Show Management in the registration area for this type of attendee to prevent them from engaging in unauthorized selling at the show.

Please note that while all meeting attendees are invited to the exhibit floor, any attendee observed to be inappropriately soliciting business in the aisles or other public spaces, or in any other company's booth will be asked to leave.

DEMA recognizes that suitcasing may also take the form of commercial activity conducted from a hotel guest room or hospitality suite, a restaurant, or other place in conjunction with our event. For this reason, DEMA must be informed of any hospitality suites 60 days prior to the event and expressed consent for such meetings must be given by DEMA.