



SUITCASING & OUTBOARDING POLICY

Suitcasing and/or Outboarding will no be allowed (no exceptions)

In order to protect our valued exhibitors and their investment in participating in **SEMIEXPO HEARTLAND**, our rules strictly prohibit solicitation; “suitcasing” or “outboarding” by attendees who transact business at the show or within contracted show hotel(s) and HAVE NOT purchased an exhibit booth.

What are suitcasing and outboarding? “Suitcasing” and “outboarding” are unethical business practices in which non-exhibitors attempt to gain access to trade show attendees and/or exhibitors. These practices do not support SEMI and the industry.

“Suitcasing” refers to those non-exhibiting companies or persons who go to shows as an attendee but “work the aisles” from their suitcase/briefcase and solicit business in the aisles or lobby area.

*“Outboarding” refers to non-exhibiting companies that set up exhibits or events at off-site locations, hotel hospitality suites or restaurants, and encourage **SEMIEXPO Heartland** attendees to leave the show floor. Any company who wished to have a function outside of **SEMIEXPO Heartland** must have a minimum of 10’X10’ booth space or spend more than \$80,000 in sponsorship opportunities **SEMIEXPO Heartland**. For more information, contact Shane Poblete at spoblete@semi.org.*

By suitcasing or outboarding the show, an attendee gains an unfair competitive advantage over **SEMIEXPO Heartland** exhibitors who invest time, money and resources to exhibit. This also denies SEMI of funding used to support many initiatives that include education, advocacy and standards for SEMI members and industry. Any attendee observed in violation of these policies will be asked to leave the facility as per Show Management discretion. Please keep in mind this is an industry standard recognized by The International Association of Exhibitions and Events (IAEE).