

IIBEC PRIORITY POINTS POLICY AND GUIDELINES

1. Program Overview

The Priority Points system is a method of determining the order in which exhibitors select booth space for the IIBEC International Convention and Trade Show. Used by many groups in our industry, the Priority Points system is designed to organize the booth selection process and give priority to exhibitors who have been supportive of an organization for a number of years and who have made a financial investment in an organization.

2. How IIBEC Priority Points are Earned

IIBEC Priority Points are earned for the immediate past three calendar years and are applied to the contract signing company or companies in the following ways:

2.1 Exhibiting at IIBEC Sanctioned Events

Events regardless of delivery method (in-person, hybrid, or virtual) include but not limited to: IIBEC International Convention and Trade Show, IIBEC Building Enclosure Symposium, and IIBEC Canadian Building Enclosure Symposium. Exhibiting companies will receive one Priority Point for every \$100 spent on exhibit space. Points will be applied to the contract signing company.

2.2 Sponsoring at IIBEC Sanctioned Events

Events regardless of delivery method (in-person, hybrid, or virtual) include but not limited to: IIBEC International Convention and Trade Show, IIBEC Building Enclosure Symposium, and IIBEC Canadian Building Enclosure Symposium. Exhibiting companies will receive one Priority Point for every \$100 spent on event sponsorships. In cases of co-sponsorship by companies under one parent company, total points will be divided equally between the co-sponsors (i.e., \$15,000 sponsorship would be split equally to each co-sponsoring company). Points will be applied to the contract signing company or companies.

2.3 Print and Digital Advertising

Advertising includes: IIBEC *Interface* journal, The Guide, and on-site event programs, IIBEC website, within IIBEC emails (Newsfeed and *Interface*), Convention App, and IIBEC podcast. Exhibiting companies will receive one Priority Point for every \$100 spent on advertising print/digital space. In cases of co-advertising by companies under one parent company, total points will be divided equally between the co-advertising companies (i.e., \$2,000 advertising would be split equally to each co-advertising company). Points will be applied to the contract signing company or companies.

2.4 Meetings Sponsorships at IIBEC Sanctioned Meetings

Meetings, regardless of delivery method (in-person, hybrid, or virtual) include but not limited to: the Summer and Winter Executive Committee Meetings, the Board of Director Meetings, and the IIBEC Leadership Development Workshop. Exhibiting companies will receive one Priority Point for every \$100 spent on meeting sponsorships. In cases of co-sponsorship by companies under one parent company, total points will be divided equally between the co-sponsors (i.e., \$15,000 sponsorship would be split equally to each co-sponsoring company). Points will be applied to the contract signing company or companies.

2.5 Education Sponsorships at IIBEC Sanctioned Educational Courses

Sponsorships regardless of delivery method (in-person, hybrid, or virtual) at IIBEC-delivered continuing educational courses (not applicable to IIBEC chapter-delivered education). Exhibiting companies will receive one Priority Point for every \$100 spent on education sponsorships. In cases of co-sponsorship by companies under one parent company, total points will be divided equally between the co-sponsors (i.e., \$15,000 sponsorship would be split equally to each co-sponsoring company). Points will be applied to the contract signing company or companies.

3. How Priority Points are Calculated

As outlined above, one Priority Point is earned for every \$100 invested for exhibit space, sponsorships, and advertising for the immediate past three-year period. For example, an exhibiting company that has invested \$5,000 per year for the past three years (a total of \$15,000) on any combination of those items will receive 150 Priority Points.

4. Selection of Exhibit Spaces

In-person events: exhibitors selecting exhibit spaces must select from designated locations as indicated on the exhibit hall map. Exhibitors will not be permitted to select multiple 10'x10' booths with the intention of creating 10'x20' or greater exhibit spaces unless all pre-established locations have been reserved.

Virtual events: spaces are assigned in alphabetical order by the contract signing company name.

5. Booth Selection Process

Each year's booth selection meeting will be scheduled to take place in the Spring of the year prior to convention. A current Priority Points list of companies and a show floor plan will be emailed to exhibiting company representatives in advance of the meeting. IIBEC reserves the right to hold the meeting at a date and time of its choosing.

During the booth selection meeting, company names will be called in the order they appear on the Priority Points list. An authorized representative from the company may make his or her booth selection at that time. If there is no company representative in attendance, selection will proceed to the next company on the list. If the representative arrives after the company has been called, or if a change needs to be made to the original selection, he/she must wait until the entire list has been called. Afterwards, the representative will have an opportunity to select from the remaining space.

While company representatives may select space for a subsidiary or division of their employer, it must be in priority points order. Space selected in response to a company name as shown on the Priority Points list must be used to promote the company name shown on the Priority Points list.

In order to ensure fair and orderly selections, the meeting will not be interrupted for latecomers or changes. Space remaining at the end of the meeting will be available as follows:

- 5.1. To companies who missed their selection. (Priority goes to those with the highest number of Priority Points.)
- 5.2. To companies who need to make changes.
- 5.3. To companies not listed (in alphabetical order).

6. Priority Status

Companies not exhibiting, sponsoring, or advertising for two consecutive years will lose their priority in the booth selection listing.

7. Changes in Company Name and Corporate Acquisitions

Exhibiting companies should inform IIBEC in writing of any changes that might affect their Priority Points record (e.g. name changes). Changes or corrections will be applied to the next year's list. All requests must be submitted in writing. Priority Points cannot be assumed, transferred, or reassigned. If a company purchases another company or there is a merger, the two companies' points will not be added or combined in any way.

If you have any questions regarding the Priority Points system or your company's Priority Points status, please contact the IIBEC office (800-828-1902).

March 10, 2000

March 2, 2005 – Updated

January 2007 – Updated

February 2010 – Updated

December 2010 – Updated

February 2013 – Updated

August 2020 – Updated

March 2021 - Updated

March 2023 – Updated

April 2024 – Updated

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