



EXHIBITOR PRIORITY POINTS GUIDELINES

Determining Your Exhibit Booth Priority

Priority Points

Priority Points are used to determine the order in which exhibitors may select their booth location for the following Annual Conference. Priority Points are earned through:

- Exhibit Space
- Exhibiting History
- Survey Participation
- Sponsorship Level

Points Specifications

- Exhibitors have the opportunity to select their booth for the following year's Conference, prioritized by the exhibitor with the most points first, to the least.
- A representative for each exhibitor will be scheduled to meet with IAAO staff onsite for the following year's booth selection process. Exhibitors will be notified of their scheduled meeting date/time at least two weeks prior to the Conference.
- Each exhibitor is given 15 minutes for selecting the upcoming year's booth location. Their 15 minutes begins at the assigned meeting time. If an exhibitor's representative does not show up at the assigned time, they will be rescheduled to the end of the onsite registration process, with location options based on availability at that time. IAAO will work with the exhibitor after the selection process is over to accommodate their needs but will not displace other exhibitors.
- Failure to exhibit in any given year will reset points to zero.
- If there is a point tie, priority is based on the date payment was received in full. If the tie remains, priority will be determined by a lottery style random selection.
- Mergers and Subsidiaries - Any company resulting from a merger may choose points from either of the original companies; points will not be combined or aggregated. Newly formed, "spin-off" or separate subsidiaries will not receive points allocated to the parent company.

- After onsite booth selection ends, new applications will be received and accepted on a first-come, first-served basis.

ACCUMULATING PRIORITY POINTS

Exhibit Space

- Points are accrued and carried over from year to year.
- 1 point is given for every 100 square feet of space at the current Annual Conference.
 - * 10' x 10' = 1 point
 - * 10' x 20' = 2 points
 - * 20' x 20' = 4 points
 - * 20' x 30' = 5 points
- 1 point is given for every year a company has exhibited since 2005.

Sponsorship

- Sponsorship points are earned annually and do not carry over to the next year's point total.
- 2 points for every \$1,000 in sponsorship investment at exclusive IAAO Annual Conference and/or Seminars (e.g., International Conference on Assessment Administration). Points will be rounded down to the next lower \$1,000 increment. Or:
- 1 point for every \$500 to \$999 in sponsorship contributions at an exclusive IAAO Annual Conference and/or Seminars.

Advertising

- Advertising points are earned annually and do not carry over to the next year's point total.
- 1 point for every \$100 in advertising purchased in the Conference Program (complimentary ads or ad space awarded through sponsorship packages are excluded).

Survey

- Points are accrued and carried over from year to year.
- 2 points for exhibitors who complete the post conference Exhibitor Survey by the deadline (surveys must indicate company name).

Penalties and Point Deductions

- Minus 5 points for any violations of the Priority Point Program or the Contract terms and Conditions (as stated in this brochure), cancellation of booth space, or no-shows.
- Minus 2 points for downsizing of booth space, or if booth balance due is not received by the published deadline.