



### Suitcasing Policy for BUILD25

BUILD25 show management is implementing the following suitcasing policy based on recognized standards by the International Association of Exhibitions and Events (IAEE).

Suitcasing is defined by the International Association of Exhibitions and Events (IAEE) as **“Any activity designed to solicit or sell products or services to delegates attending a meeting, conference, or event without the proper authorization by the event sponsor or in ways that violate the rules of the event or exhibition.”**

AWCI is implementing the following steps to discourage suitcasing at any BUILD Expo:

1. The following written statement outlining AWCI’s policy on suitcasing will be printed in the on-site program guide:

*Please note that while all meeting attendees are invited to the exhibition, any attendee 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 BUILD25 Exhibition rules will be asked to leave immediately. Additional penalties may be applied. Please report any violations you may observe to show management.*

2. Signage will be posted at the exhibit hall entrance stating the suitcasing policy.
3. Attendees will be required to acknowledge and accept the policy when registering for the meeting. Any prospective registrant who does not accept the policy in written form, or through an “opt-in” option in online registration, will not be allowed to complete the registration process.
4. BUILD25 exhibitors will have a flyer placed in their booth with a phone number to contact show management if they observe a violation of the suitcasing policy. Show management must be contacted immediately so the violation can be observed and any possible action taken.
5. AWCI also asks its Supplier/Manufacturer Members Committee to take the lead in observing and reporting any suitcasing violations to show management.

Once a suitcasing violator is confronted, they will be informed of the BUILD25 policy above (both in written and verbal form):

- a. On the first violation, the individual will be added to a suitcasing violator's list and a letter of explanation will be sent to the offender and their supervisor;
- b. The second offense results in a letter of reprimand, again to the individual and their supervisor, stating that the individual is banned from AWCI events for 12 months;
- c. Third offenses result in a letter indicating that all representatives from that organization may be barred from AWCI events for 24 months unless extenuating circumstances can be demonstrated. AWCI reserves the right to make final judgment in such cases.
- d. Show management is responsible for informing the violators of the infraction and any penalties. Additionally, management maintains all suitcasing violator lists noting the number of offenses.