NON-EXHIBITING SUPPLIER STATUS

Every year there are manufacturers and suppliers who do not exhibit yet attend HDAW. While all legitimate attendance is welcome, these companies attempt to approach buyers for the purpose of selling their products in the aisle by doing one of the following:

Outboarding: holding hospitality suites, receptions, showrooms, receptions, and any special presentations off-site.

Suitcasing: solicitations by use of brochures, catalogs, meetings, samples, and other materials.

These practices are strictly prohibited by HDAW.

Anyone who is observed approaching distributors in the aisle or in an exhibiting supplier's booth, and is not a legitimate exhibiting supplier, should be reported immediately to Conference Management. The non-exhibiting supplier will then be asked to curtail this activity or exit the Conference. These measures will be strictly enforced with the intent of preserving the integrity of HDAW and maintaining a good relationship between the distributor and the exhibiting supplier.

The assistance of exhibiting suppliers in watching for this type of activity and reporting it is greatly appreciated. Exhibiting suppliers are especially encouraged to note the person's name, company, and the color of their badge holder. In addition to surveillance on the product exposition floor by exhibiting suppliers and Conference Management for this prohibited behavior, special screening will take place in the registration area for this type of attendee to prevent them from engaging in unauthorized selling at HDAW.

Companies who qualify to exhibit, but are not current exhibiting suppliers, yet wish to attend HDAW are considered and can only register as a non-exhibiting supplier (NES). The registration fee for non-exhibiting suppliers is $4,190 for member companies or $7,390 for non-member companies, limit of (2) two registrants per company. Non-exhibiting suppliers are limited to a one-year preview. This includes all previous HDAW conferences.

Companies that have previously exhibited at or attended HDAW as a non-exhibiting supplier may not attend HDAW unless they are an exhibiting supplier.