



ATCA's Policy on "Suitcasing" & "Outboarding" at all Expo Events

To protect our valued attendees and exhibitors and the investment they have made in participating in the ATCA Tech Symposium and to maintain the integrity of the show; show rules strictly prohibit solicitation, **"Suitcasing", or "Outboarding"** by attendees or non-attendees who transact business at the Expo or within the confines of contracted space for ATCA Tech Symposium at Caesars Atlantic City Resorts Hotel and do NOT have exhibit booths.

Suitcasing and Outboarding give non-exhibiting companies and attendees an unfair competitive advantage over ATCA Tech Symposium exhibitors who have invested money and other resources to exhibit. These practices unfairly capitalize on the momentum created by ATCA Tech Symposium's exhibitors to market and conduct business at the Event.

SUITCASING refers to non-exhibiting companies or persons who go to conferences as an attendee/hall visitors but "work the aisles from their suitcase (briefcase) and solicit business in the aisles of the exposition floor or lobby area.

OUTBOARDING refers to non-exhibiting companies that set up exhibits or events outside of the exhibit hall-hotel hospitality suites or restaurants and encourage show attendees to leave the show floor. Off-site events held during conference hours diminish the size and diffuse the quality of the audience to legitimate exhibitors.

ATCA TECH SYMPOSIUM ACTION - The consequences of **Suitcasing** and/or **Outboarding** at Tech Symposium are as follows:

Any attendee or company (non-exhibitor) who is observed as **"Suitcasing" or "Outboarding"** on the trade show floor or within the confines of the Caesars Atlantic City Resort Hotel space will be asked to forfeit their badge and leave the show floor immediately.