

WARNINGS to CLEO: Expo Exhibitors

- Expo-Guide/Fairguide.com
- World Business Guide

We will update this list as we are made aware of additional companies with questionable business practices.

(last updated August 1, 2010)

PLEASE NOTE: Management does not provide the list of exhibitors and their primary contacts to any company except our preferred vendors, a list of which can be found in the Exhibitor Service Manual or as part of the online Exhibitor Service Center. If you receive a solicitation from any company other than a preferred vendor, notify us immediately and, if possible, provide us with a copy of what you received or details of any phone call.

World Business Guide

The *World Business Guide* is a product of International Directories Group, Ltd. of Madrid, Spain. The company invites businesses to list themselves in its database. The form used to gather contact information says in part, "(Updating is Free of Charge)" in boldface type.

However, embedded in a lengthy paragraph labeled "Order" - in very small type - is a binding three-year agreement that automatically renews every year for another year at a cost of €995 (about \$1455 USD). **Dating and signing the Data Control form will bind you to the agreement.**

The pitch is remarkably similar to the methodology that has been employed by companies like Construct Data/Fairguide and Expoguide Mexico, who have plagued exhibitors and others in the exhibitions and events industry throughout the world.

Sign the *World Business Guide* Data Control form only if you wish to purchase a database listing that will cost you a minimum of \$1455 a year for at least three years.

The image shows a screenshot of the "WORLD BUSINESS GUIDE" Data Control form. The form is titled "DATA CONTROL" and includes various fields for company information, contact details, and preferences. A red callout box with a white background and black text points to the "LEGAL SIGNATURE / COMPANY STAMP" field, stating: "Your Signature Here commits you to a three-year expense of \$1455 (USD)". The form also includes a section for "ORDER" with fine print and a "PLEASE RETURN TO" address at the bottom.

Expo-Guide / Fairguide.com

The CLEO Exhibits Team is warning all exhibitors not to respond to any correspondence sent to them by Expo-Guide/Fairguide.com operating out of Mexico. Several exhibitors have received a solicitation from this company that claims to be collecting descriptions for the Exhibit Guide for CLEO. The form to be completed is actually a cleverly constructed three-year ad commitment for a total of US \$4500. Show Management has been warning exhibitors for several years about similar deceptive practices from a company called FairGuide/Construct Data out of Austria. While we cannot confirm definitively that it is the same company that was sanctioned by the Austrian government due to deceptive practices, the forms and manner of correspondence is close enough to warrant close suspicion and scrutiny by all exhibitors.

CLEO is in no way affiliated with this company. If **Expo-Guide/Fairguide** contacts you about purchasing advertising in any CLEO-related publication, do not respond to them and **do not give them any credit card information.**

The International Association of Exhibitions and Events (IAEE) has a link to more information about Expo-Guide/Fairguide.com as well as for Fair Guide/Construct Data.

Fair Guide/Construct Data: http://www.iaee.com/information_resources/austrian_exhibitor_warning

Expo-Guide/Fairguide: <http://www.stopecg.org/expo-guide.htm> (note that this site is not monitored by IAEE or approved by CLEO Management, but it does provide good information)

If you have been targeted by this company or have already submitted a contract to them, please contact us at cleoexhibits@osa.org for additional assistance.