

# **INDUSTRY RELATED EMAIL SCAMS**

## **BE VIGILANT!**

Exhibitors are being targeted by companies claiming to be, or work with, event organisers. They use existing event branding and may appear genuine. In the past this has included directories and hotel bookings but companies are now also claiming they can sell visitor data from events. This is not the case.

Exhibitors need to be vigilant, read the small print, inform their exhibition, marketing and finance teams about the risk of scams and check with their organiser if they receive anything they are not expecting or are unsure of.

Organisations such as Event Fair, FairGuide.com/Construct Data Verlag, Expo Guide, World Expo Data and International Fairs Directory are targeting exhibitors with their misleading directory services. Unsuspecting exhibitors who sign and return the form are then contracted into a three-year, non-retractable agreement, which could cost the exhibitor a significant amount of money.

## **WHAT TO DO IF TARGETED BY A SCAMMER**

Our advice is to **IGNORE THE EMAIL COMPLETELY**, and do not communicate with them in any way. Writing letters and responding to emails simply confirms that you exist and are available at the address/email address/number they have for you, and they will continue to harass you.

1. **ALERT** the organiser of your event that you have received these emails
2. **DO NOT COMMUNICATE WITH THE SCAMMERS** in any way
3. Add the **SCAMMER** email to your blocked senders list
4. **DO NOT SEND READ RECEIPTS** if requested as this also confirms that the scammer has reached a legitimate email address