



Memo: Print World Code of Conduct

To: Industry Vendors

**Subject: Non-exhibiting vendor policy at Print World**

Dear friends and colleagues:

With Print World 2010 around the corner, I want to wish you welcome. We hope to see you in person at the show Nov. 20-22 at the Direct Energy Centre, Exhibition Place, downtown Toronto.

We have tripled the size of the conference portion of the show, and we hope you'll attend and find benefit in our keynotes, seminars and special panels.

However, based on unfortunate experiences at past shows, we are also writing today to let you know about an important Code of Conduct concerning the activities of personnel of non-exhibiting vendors.

While a rare occurrence, it has happened in the past that personnel of non-exhibiting vendors have made sales solicitations in the booths of those vendors who have invested in the show. This activity also sometimes occurs in the immediate aisle space surrounding a booth. This is improper behavior and we're sure that all parties agree (think if the tables were turned).

Print World show management, with the cooperation of exhibiting partners, will not tolerate this behavior and anyone breaking this Code of Conduct will be escorted off the show floor.

Our common goal is to produce a professional event for the benefit of exhibitors and visitors alike, and the industry as a whole. We wish to avoid any unfortunate incidents, which is why we hope this clearly communicates our policy in advance. Please forward this message to colleagues, and feel free to contact me if you have any questions.

Once again, we hope to see you at the show, and we thank you in advance for your cooperation.

Sincerely yours,

Sandy Donald  
Show Manager