



FORUM INFOFLEX 2025 Non-Exhibitor Supplier (NES) Participation Policy

Overview

This document outlines the policy framework for regulating non-exhibiting supplier participation at the annual Forum & INFOFLEX trade show to ensure a fair and professional environment for exhibitors and attendees. The policy aims to discourage "suitcasing"—the practice of selling in the aisles without purchasing exhibit space—by imposing limitations on non-exhibiting suppliers, such as restricting the number of representatives they can send, limiting their consecutive attendance, and increasing registration fees. Additionally, penalties for violations, including removal from the event and future participation bans, are clearly defined to protect the investment of exhibitors and uphold the integrity of the trade show.

What Is Suitcasing?

Suitcasing is when non-exhibiting suppliers solicit business at the annual Forum & INFOFLEX trade show without purchasing exhibit space. This practice includes, but is not limited to, soliciting in areas such as the exhibit hall, public spaces, events, educational sessions, restaurants, and hotels during the event. While all registered attendees are welcome, any Non-Exhibiting Supplier observed engaging in sales or promotional activities will be in violation of Show Management's anti-suitcasing policy. This policy is enforced to protect the investment of exhibitors and ensure a fair and professional environment for all participants.

Why Is an Anti-Suitcasing Policy Important?

The anti-suitcasing policy is essential to protect the financial investment made by exhibitors at the annual Forum & INFOFLEX trade show. Exhibitors pay for exclusive access to the attendee audience and have committed resources to showcase their products and services. Allowing non-exhibiting companies to solicit business without purchasing exhibit space undermines this investment by diverting attendee attention and potential business away from legitimate exhibitors. Enforcing this policy ensures a fair, professional environment where exhibitors receive the full value of their participation, and the integrity of the event is maintained.

Non-Exhibitor Supplier Policy

At the annual FORUM & INFOFLEX trade show, we value and honor the exhibitors who support FTA and strive to create an environment conducive to their ongoing success. To maintain the integrity of our event and protect the investment of our exhibitors, the following policies apply to all Non-Exhibiting Suppliers (NES):

1. Registration Requirements:

- Non-exhibiting suppliers may attend the event but will have limitations associated with their participation:
 1. A higher registration fee to reflect the value of attending without exhibiting.
 2. Limit to two (2) representatives per company per year.
 3. Attending a maximum of two (2) consecutive years. After this period, they must purchase an exhibit booth to attend.

4. Non-exhibiting Suppliers who have been granted access to the event, will only be permitted to attend on Tuesday, May 6, 2025.
- Alternative means for participation include:
 1. Non-Exhibiting Supplier can attend as a "Non-Exhibitor Sponsor", where they attend at a higher fee in exchange for limited recognition (e.g., show bag sponsorship, event sponsor).
 2. FTA will offer Non-Exhibiting Suppliers a "Networking Only" package that provides access to specific the FORUM education program as well as non-sales "networking" portions of the event. This access would exclude the exhibit hall entirely.

2. **Anti-Suitcasing Policy:**

- FTA is dedicated to the success of our Forum & INFOFLEX exhibitors. As such, Forum & INFOFLEX will have a zero-tolerance suitcasing policy.
- Non-Exhibiting Suppliers are prohibited from soliciting business, distributing marketing materials, or engaging in any sales activities in the exhibit hall, aisles, public spaces, hotel rooms, or educational and media programming during the event.
- Hosting hospitality rooms or outside events during scheduled trade show sessions and activities is strictly prohibited and considered within the suitcasing policy.
- Any Non-Exhibiting Supplier attendee who is observed to be soliciting business as a supplier will be in violation of Show Management's Anti-Suitcasing Policy.
- Violations of this policy will result in the following penalties:
 1. **First Offense:** Immediate removal from the event without a refund and a formal warning.
 2. **Second Offense:** A 1-year ban from attending or exhibiting at future FORUM & INFOFLEX trade shows.

3. **Reporting Violations:**

- Exhibitors, media, and attendees are encouraged to report any violations of this policy to event staff in-person, email, or phone. Be sure to include the individual and/or company name as well as their description.

By registering for the event, non-exhibiting suppliers agree to adhere to these policies.

Questions?

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