



**CLUB
MANAGEMENT
ASSOCIATION
OF AMERICA**

SUITCASING

The term “suitcasing” is defined as any activity designed to solicit or sell products/services to attendees of a meeting, conference, or event without the proper authorization via the event organizer, or in ways that violate the rules of the event or exhibition. CMAA has a zero-tolerance policy for companies that seek to gain access to its World Conference and Club Business Expo (or another official event) by obtaining an event credential (attendee badge, expo-only badge, etc.) and then solicit business in the aisles or other public spaces used for the conference.

CMAA recognizes that suitcasing may also take the form of commercial activity conducted from a hotel guest room or hospitality suite, at a restaurant, club, or any other public place of assembly. For the purposes of this policy, suitcasing violations may also occur at venues other than the Club Business Expo floor and at other events. CMAA must be informed of and approve in advance any hospitality suites.

Any CMAA attendee 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 this policy – will be warned to cease and desist immediately; if said activity continues, the offender will be asked to leave the event. If you suspect another company of suitcasing, please report this activity to CMAA Show Management immediately.

OUTBOARDING

The term “outboarding” is defined as the creation of a concurrent event that is related to an existing exhibition or event but has not been sanctioned by the organizer, and which seeks to benefit from the audience the organizer attracts. CMAA considers outboarding to be unethical business conduct and will not be condoned nor tolerated.

CMAA’s corporate partners, event sponsors, and exhibitors invest significant financial and other generous resources in the planning and execution of their on-site booth spaces and/or sanctioned activities. The predictable and inevitable consequences of outboarding diminish the size and diffuse the quality of the audience CMAA works very hard to gather. Outboarding reduces the value of an event for attendees, partners, sponsors, and exhibitors who likewise have significant resources invested in the event.

Approved partnership or sponsorship activation spaces within the confines of the CMAA space are opportunities to position brands and offer member attendees heightened experiences. As such, CMAA works diligently to create and offer ample on-site opportunities for club business providers to further their marketing and awareness efforts *in cooperation and coordination with* the annual World Conference and Club Business Expo (or another applicable official events).

TO OUR PARTNERS, SPONSORS, EXHIBITORS, AND ATTENDEES, we ask that you decline invitations that conflict with official CMAA activities and programming, and that you report violations to CMAA Show Management or a National staff member. Thank you for your continued support of CMAA’s official conferences and events, and for your efforts to prevent these damaging practices.