



afci locations show

2015 SUITCASING POLICY

In order to protect the value of Locations Show and ensure fairness to all of our exhibitors, the AFCI will no longer tolerate suitcasing in any form. As defined below, we ask that you either purchase a booth or abide by the 2015 BOOTH SHARING POLICY.

Definition of “Suitcasing”

Suitcasing at the AFCI Locations Show is defined as any activity by one who has not paid an exhibition fee (i.e. purchased a booth) where the activity is designed to solicit or sell products or services to other exhibitors or attendees without authorization by AFCI to engage in such solicitation. Suitcasing can occur by those who are registered as attendees or by parties misrepresenting their business or entity relationship to AFCI.

- **Attendee Suitcasing** occurs when a person registered as an attendee (non-exhibitor) solicits business for either their film commission or other business interests in common areas within the 2015 AFCI Locations Show exhibition area.
- **Exhibitor Suitcasing** occurs when a person registered as a booth exhibitor is found to be an employee or agent of an entity other than the entity or entities to which the booth is registered.
 - For the purposes of the 2015 Locations Show, the exhibition area shall be considered any portion of the California Level of the Hyatt Regency Century Plaza.
 - Membership in the AFCI shall not be considered in a determination of Suitcasing.
 - The Executive Director of the AFCI reserves the right to make final determination on what constitutes Suitcasing.

Resolution for instances of “Suitcasing”

- **Attendee Suitcasing:** Should AFCI show management or security observe any instance of Attendee Suitcasing, the violator(s) will immediately be required to register for and purchase a **MARKETING BADGE**. The purchase price of a Marketing Badge shall be \$500 *per day* and must be paid in full prior to receipt of the badge.
 - Should AFCI show management officials observe a second offence of attendee suitcasing at the same show, the violator will be asked to leave and escorted from the exhibition area and will be subsequently banned from attending AFCI events, including Locations Show, for 24 months.
- **Exhibitor Suitcasing:** Should AFCI show management or security observe any instance of Exhibitor Suitcasing, the violator(s) will immediately be required to register for and purchase an official **BOOTH WORKER BADGE**. The purchase price of a Booth Worker Badge shall \$100 *per day* and must be paid in full prior to receipt of the badge.
 - **Each exhibitor booth is allowed no more than five (5) exhibitor or worker badges.** Should the booth is which the violator is working already have been issued the maximum number of badges, the violator will instead be asked to leave the show floor.
 - A Booth Worker Badge will **NOT** give the holder permission to sell products / services or dispense / display printed materials (including business cards) to attendees or exhibitors other than those of the commission / company to which the booth is registered to.

- Should a person holding a Booth Worker Badge be observed selling products / services other than those of the official booth registrant, they will be required to instead purchase a ***MARKETING BADGE*** (see above).
- Should AFCI show management officials observe a second offence of exhibitor suitcasing at the same show, the violator will be escorted from the Locations Show floor and will be subsequently banned from attending AFCI events, including Locations Show, for 24 months.