

New Jersey Burglar & Fire Alarm Association Suitcasing Policy Statement



NJBFAA is making preparations for its upcoming Annual Symposium and doing its best to help all exhibitors to have a successful show. As such we are mandating increased measures to protect exhibitors from suitcasing at the show. This is NJBFAA's Suitcasing Policy, which will be posted using signage around the exhibit hall and included in the onsite materials for all attendees.

What is Suitcasing?

Suitcasing is a parasitic business practice in which unethical companies will gain access to an event by obtaining some type of event credential (attendee badge, expo-only badge, etc.) and then solicit business in the aisles or other public spaces used for the conference. This practice skirts the support of the organizer and the industry. This does not pertain solely to soliciting the attendees of an event. Some of your biggest customers/vendors can be other exhibiting companies.

NJBFAA has a zero tolerance policy regarding suitcasing.

Please note that while all meeting attendees are invited to the exhibit floor, any attendee who is observed to be soliciting business in the aisles or other public spaces, or in another company's booth, will be asked to leave immediately. NJBFAA recognizes that suitcasing may also take the form of commercial activity conducted from a hotel guest room or hospitality suite, a restaurant, or any other public place in proximity to our event. For the purposes of this policy, suitcasing violations may occur at venues other than the exhibition floor and at other events. It is for this reason NJBFAA must be informed of any hospitality suites, and expressed consent must be given prior to the event.

The Suitcasing Prevention Team

NJBFAA has created a Suitcasing Prevention Team that will be in place for the duration of the Symposium. The team will consist of NJBFAA Board members and staff and the most important member of the team, YOU! Exhibitors will be our greatest asset in preventing suitcasing .

Reporting

Please report any violations you may observe to Management at the registration desk. Management will investigate all complaints of suitcasing.

Questions?

If you have questions regarding this or any matter relating to NJBFAA events, please contact: NJBFAA at 609-695-4444.