

## **NMHC's Policy on "Suitcasing" and "Outboarding"**

In order to protect our valued exhibitors and the investment they have made in participating in the NMHC Student Housing Conference & Exposition (SHC) and NMHC OPTECH Conference and Exposition (OPTECH), **show rules strictly prohibit solicitation, "suitcasing", or "outboarding" by attendees or non-attendees (NMHC members and non-members alike) who transact business at the exposition or in the SHC or OPTECH hotels and do NOT have exhibit booths.** Suitcasing and outboarding give non-exhibiting companies and attendees an unfair competitive advantage over SHC and OPTECH exhibitors who have invested money and other resources to exhibit. These practices unfairly capitalize on the momentum created by NMHC to market SHC and OPTECH, and deprive NMHC of revenue used to support our programs and initiatives.

**SUITCASING** refers to those non-exhibiting companies or persons who go to conferences as attendees but "work the aisles" from their suitcase (briefcase) and solicit business in the aisles of the exposition floor.

**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 available to legitimate exhibitors.

**NMHC ACTION** - The consequences of suitcasing and outboarding at a NMHC conference are as follows:

**Any SHC or OPTECH attendee (non-exhibitor) who is observed soliciting business in the trade show aisles will be asked to forfeit their badge and leave the show floor immediately.** The Supplier Partner Alliance Committee (SPA) will assign up to 5 exhibiting company representatives from each year's exposition to review violators with NMHC's VP of Meetings and NMHC will take the appropriate action.

## **NMHC's Policy on "Off Show Floor Exhibitor Entertaining"**

The National Multifamily Housing Council (NMHC) has expected exhibiting companies participating in the NMHC OPTECH Conference & Exposition (OPTECH) and/or the NMHC Student Housing Conference & Exposition (SHC) to police themselves in order to prevent the unprofessional behavior of taking attendees off the tradeshow floor during exhibit hall hours. Since this unprofessional behavior has not stopped, NMHC is now establishing a firm policy. In order to protect the NMHC conferences as a whole and, importantly, all of our valued exhibitors and the investment they have made to participate in OPTECH and SHC, going forward, any exhibiting company that takes 10 or more attendees off the exhibit hall floor during show hours will lose their accrued company exhibit points. It is important to note that these exhibit points play a vital role during the booth assignment process.