



International Association
of Exhibitions and Events™



IAEE and DEMA Show Policy Statement: The Ethics of Outboarding

“Outboarding” is defined by the International Association of Exhibitions and Events™ (IAEE) as the creation of a concurrent event that is related to an existing exhibition or event but that is not sanctioned by the organizer, and which seeks to benefit from the audience the organizer attracts.

IAEE considers “Outboarding” to be unethical business conduct and should not be condoned nor tolerated.

As a member of IAEE, DEMA is highly concerned with this practice as it negatively impacts DEMA Show. Exhibition and event sponsors such as DEMA invest significant financial and other precious resources in the planning and execution of these events. Those financial resources are at risk as are the business reputation and good will that are vital elements of a sponsor’s business success.

DEMA joins with the rest of the diving community in asking that companies in the diving industry work within the framework of DEMA Show to reach these highly targeted attendees, rather than negatively impacting the majority of the diving industry exhibitors who choose to support the DEMA Association. All monies earned through DEMA Show are placed back into the diving industry in the form of advocacy, business, economic, and marketing research, promotional programs such as GoDiveNow, networking and education.

The predictable and inevitable consequences of Outboarding diminish the size and diffuse the quality of the audience that event exhibitors and sponsors work very hard to gather. Outboarding reduces the value of an event for exhibitors and sponsors who likewise have significant resources invested in the event.

IAEE further believes that abundant opportunities exist through sanctioned means for those who wish to conduct their own marketing and/or selling events to do so in cooperation and coordination with show organizers such as DEMA.