



## **DEMA SUITCASING POLICY**

### **SUITCASING POLICY STATEMENT**

Suitcasing is the act of soliciting business in the aisles during an exhibition or in other public places, including another company's booth or a hotel lobby by a non-exhibiting company representative.

DEMA Show, produced by the Diving Equipment and Marketing Association, wants to ensure your company has a successful show. Show Management has mandated increased measures to protect exhibitors from suitcasing at the Show. This is the Show Management's Suitcasing Policy, which will be posted using signage around the exhibit hall and included in the guide for all attendees.

### **SHOWCASE POLICY/NO SUITCASING**

Please note that while all meeting attendees are invited to the exhibit hall, any attendee from a non-exhibiting or non-sponsoring company 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.

### **WHAT DEMA SHOW MANAGEMENT WILL DO**

DEMA Show Management and Floor Managers will be in place from the start of the Show to the conclusion of the Show. This team will respond to all complaints regarding suitcasing. The team will be trained to look for the appropriate factors to determine if there is an issue. Show Management and Floor Managers will have the following responsibilities:

- Review complaints concerning suitcasing.
- 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.

### **WHAT EXHIBITORS CAN DO**

#### **Prior to the Show**

If you feel there is a reasonable risk of a problem involving suitcasing, notify Show Management prior to arrival.

#### **Onsite**

If you suspect another company of suitcasing – report this to the DEMA Show Management office and someone from Show Management will come to your booth immediately.