



## SUITCASING POLICY STATEMENT

School Nutrition Association (SNA) is preparing for its upcoming 76th Annual National Conference (ANC 2022) and doing its best to help your company have a successful show. SNA has mandated increased measures to protect exhibitors from suitcasing at the Show. This is the SNA's Suitcasing Policy, which will be posted using signage around the exhibit hall and included in the onsite guide for all attendees.

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

Please note that while all meeting attendees are invited to the showcase, 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 the Exhibition Policy, will be asked to leave immediately. Additional penalties may be applied. Please report any violations you may observe to SNA. SNA recognizes that suitcasing may also take the form of commercial activity conducted from a hotel guest room or hospitality suite, a restaurant, club, or any other public place of assembly. For the purposes of this policy, suitcasing violations may occur at venues other than the exhibition floor and at other events. SNA must be informed of any hospitality suites and expressed consent must be received prior to the event.

### **WHAT SNA WILL DO**

#### **The Suitcasing Prevention Team:**

SNA has created a Suitcasing Prevention Team that 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 on what to look for and the appropriate factors to determine if there is an issue. The Team will be composed of members of the SNA staff as well as the GES Account Executive and SNA's Floor Manager assigned to each section of the Show.

The Suitcasing Prevention Team will have the following responsibilities:

1. Review complaints concerning suitcasing.
2. Review each complaint off the Show floor and take appropriate action, including removal from the Show floor.
3. Levy penalties for violations, up to and including, suspension from participation in future Shows.

### **WHAT CAN YOU DO?**

If you have a pending dispute regarding suitcasing at the Show, then you should consider the following:

- **Prior to the Show:** If you feel there is a reasonable risk of a problem involving suitcasing, notify SNA prior to arrival.
- **Onsite:** If you suspect another company of suitcasing, report this to SNA and someone from SNA will come to your booth immediately.

**SNA Action:** SNA will take one of the following actions: Upon receipt of a complaint from an exhibitor, SNA will review the complaint with the exhibitor. SNA will confer with other members of the Suitcasing Prevention Team to investigate the complaint and determine what action may be taken, including meeting with the company that is accused of suitcasing. This will include:

1. Remove anyone found violating the suitcasing policy; or
2. If deemed advisable, SNA will attempt to bring the accuser and alleged violating party together in a meeting in the SNA office to resolve the matter; or
3. Take no action if it is determined there is no action necessary.

*If the Suitcasing Prevention Team determines that a complaint is valid, but the violator will not attend such a meeting nor leave the Show floor, then that party/company will be prohibited from exhibiting or attending in the following two (2) Shows.*

**It is SNA's objective to do everything legally possible to protect you from suitcasing.**