

## Anti-Suitcasing and Outboarding Policy

DIA is committed to upholding the integrity of our events and ensuring that all participants—attendees, exhibitors, and sponsors—receive the full value of their investment. To maintain a fair and professional environment, DIA enforces a strict Anti-Suitcasing and Outboarding Policy.

### What is Suitcasing and Outboarding?

Suitcasing is the act of attending a DIA event as a regular attendee, without an official exhibit space or sponsorship, for the purpose of soliciting business, promoting products or services, or distributing marketing materials. Examples include (but are not limited to):

- Distributing promotional materials, product samples, or advertisements in aisles, public spaces, or other exhibitors' booths
- Conducting unauthorized business meetings or demos in session rooms, hotels, lobbies, restaurants, or other venues during event hours
- Soliciting business from registered exhibitors or attendees without DIA's express consent

Outboarding refers to organizers or companies hosting events, meetings, or presentations concurrent with the official conference, in offsite locations or non-designated meeting spaces, without DIA's authorization.

### Enforcement

- All event badges are for the exclusive use of the attendee to whom they are issued. Badge sharing is strictly prohibited.
- Only official exhibitors, sponsors, or those with approved "Service Partner" badges may solicit, promote products/services, distribute materials, or conduct business onsite.
- DIA actively monitors event spaces and reviews all event registrations for possible violations. Reports of unauthorized solicitation or marketing activity will be promptly investigated.
- Violators may face:
  - Immediate removal from the event without refund
  - Revocation of event credentials/badges
  - Prohibition from participation in future DIA events
  - Financial penalties or company bans for egregious and/or repeated breaches
  - Opportunity to "convert" participation into compliant status by purchasing an exhibit space or official badge, if available

### Reporting Violations

We encourage all participants to help maintain a fair event environment. Please report suspected violations or inappropriate solicitation to DIA staff.

### Why This Policy Matters

This policy ensures a fair and secure exhibition environment, protecting the investments of all participants and supporting a professional, inclusive, and respectful atmosphere.