

DEMA Show Hold Policy on Attendees from Non-Paid Exhibitor

Contracting organizations which have not fully paid are subject to being submitted by DEMA (through DEMA's Show management company) to a collections agent. However, as DEMA Show happens on a once-a-year basis, some non-paid contracted entities sent to collections do not fulfill the terms of their contracts. Such non-payment could have an impact on the credit of the entity in question.

The principals and employees of those few organizations which do not fully pay their exhibit fees are prohibited from registering – either under their own name or with another entity (such as another exhibitor or dive business) and attending DEMA Show. This policy is primarily designed to prevent “Suitcasing” DEMA Show; selling their products or services while walking the show as an attendee, or exhibitor personnel, rather than selling from their own exhibit space.

To help prevent unwanted Suitcasing, the following policy is enacted:

Principals and employees of any entity signing an exhibit space contract which remains unpaid at the time of the staging of DEMA Show are ineligible to register for that or any DEMA Show until full payment for the exhibit space is made to DEMA. This prohibition does not apply to independently-contracted sales personnel who register under the name and documentation provided by another exhibiting company present at the show in question.

The following are registration guidelines regarding individuals from entities owing funds to the Association for exhibit space:

1. No individual will be approved to attend DEMA Show using the name of the business entity owing for an exhibit space contract. Individuals who were independent contract sales personnel (e.g.: manufacturers' sales representatives) may NOT register using the name of the business entity owing for an exhibit space contract, but if contracted with another exhibiting business organization, may register with that entity.
2. The principal or contract signatory of any entity owing the association for an exhibit space may not register for or attend DEMA Show.
3. Exhibiting organizations which register or allow an individual from any entity known to owe exhibit space funds to the association to register or attend DEMA Show using a registration or name badge from their own organization are subject to penalties as unilaterally determined by DEMA.
4. Attending organizations, such as dive stores or other attendee businesses which register an individual from any entity known to owe exhibit space funds to the association to register or attend DEMA Show using a registration or name badge from their own organization are subject to penalties as unilaterally determined by DEMA.
5. DEMA will lift all such restrictions from the contracted entity when the entire exhibit space fee owed to the association is fully paid and collected.