



Non-Exhibiting Supplier EDexpo 2017 Registration

Non-Exhibiting Suppliers (NES) should use this form to register for full conference registration to **EDexpo 2017**. This registration allows for two (2) people from a single company access to the EDspaces Conference and Expo: the exhibit floor, education sessions, and networking functions.

Registration: Member: \$2,000 Non-Member: \$2,700

Non-Exhibiting Suppliers:

- are companies that manufacture, sell, or rent products and services to the Educational Products Industry (instructional materials, teaching aids, and technology products to educational games, toys, and supplies) but currently do not participate in the EDexpo Conference.
- are limited to two (2) years of attendance at EDexpo, both company and person
- only two (2) people from NES company are allowed to attend
- are strictly prohibited from soliciting business or distributing promotional material of any kind to any attendee or exhibiting company.

Please note the "Suitcasing and Outboarding Information and Policy" which follow.
Any NES who is observed to be soliciting business in the aisles or any other public spaces, in another exhibitor's booth, or in violation of any of the rules and regulations for the show will be asked to leave immediately.
Special: If your purpose for attending is to assess the show to determine if you want to exhibit the following year, EDmarket will apply 50% of your NES registration investment to EDexpo 2018 (based on availability). You must contract for space and be paid in full by September 2017; fees will be non-refundable if space is cancelled.

Please complete this form, including payment information, and **fax to 301-495-3330** or click **Email** at the bottom of the form. Confirmation of your registration will be sent to you within 72 hours of receipt of completed form.

Contact Name #1: _____ **Email Address:** _____
Confirmation will be sent to this address

Contact Name #2: _____ **Email Address:** _____
Confirmation will be sent to this address

Company: _____

Address: _____

City/State: _____ **Zip:** _____ **Country:** _____

Phone: _____ **Website:** _____

COMPANY DESCRIPTION/PRODUCTS:

How did you hear about EDspaces? _____

Total: _____

PAYMENT INFORMATION: Check # _____ AMEX Visa MasterCard Discover
(Payment must accompany application) Make check payable to EDmarket.

Card Number: _____ **Expiration Date:** _____

Cardholder's Name: _____ **Signature:** _____

Source Code: ONPDF

EDUCATION MARKET ASSOCIATION



SUITCASING AND OUTBOARDING Information and Policy

EDmarket strives to help all exhibitors have a successful show. As such we are implementing increased measures to protect exhibitors from “suitcasing/outboarding” at the show. This is EDmarket's Suitcasing/Outboarding Policy.

Statement of Intent

In order to protect our valued exhibitors and the investment they have made in attending an EDmarket event, thereby supporting EDmarket's mission as the industry's trade association, our rules strictly **prohibit solicitation, “suitcasing” or “outboarding” by attendees who transact business at the show or in show hotels and have NOT contracted for exhibit space.** By suitcasing or outboarding the show, an attendee gains an unfair competitive advantage over show exhibitors that have invested money and other resources to exhibit.

What is Suitcasing and Outboarding?

“Suitcasing” and “Outboarding” are unethical business practices in which non-exhibitors attempt to gain access to tradeshow attendees. “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 at off-site locations -- hotel hospitality suites or restaurants -- and encourage show attendees to leave the show floor and spend time with them discussing their products. These practices skirt the support of the show participants, organizer and the industry.

Examples may include but are not limited to:

- A non-exhibitor sets up a hospitality room off the show floor and invites attendees to leave the show floor and visit their suite.
- A non-exhibitor sends out alerts to potential customers that while they will not be exhibiting this year they will have personnel walking the show floor and will be offering a show special. (This would also involve trademark infringement.)
- A non-exhibitor piggybacks on the activities of a third party such as another vendor or partner who is exhibiting.

What are the consequences of Suitcasing or Outboarding at an EDmarket Event?

Please note that any show attendee who is observed to be soliciting business in the aisles or other public spaces, or uninvited attendees in another company's booth, will be asked to leave the event immediately. Likewise, known commercial activity conducted from a hotel guest room or hospitality suite, a restaurant or any other public place in proximity to show by non-exhibiting companies, will be shut down, evicted and subject to possible financial repercussions. Those found to be involved with “suitcasing” or “outboarding” will no longer be welcome at EDmarket events.

The Suitcasing Prevention Team

EDmarket has created a Suitcasing Prevention Team that will be in place for the duration of the conference. The team will consist of EDmarket staff, event security, and the most important member of the team, participating exhibitors.