

Priority Points and Policies for 2027

Scientific Sessions Booth Assignments

How are Points Awarded?

1. An exhibitor accrues one point for every 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 (2024, 2025, 2026). Exhibitors will forfeit priority points for each 10x10 space canceled or reduced. Points will only be awarded for every 100 square feet of exhibit space utilized during show days.
2. Companies that participated in the 2026 Clinical Update Conference were awarded five additional points.
3. 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 calendar 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

In the event that 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 June 15, 2026, for a company to benefit from its point status. After the priority deadline, applications will be assigned on a first-come, first-served basis, regardless of points accrued.

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.

On-site Booth Assignment Payment Policy/Schedule for Exhibit Space

2026 confirmed exhibitors who qualify under the Priority Point Policy are provided the opportunity to select booth space for the ADA 2027 Scientific Sessions by phone appointment or on-site in New Orleans, LA, during the ADA 2026 Scientific Sessions. The selection appointment time shall be based on the Exhibitor Priority Point Policy. After the Pre- and On-site Booth Assignment process closes (e.g., may include a post-meeting priority point exhibitor window), assignments are made on a first-come, first-served basis.

- **Standard Requirements:**
 - A 50% deposit must be paid at the time of signing the contract at the check-out portal link provided immediately following the Exhibitor's appointment time and assignment.
 - Exhibitor is expected to come prepared to pay a deposit at the time of appointment using ACH or/a credit card.
 - The contract is binding upon its acceptance by the Exhibitor. The hold on the exhibit space is not confirmed until the required funds are received.
- **Alternative Payment (Check/Special Account Processing Circumstances):**
 - If you must pay by physical check or have a special account processing circumstance preventing immediate payment, the contract must still be signed at the appointment, and payment must be made on or before July 7, 2026. Payment instructions will be in your 'My Account' link, included in the Exhibit Booth Confirmation email sent after the contract is executed.
 - Penalty for Late Deposit: If the required deposit is not received on or before July 7, 2026, ADA reserves the right to release exhibit space being held and resell the space.
- **Final Balance Due:**
 - Due Date: The remaining balance is due in full by March 2, 2027.
 - Penalty for Late Final Payment: If the remaining balance is not received on or before March 2, 2027, ADA reserves the right to release the space being held and resell the space.