



## CONFERENCE FLOOR SECURITY POLICY

As INTIX continues to grow and in recognition of issues we encountered both at the NOLA 2017 and Baltimore 2018 conferences it has become apparent and prudent for the association to have a more in depth and formal exhibition "floor security policy" or "suitcasing" policy. To that end the staff & partners have done research across other organizations and recommend the following policy to be put into place to commence with the registrations process for INTIX 2019, Texas.

### **INTIX Suitcasing Policy:**

*Suitcasing is the act of soliciting business in the aisles during the exhibition or in other public spaces by non-exhibiting companies, including another company's booth or a hotel lobby. It is INTIX Show Management's objective to do everything legally possible to protect our Exhibitors from suitcasing. We want our Exhibitors to know that INTIX is tough on suitcasers, and that we are vigilant in our efforts to stop them in order to prevent Exhibitor unhappiness and show erosion.*

*Please note that while all meeting attendees are invited to the INTIX 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 the Exhibit Policies, will be asked to leave immediately. Additional penalties may be applied. Please report any violations you may observe to Show Management. Show Management 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. Requests for hospitality suites must be approved by INTIX Show Management and are only available to confirmed exhibitors.*

### **Further:**

- Policy to be printed in all Conference registration brochures and collateral; published on the INTIX website; and on-site programs for the Conference.
- Signage to be posted at entrance and in the exhibition hall at Conference
- All conference attendees & suppliers will be required to acknowledge and accept the policy when registering for INTIX. Registrants who do not accept the policy will not be allowed to complete the registration process.
- Show management and staff will enhance the current show, event and social media management to more actively monitor for suitcasing behavior.
- INTIX recognizes that suitcasing may also take the form of commercial activities 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. INTIX will work with our hotel representatives to continue to maintain control/release/book, to the greatest extent possible, access to suites and other meeting space during our meeting dates.

- Once a suitcasing violator is confronted, by show management or paid staff, and are reminded / informed of the INTIX policy in both verbal and written form; given opportunity to purchase an exhibition space subject to availability; asked to leave immediately and:
  - 1<sup>st</sup> violation, the individual's registration profile is flagged, and a letter is sent;
  - 2<sup>nd</sup> violation informed by letter that they may be banned from INTIX events for the next 12 months
  - 3<sup>rd</sup> violation informed by letter that all representatives are banned from INTIX events for the next 24 months unless extenuating circumstances can be demonstrated. INTIX reserves the right to make final determinations in such cases.