

RAA Policy on Outboarding and Suitcasing/ Use of Registration lists

RAA's Annual Convention and Trade Show draws together more than 1,200 aligned customers and vendors to meet and interact in order to strengthen existing and develop new business opportunities. Equally, it allows airline supply company partners and institutions to reinvest in the industry and strengthen and support the Association, which advocates on behalf of your shared interests. Your participation and investment in the convention also provides RAA with the funds to host this event and helps assure the overall success of the show, supporting its longevity. However, the integrity of the show is diminished and the value becomes diluted when companies seek, in an unofficial capacity, to capitalize on the on this audience without making the appropriate and commensurate investment in return.

In order to protect our valued exhibitors and their investment in the RAA Annual Convention, our rules strictly prohibit solicitation in the forms of "suitcasing" and "outboarding" by attendees who transact business at the show or in the contract show hotel(s) outside of official capacities.

Suitcasing occurs when a company or individual registers as an attendee instead of an exhibitor and distributes flyers, printed material, or otherwise uses show access credentials to solicit business in the aisles or other public spaces of the RAA convention. This practice is not limited to soliciting the airline attendees of an event. As you know, some of your biggest customers may be other exhibiting companies. When a sales professional shows up in your booth to solicit your business, they are suit-casing. **RAA rules and regulations restrict distributing brochures or materials (beyond business cards) except in one's booth space or as otherwise approved by RAA.** Individuals found suitcasing may be asked to leave the show floor and surrender their badge, and may be banned from future attendance.

Outboarding is defined as any exhibit, demonstration, event, party, dinner, or other branded activity that takes place in proximity to the RAA show dates but outside of contracted space with RAA and without explicit approval from RAA to conduct the activity. This includes events at surrounding hotel suites, meeting rooms, ballrooms, restaurants, clubs, and other locations. Out boarders often use the official event branding in conjunction with their competing event, which confuses attendees who think they are participating in and supporting the official event, when in fact, the competing event is diverting attention and return on investment from legitimate exhibitors and sponsors. *If the event is not listed in the official RAA Schedule of Events, it is not an officially sanctioned RAA event.*

Any known, unsanctioned commercial activity conducted from a hotel guest room or hospitality suites associated with RAA's official space. Any known events conducted at other public places in proximity to the RAA Convention by non-exhibiting companies or without appropriate approvals, will be investigated and receive a warning, with potential disciplinary action following up to and including a temporary or permanent ban from the show.

Exhibitors and sponsors approved to schedule private or invitation-only customer dinners or other activities should book these events on Monday, September 25th as we have built open-time into the schedule for the express purpose of accommodating these RAA-sanctioned events

In order to prevent use of RAA's lists by suitcasers and outboarders, we have established a formalized means of contacting other attendees. Should you wish to contact other attendees, you may follow two pathways. First, you may go through our mobile app and reach any attendee at our show. RAA encourages all attendees to use the app, which is free to download. Next, you may purchase a sponsorship package in which RAA will send a message on your behalf to a targeted list of attendees through a blast email. Participants achieving sponsorship bundles valued at \$15,000 and above will receive this benefit automatically. RAA will not otherwise share registration lists with contact information nor provide email addresses to exhibitors or attendees except through these established channels. Registration lists with names, titles, and companies will continue to be available 30 days prior to the show.