

CMAA Suitcasing and Outboarding Enforcement Procedures

Purpose

These Enforcement Procedures support CMAA's Suitcasing and Outboarding Policy and establish a consistent framework for investigating violations, documenting findings, and imposing disciplinary actions.

CMAA reserves the right to interpret and enforce its Suitcasing and Outboarding Policy in its sole discretion and to take any action deemed necessary to protect the integrity, value, and experience of its conferences, expos, and events.

Scope

These procedures apply to:

- Attendees
- Exhibitors
- Sponsors
- Corporate partners
- Speakers
- Consultants, contractors, and representatives acting on behalf of an organization
- Individuals or organizations not registered for the event but conducting business activities in connection with the event audience

Violations may occur within official event spaces, conference hotels, hospitality suites, restaurants, meeting venues, digital communications, or other locations where an individual or company is leveraging the CMAA event audience for commercial purposes.

Investigation Process

Reports of potential violations may be submitted by attendees, exhibitors, sponsors, staff, volunteers, or other stakeholders.

Upon receiving a report, CMAA may:

- Conduct an investigation;
- Gather witness statements;
- Review marketing materials, invitations, emails, text messages, social media posts, or other relevant evidence;

- Interview involved parties; and
- Determine whether a violation has occurred.

All determinations made by CMAA are final.

Enforcement Actions

CMAA reserves the right to impose one or more of the following actions:

- Verbal or written warning;
- Immediate cessation of unauthorized activity;
- Removal of individuals from event facilities;
- Revocation of event credentials;
- Closure of unauthorized meetings or functions;
- Cancellation of sponsorship, exhibitor, or attendee privileges;
- Loss of future exhibiting, sponsorship, advertising, or participation opportunities;
- Temporary suspension from CMAA events;
- Permanent prohibition from participation in CMAA events.

Progressive Discipline Framework

First Violation

- Written warning issued to the individual and/or company;
- Immediate cessation of prohibited activity;
- Documentation maintained in CMAA records.

Second Violation

- Removal of offending individual(s) from the event without refund;
- Written notification to company leadership;
- Review of future event participation eligibility.

Third Violation

- Suspension from exhibiting, sponsoring, or attending CMAA national events for a period determined by CMAA;

- Loss of exhibitor priority status and/or sponsorship privileges.

Egregious Violations

CMAA may bypass progressive discipline and impose immediate sanctions when conduct is determined to be intentional, organized, deceptive, repetitive, or materially harmful to the event, exhibitors, sponsors, attendees, or the Association.

Examples include:

- Organizing competing events during official conference programming;
- Repeated solicitation after being directed to cease activity;
- Deliberate use of conference hotels or event venues to conduct unauthorized sales or promotional activity;
- Coordinated efforts to divert attendees from official CMAA functions.

Non-Registered Individuals and Organizations

Organizations or individuals who are not registered for a CMAA event but travel to conference destinations, conference hotels, or surrounding venues for the purpose of conducting business with attendees, soliciting prospects, hosting unauthorized meetings, or otherwise leveraging the event audience may be subject to enforcement action.

Such action may include:

- Removal from conference-controlled venues when permitted;
- Denial of future event registration;
- Prohibition from exhibiting, sponsoring, advertising, or participating in future CMAA events;
- Restrictions on future partnership opportunities with CMAA.

Appeals

Any appeal of an enforcement action must be submitted in writing to the Chief Executive Officer within thirty (30) days of notification. The decision of the CEO, or their designee, shall be final.