

Suitcasing and Outboarding Policy

Approved May 2025

As the premier campus housing association, our events attract and engage the entire residence hall ecosystem. ACUHO-I wants to ensure everyone in the community, from members to attendees to sponsors, has a successful experience at ACUHO-I events. Thus, we are increasing 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 attending an event to market, promote, sell, or otherwise solicit business, without purchasing an exhibitor booth or sponsoring the event. This behavior contradicts the business interests of our paying exhibitors and sponsors, as it steals leads and opportunities from them. Suitcasing may take the form of commercial activity conducted during event hours from a hotel guest room or hospitality suite; a restaurant, club, or any other public place.

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 someone attends an ACUHO-I event and hosts an unauthorized event, meeting, demonstration or presentation in any space at or near the event, including other hotels, restaurants, nearby properties, or at their own personal business without consent of ACUHO-I. Outboarding is prohibited, even by paying exhibitors, event registrants, and sponsors.

Examples of Outboarding:

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

***SUITCASING AND OUTBOARDING ARE PROHIBITED
ACUHO-I EMBRACES A ZERO-TOLERANCE POLICY***

Seeking Approval

To avoid outboarding, ACUHO-I must be informed of any separate activities or events during the event hours, and you must receive ACUHO-I's express consent before hosting the event. **For avoidance of doubt, for the 2026 ACUHO-I Content Conferences, hours are currently as follows: Monday, 7:30 a.m. – 7 p.m.; Tuesday, 7:30 a.m. – 5 p.m.; Wednesday, 7:30 a.m. – 5:45 p.m., and Thursday, 9 a.m. – 12:30 p.m.**

[To seek approval for an activity you desire to host, please provide as much detail as possible through an online form.](#)

ACUHO-I will evaluate all properly submitted and sufficiently detailed requests and will consider, among other things, the nature of the request, whether the requester is a registrant or paying exhibitor/sponsor of the event, and the value of the proposed activity to the event and the ACUHO-I community. All decisions by ACUHO-I are at ACUHO-I's sole discretion and are final.

What Happens if Someone Violates This Policy?

ACUHO-I has created a Suitcasing Prevention team that will look into all complaints regarding suitcasing and will take appropriate action. 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 ACUHO-I determines someone is suitcasing or outboarding, in addition to facilitating removal of the violator from the exhibit floor or venue property, ACUHO-I reserves the right to suspend the violator from participating in future ACUHO-I events or opportunities, and to assess a fine on the violator.

What Can You Do?

If you suspect another company of suitcasing – report this to ACUHO-I staff, or to corporaterelations@acuho-i.org. 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, share, swap, or otherwise provide a registrant's badge to anyone not authorized to be at the event or that particular activity.