



## ADVERTISING AND MARKETING AT CanWISP EVENTS

### “SUITCASING” AND “OUTBOARDING” STATEMENT

If you would like to solicit prospects, distribute marketing material or advertise at a CanWISP event, you must be an authorized representative of a Sponsor or Exhibitor of the event. Note that paying to attend an Event does not constitute being a Sponsor or Exhibitor. In order to protect our conference Sponsors and Exhibitors we prohibit Suitcasing, Outboarding or other similar activities.

These practices encompass situations whereby companies or individuals that have not invested in the event, attempt to advertise or market to attendees or solicit business at an event on the trade show floor, the official event meeting rooms or elsewhere on the premises of the event during the event. In general, “Suitcasing” and “Outboarding” are business practices intended to gain access to event attendees without investing in the event. *These and other similar practices are explicitly prohibited at CanWISP Events.*

“Suitcasing” refers to attendees of an Event who solicit business in another Exhibitor’s booth, the aisles or common areas of the facility in which the Event is held. 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 statement, suitcasing violations may occur at venues other than the exhibition floor and at other events.

“Outboarding” refers to 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 event attracts.

CanWISP recognizes the value and richness of attendees from diverse aspects of the telecom industry. This statement is not meant to restrict casual networking during an event.

#### Violations

Any individual or company found to be participating in Suitcasing, Outboarding or any similar activity, will be asked to stop the activity and remove any related material immediately. If the offending activity continues, CanWISP reserves the right to remove the offender, and any related material, from the event with the assistance of hotel security if necessary. Offending individuals and/or their related companies may also be barred from participating in future CanWISP events.

These statements regarding Suitcasing and Outboarding are in line with industry standards, recognized by The International Association of Exhibitions and Events (IAEE - <https://www.iaee.com/>). If you have questions regarding these statements, please contact CanWISP Management.