



## Suitcasing & Outboarding Policy Statement

CCI Media and the Woodworking Network is doing its best to help each exhibiting company have a successful show. Show Management has mandated increased measures to protect exhibitors from Suitcasing and Outboarding at the Show.

### SHOW POLICY/NO SUITCASING

Please note that while all meeting attendees are invited to the Expo, any attendee or exhibitor 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 Exhibition Policy, will be asked to leave immediately. Additional penalties may be applied. Please report any violations you may observe to Show Management.

### SHOW POLICY/NO OUTBOARDING

"Outboarding" is the general term frequently used to refer to marketing practices which take place in conjunction with exhibitions. Outboarding encompasses a variety of marketing and sales practices conducted by exhibitors and visitors at events without the sanction and/or knowledge of the Association or Show Management. It is a term used to define how participants in exhibitions might benefit from events without first securing the organizer's permission and without paying the organizer any money for the permission to do so.

Outboarding is the result of a third party's organization of an event in proximity to but not sanctioned by an existing exhibition." The purpose is generally to provide a marketing and/or selling experience apart from, or in addition to, those that are an official part of the host exhibition's program. Such events may occur in, adjacent to, or separate from the venue of the host exhibition.

### WHAT SHOW MANAGEMENT WILL DO

Show Management looks for and responds to all complaints regarding Suitcasing and/or Outboarding. The Show Management team is trained on what to look for and the appropriate factors to determine if there is an issue. Our course of action will include:

- Review complaints concerning Suitcasing or Outboarding.
- Review each complaint off the Show floor and take appropriate action, including removal from the Show floor.
- Levy penalties for violations, up to and including, suspension from participation in future Shows.

Specific rules that apply to any party in a dispute situation are:

- Do not enter or loiter around the booth of the other party.
- Do not harass or antagonize the other party.
- Do not remove anything from any exhibitor's booth.
- Do not register or give a badge to anyone not qualified to be in the Show.

***It is Show Management's objective to maintain the integrity of the event and everything legally possible to provide a fair market for conducting business.***