



NEUGC’s “No Suitcasing” Policy

NEUGC’s “No Suitcasing” policy is intended to protect its exhibiting companies from persons who attempt to solicit business in the aisles, other companies’ booths, hotel lobbies, and through unsanctioned guerrilla marketing efforts during our annual conference. Details of the “No Suitcasing” policy are as follows:

The NEUGC Board does its best to protect you from solicitations from companies who have not paid for the privilege to do so, commonly referred to in the exhibition industry as “suitcasing.” NEUGC has measures in place to protect exhibitors and attendees from suitcasing at the conference. The NEUGC “No Suitcasing” policy, as stated below, will be posted in the registration area and enforced to the best of our ability.

“No Suitcasing” Policy Statement

Any conference visitor 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 Rules and Regulations, will be asked to leave immediately. Additionally, penalties may be applied. Please report any violations you may observe to an NEUGC Board member.

The Suitcasing Prevention Team is composed of members of the NEUGC Board and has the following responsibilities:

- Investigate complaints concerning suitcasing;
- When the complaint has been substantiated, take appropriate action, including removal of the violator from the Solutions Center and revocation of event registration;
- Levy penalties for violations, including suspension from participation in future conferences.

If you observe a registrant suitcasing, notify NEUGC staff at the NEUGC Booth or Registration Desk. An NEUGC representative will come to your booth promptly. We will

- Review the complaint with the exhibitor.
- Confer with other members of the Suitcasing Prevention Team.
- Team will investigate the complaint and determine what action may be taken, including meeting with the person or persons allegedly suitcasing.

This will include:

- Revoking the registration of anyone found violating the suitcasing policy (without refund); or
- If deemed advisable, bring the accuser and alleged violator(s) together in a meeting in the NEUGC office in an attempt to resolve the matter; or
- Take no action if it is determined there is no action necessary.