



## Priority Points and Policies for 2018 *Scientific Sessions Booth Assignments*

### **How are Points Awarded?**

1. An exhibitor accrues one point for each 100 square feet of booth-space contracted during the Scientific Sessions, plus one meeting point for each year they exhibit. Only the immediate past three years' points accrue towards priority booth assignments. Exhibitors will forfeit priority points for each 10x10 space cancelled or reduced. Points will only be awarded for each 100 square feet of exhibit space utilized during show days.
2. Companies will also accrue priority points through corporate contributions. The points are based on the contribution level reached for each year during the past three fiscal years. Contributions to the Association include all contributions, advertising, program support, etc. at both the national and local levels. The levels of corporate contributions and the points awarded per year for each are:

Corporate Level	Contribution	Points Awarded
Banting Elite	\$ 1,000,000	30
Banting Circle	\$ 500,000	20

After onsite assignments, in the event more than one company has the same number of points, assignments will be made in the order in which the contracts, with deposits, are received. An application and fifty (50) percent deposit must be received on or before the September 1, 2017 Priority Deadline in order for a company to benefit from its point status. After the September 1, 2017 Priority Deadline, applications received will be assigned on a first-come, first-served basis regardless of points accrued.

**Tier One:** All companies exhibiting at the 2017 Scientific Sessions who have accrued 6 or more priority points will be given the opportunity to select booth space for the 2018 Scientific Sessions on-site. Assignments will be based according to the priority point system. Companies will be notified of their appointment date and time for selection approximately one month prior to the 2017 Scientific Sessions. Selection of booth space during this appointment provides the exhibitor the opportunity to take advantage of the points they have accrued. The exhibitor commits to their booth selection once the application is submitted and signed and the ten (10) percent deposit is received, the exhibitor application/contract becomes binding and booth space will be assigned. The additional forty (40) percent deposit will be due on or before September 1, 2017. Final Payment will be due on or before March 9, 2018.

**Tier Two:** Companies exhibiting at the 2017 Scientific Sessions who have accrued 5 priority points or less will be contacted immediately after the meeting and given an opportunity to apply with the same ten (10) percent deposit due with their applications no later than July 28, 2017. The additional forty (40) percent deposit will be due on or before September 1, 2017. Final Payment will be due on or before March 9, 2018.

**Tier Three:** Companies who exhibited during the 2017 Scientific Sessions, but decide not to select under the above two tiers must submit their application along with fifty (50) percent deposit for booth space prior to the September 1, 2017 Priority Deadline, and will be assigned space according to their accrued points, but prior to new exhibit applicants. Final Payment will be due on or before March 9, 2018.

**Tier Four:** New companies who submit their application and fifty (50) percent deposit for booth space prior to the September 1, 2017 Priority Deadline, will be assigned space after all 2016 exhibitors who have submitted their application prior to the September 1, 2017 date have been assigned space. Any company who submits their application and fifty (50) percent deposit for booth space after the September 1, 2017 Priority Deadline will be assigned on a first-come, first-served basis *regardless of points accrued*. Final Payment will be due on or before March 9, 2018.

## **Policies**

**Mergers** (Two previously separate companies, joined and exhibiting as one): The Association will combine both companies' points that were earned from square footage. However, only the higher number of points, of the two companies that were earned from participation, will be added to the new total.

**Multiple Divisions** (A company with more than one division contracting for separate booths for those divisions):

- Multiple divisions of one parent company may select space at the same time using the highest rated division;
- Each division will submit a separate contract for booth space accompanied by the authorization form requesting ADA to combine their selection with the other divisions;
- The parent company will designate one representative to select space for all divisions that submit the authorization form;
- Multiple divisions must select space adjacent to one another;
- If divisions plan to treat their space as one area by spanning an aisle either with floor or overhead materials, then the divisions must purchase the aisle space for the entire area;
- If a company chooses not to span an aisle with floor or overhead material, and does not purchase the aisle, then the aisle may not be used in any commercial way by any of the divisions;
- Divisions will continue to accrue priority points as separate divisions whether or not they exhibit together;
- Divisions will be permitted individual identity on the exhibit floor as well as in the program exhibitor listings.

**Spin-Offs** (newly formed separate subsidiaries of an exhibiting parent company): Companies in this situation will be given credit for the exhibit history (number of years exhibiting) but no points will be given for previously booked space of the parent company.

**Co-Marketing** (two or more companies wishing to be assigned exhibit space adjacent to one another or together): Each company must attach a cover letter to its exhibit space application, explain the request, and copy the other co-market company on the request. The space assignment will then be made by averaging the co-marketing companies' points.

**Exhibitor Directory** If a company would like to have multiple listings of several divisions, then each division must have their own booth.

**NOTE:** The Association reserves the right to restrict or deny booth assignments that would compromise the integrity or desirability of the exhibition floor.