



## Smart Strata Community Education Seminars

### SUITCASING POLICY

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#### **Policy on "Suitcasing"**

In order to protect our valued exhibitors and seminar partners, and the investment they have made in participating in our seminars, we are enacting and enforcing a strict "suitcasing" policy.

#### **What is suitcasing?**

Suitcasing refers to those non-exhibiting or non-partnering organisations or persons who attend seminars as guests but "work the aisles" from their suitcase (briefcase) and solicit business during the presentations or networking sessions. This includes the wearing of corporate/company logo business attire at the conference.

#### **What is the policy?**

Suitcasing by attendees or non-attendees who transact business at the seminar or in the seminar venue and do NOT have exhibit booths or a conference partnership contract will not be tolerated. Any non-exhibitor guests who is observed soliciting business during the seminar will be asked to leave the immediately and their organisations personnel banned from attending future events.

#### **Why is the policy in place?**

This policy helps us ensure the best possible experience for genuine guests attending for education and networking with seminar supporters. Suitcasing also gives non-exhibiting organisations and attendees an unfair competitive advantage over our partners who have invested money and other resources to exhibit and be aligned with the seminar. This policy protects partners against the dilution of the audience to the disadvantage of legitimate exhibitors. Finally, these practices unfairly capitalize on the momentum created by Smart Strata to establish itself as a unique strata community education seminar series, and deprive Smart Strata of revenue used to support the continued delivery of education seminars to the strata community.