



We Have Had Enough! It's Now Time to Act!

For several years Fair Guide/Construct Data has been actively soliciting exhibitors to participate in what it describes as its "Exhibitors Directory in the Fair Guide." The company typically includes the name of the trade show associated with the database from which it apparently mined a particular exhibitor's contact information thus leaving many casual readers with the impression that there is some connection between Fair Guide and the host event.

The typical letter also implies that the exhibitor has engaged with Fair Guide before ("The *update* of your pre-registered listing in our exhibitors' directory...").

Attached to the solicitation letter is a partially pre-populated form that the recipient is asked to review, correct, sign and date before returning it to Fair Guide in a post paid reply envelope.

At the bottom of the form in type half the font size of the main message is language that constitutes an irrevocable advertising order of \$1717 per year that automatically renews each year unless cancellation is made by registered mail at least three months prior to the next expiration. The sole venue for any legal disputes arising is Bratislava, Slovakia and is subject solely to the laws of Slovakia.

Based upon similar tactics, Fair Guide entered into a settlement agreement with postal and advertising authorities in Europe several years ago that prohibits its further operations in those nations. No surprise--- the company has materially ramped up its activities in the United States ever since.

It is IAEE's opinion that the Fair Guide solicitation is improper, confusing and unfair. We believe that by incorporating the names of specific exhibitions, Fair Guide may be improperly appropriating the intellectual property of those events. We believe Fair Guide's solicitation letter is cleverly designed to secure as many signatures from exhibitors as possible – and that most of whom do not understand that they are actually ordering expensive and "irrevocable annual advertising."

All efforts by IAEE and others asking Fair Guide to cease its misleading solicitations have been ignored. We believe it is now time to call upon the Federal Trade Commission, Bureau of Consumer Protection for relief. This department of the FTC enforces a variety of consumer protection laws and trade regulation rules issued by the FTC in order to protect consumers from unfair, deceptive or fraudulent practices.

If you share our opinion that Fair Guide is engaged in unfair and deceptive practices, please take the following action:

1. Write a letter of complaint and attach samples of all communications you have received from Fair Guide to:

Federal Trade Commission, Consumer Response Center
600 Pennsylvania Avenue N.W.
Washington DC 20580 Tel: (877) 382-4357


2. Send copies of your letter(s) to the FTC and documentation to your United States Congressional Representative and both of your United States Senators along with a cover letter asking them to urge that the Consumer Response Center of the Federal Trade Commission immediately take action to prevent Fair Guide/Construct Data from continuing its deceptive trade practices.

You may secure contact information for your U.S. Congressional Representative and U.S. Senators at this website: www.iaee.com/information_resources/US_Government_Contacts

3. Send IAEE a copy of all correspondence that you issue and any replies that you subsequently receive. Send documentation to IAEE, Project UN-Fair Guide, 12700 Park Central Drive, Suite 308, Dallas, Texas 75251.

If all members and their exhibitors join IAEE in this initiative, we will succeed in bringing justice to Fair Guide/Construct Data. It is essential that you take action today.

Thank You!



Steven Hacker, CAE
President