



## Exhibitor Priority Point System for Booth Selection

The Priority Point system was developed to recognize exhibitor participation at AAD meetings and reward them for upholding meeting policies. Exhibit booths are assigned based on this priority point system with the first round of assignments taking place during the Annual Meeting. Companies participating in the current year's Annual Meeting will be given a date and time to choose exhibit space for the following Annual Meeting. Timeslots are determined by each exhibitor's cumulative number of points following the criteria as of December 1 in the year prior to the meeting. Companies that do not select space onsite at the Annual Meeting, or first-time exhibitors, will need to complete an application in order to be assigned space at the conclusion of the Annual Meeting. Booths after the onsite assignment process are assigned on a first-come, first-served basis in conjunction with the Priority Points accumulated.

### How Priority Points are earned (cumulative)

- 1 point per Annual Meeting Exhibit Booth Participation
- 1 point per Innovation Academy Exhibit Participation
- 1 point for each 100 sq. ft. of space purchased on the show floor for Annual Meeting & Innovation Academy exhibitor participation
- 1 point for each 100 sq. ft. of Meeting Space on the show floor Annual Meeting & Innovation Academy

### Booth Assignments:

Exhibitors are ranked based on cumulative priority points earned using the above point system. Tiebreaker procedures will be enforced when multiple companies have earned the same number of priority points. Companies with the same number of points will be analyzed by booth size.

### General Rules:

- Priority Points may only be used by the company that holds the points. Company subsidiaries or affiliate companies may not use points that belong to another company
- Complimentary Exhibitors will not earn priority points.
- Show management has the right to deduct points – outlined below
- Exhibitor Product Theaters, Advertising, Sponsorship and offsite events do NOT accumulate points
- No ½ points awarded. If averages are being considered with mergers and acquisitions, points will be rounded up to the nearest whole number
- The cutoff date for priority points to count towards booth selection appointments is December 1
- Companies that sign up to exhibit after the cutoff date will accumulate priority points, but they will not be factored into the booth selection appointment

## Violations

Violations of any Academy policies, guidelines, rules or regulations may result in the loss of preferred space selection appointment for future space assignments and/or immediate removal from the exhibit hall and/or denial of exhibit space at future meetings. The action taken will be determined on the basis of the particular circumstances of the violations, but in cases involving major violations, may include legal action.

## Mergers & Acquisitions, Spin Offs, Multiple Divisions, and Name Changes: *see prospectus for additional information*

- Mergers & Acquisitions - Companies that have merged with, been purchased by, or have purchased another company may use the exhibit history from company alone, whichever is more favorable, but not the combined history of both companies.
- Spin Offs - A company restructuring that results in a newly formed independent business (spin-off) may use the exhibit history of the parent company.
- Divisions - Companies may choose to average priority points to be grouped together in the space selection process. The process will allow divisions to contract separately while maintaining their own identities
- Company Name Changes - Companies with name changes since their most recent participation must indicate the previous company name on the application to be properly awarded historical points. If a name change occurs after the space application process, please notify the AAD to update your record accordingly.

## Questions

If you have questions about the AAD Exhibit Priority Point system, please contact: [exhibits@aad.org](mailto:exhibits@aad.org)

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