

Stairbuilders and Manufacturers Association



Advertising and Exhibit Policy

Approved March 2012
Updated Format April 2020

Any member company may advertise or exhibit product or services in the SMA newsletter, membership directories or at SMA functions in accordance with this policy. Allied members shall only represent the products of regular and associate members. No product or service prices shall be distributed, displayed or advertised.

Newsletter and Directory Advertising

Members may advertise stair related products or services as well as ancillary products and services in the newsletter and printed directory. The online directory shall be limited to the posting of representative photographs void of text or advertising content.

SMA Event Exhibits and Sponsorships

Members may buy exhibit space at conferences for the purpose of displaying products and services related to the stair industry. Solicitation and distribution of printed material may only occur during exhibit hours by exhibitors within the purchased exhibit space. Non-exhibitors may not distribute printed material or solicit attendees at SMA events.

Exhibitors may display product comparisons with the exception that they may not directly or indirectly name the competitor company in the comparison.

Exhibitors may register exhibit only staff without paying the full conference fee in recognition that such registrant's access to other events and activities shall be restricted.

Attendees who wish to see exhibits only may do so by purchasing an "Exhibit only pass".

Member purchased sponsorships as offered by the SMA in any form are in compliance with this policy.

Non-Member Companies

Non-member companies offering ancillary products or services may exhibit and advertise in SMA media or at SMA events. Such companies may not conduct stair industry specific business or provide services that would qualify them as a regular or associate member. The executive director and the chair of the membership committee shall review and approve or deny nonmember companies who wish to advertise or exhibit.