

Suitcasing and Outboarding Policy

As the premier legal operations organization, our events attract and engage the entire legal ecosystem. CLOC wants to ensure everyone in the CLOC community, from members, to attendees, to sponsors, has a successful experience at CLOC events. Thus, we are taking steps to protect from suitcasing and outboarding at our events. This policy establishes our position and practices.

WHAT IS SUITCASING?

Suitcasing is the act of someone attending an event without purchasing a sponsorship and soliciting attendees. This behavior is counter to the business interests of our legitimate exhibitors and sponsors. Suitcasing may take the form of commercial activity conducted from a hotel guest room or hospitality suite; a restaurant, club, or any other public place. This activity steals leads and opportunities from paying exhibitors and sponsors.

Examples of Suitcasing:

- Attempting to sell product on the exhibit floor without exhibiting
- Placing marketing materials on tables, counters or in booths
- Promoting outside events, organizations or conferences
- Booth sharing with a company or person that is not exhibiting

WHAT IS OUTBOARDING?

Outboarding is when an individual or a company attends a CLOC event and hosts unauthorized events, meetings, demonstrations or presentations in any space at the conference hotel, restaurants, nearby properties or at their own personal business without consent of CLOC. This includes paying sponsors and exhibitors.

Examples of Outboarding:

- Offering your own content session without CLOC's consent
- Inviting event attendees to a hospitality suite for a product demonstration
- Essentially, holding any type of event/gathering while in town for CLOC's event without CLOC's consent

SUITCASING AND OUTBOARDING ARE PROHIBITED AND CLOC EMBRACES A ZERO TOLERANCE POLICY.

To avoid outboarding, CLOC staff must be informed of any separate events, and you must receive CLOC's express consent to host any onsite or offsite events prior to the event.

WHAT CLOC STAFF WILL DO

CLOC has created a Suitcasing Prevention team that will look into all complaints regarding suitcasing and will take appropriate action, including facilitating removal from the exhibit floor or venue property. While all event attendees are invited to the exhibit hall, anyone who is observed to be soliciting business in the aisles, or other public spaces, in another company's booth, or in violation of any portion of this policy, will be asked to leave immediately.

If CLOC staff determines a company is suitcasing, CLOC reserves the right to suspend the violator from participating in future CLOC events or opportunities, as well as deducting up to eight (8) longevity points.

WHAT YOU CAN DO

If you suspect another company of suitcasing – report this to CLOC Staff. Also,

- Do not enter or loiter around the booth of any other sponsor
- Do not harass or antagonize any attendees or sponsors
- Do not remove anything from any exhibitor's booth
- Do not register or give a badge to anyone not authorized to be at the event