

## 2016 SUITCASING AND OUTBOARDING POLICY

In order to protect our valued exhibiting companies and their investment in the Sunbelt Builders Show™, our rules strictly prohibit “suitcasing” or “outboarding”, whereby non-exhibiting attendees transact business on the trade show floor or on the premises of the Gaylord Texan® Resort & Convention Center, Grapevine, TX during the Sunbelt Builders Show™ and related events. Sunbelt move-in and events begin on Monday, August 1, 2016 and conclude on Friday, August 5, 2016.

In order to distribute information to and conduct business with attendees of the Sunbelt Builders Show™, an individual must be a representative of an exhibiting company. All materials must be distributed from the company’s exhibit booth and not in the public areas of the resort, except with the express written consent of Show Management.

### **Definitions of Suitcasing and Outboarding**

“Suitcasing” and “outboarding” are unethical parasitic business practices in which non-exhibitors attempt to gain access to trade show attendees without investing in the event.

“Suitcasing” refers to non-exhibitors who go to shows as attendees but who solicit business in the aisles or common areas of the facility in which the Show is held.

“Outboarding” refers to non-exhibitors who set up exhibits or events at offsite locations, in hotel hospitality suites, restaurants or other public places of assembly, and who encourage attendees to do business outside of the trade show floor.

By suitcasing or outboarding the Show, an attendee gains an unfair competitive advantage over exhibitors that have invested money and other resources in the Sunbelt Builders Show™, and deprives the Show of income that is used to support the many initiatives of the Texas Association of Builders.

### **Sunbelt Builders Show™ Policy Regarding Suitcasing or Outboarding**

- Any Sunbelt Builders Show™ non-exhibiting attendee who is observed to be soliciting business in the aisles of the trade show or on the premises of the Gaylord Texan® during the Sunbelt event will be asked to leave immediately.
- Exhibitors are prohibited from conducting the business of their company in another exhibiting company’s booth; violators will be asked to leave immediately.
- Commercial activity conducted by non-exhibiting companies from a hotel guest room or hospitality suite, restaurant, or other public area of the resort will be shut down.

Show Management reserves the right to approve outboarding activities, such as dinner invitations extended by non-exhibiting companies, in writing prior to the start of the Show.

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## **Reporting Policy Violations**

**Please note** that while all members of the Texas Association of Builders are invited to attend Sunbelt, only Sunbelt Builders Show™ registrants who properly display their official Show badge will be allowed on the trade show floor. The suitcasing and outboarding policy, however, applies to all Sunbelt event attendees.

**Prior to the Show:** If you feel that there is a reasonable risk of a problem involving suitcasing or outboarding, notify Show Management prior to the Show.

**Onsite:** If you suspect a non-exhibiting company of suitcasing or outboarding, report the incident to Show Management immediately. Upon receipt of a complaint from an exhibitor, Show Management will:

- Review the complaint with the exhibitor.
- Investigate the complaint and determine what action will be taken, including meeting with the individual/company that is accused of suitcasing or outboarding.

Action may include any or all of the following:

- Removing anyone found violating the suitcasing and outboarding policy from the Show premises.
- Shutting down outboarding that occurs off Show premises.
- Bringing the accuser and alleged violating party together with Show Management to attempt to resolve the problem.
- Take no action if it is deemed that there is no action necessary.

If Show Management determines that a complaint is valid but the violator will not attend a resolution meeting nor will they leave the trade show floor or cease any suitcasing or outboarding activities, then hotel security will be contacted to escort the violator(s) from the building. Show Management reserves the right to levy penalties for violations, up to and including suspension from participation in future Sunbelt events.

*These policies are an industry standard, recognized by The International Association of Exhibitions and Events (IAEE). If you have questions regarding this policy, please contact Sunbelt Builders Show™ Management at (512) 476-6346.*