



## International Pool | Spa | Patio Expo™ Priority Point Policy

### **PURPOSE OF PRIORITY POINTS:**

Priority points are used by the International Pool | Spa | Patio Expo (PSP) to help determine the order of booth selection by allowing companies with the most Priority Points to select space first. The selection of exhibit space is conducted during a process called Space Draw (either Onsite/Large Booth Draw or Space Draw) by which we systematically contact companies that have submitted contracts and paid deposits to select their exhibit space.

The Priority Point system is designed to create a fair and balanced system that allows for impartiality in booth selection while also rewarding those exhibitors that participate and exhibit in the IRE annually and commit to that participation during the earliest stage of planning.

### **HOW PRIORITY POINTS ARE EARNED:**

Priority Points are earned by exhibiting at the PSP Expo. Each year you exhibit at the PSP Expo a point is awarded.

### **EXHIBIT SPACE ASSIGNMENT:**

For maximum use of space and proper floor management, large booths are drawn into the floor plan prior to the onsite space draw process, these spaces cannot be altered without permission from show management. Additionally, the companies with NSF or more who have space at the front door current year have first right of refusal for the following year. Show Management reserve the right to change the floor plan or location of a booth if Show Management, in its sole discretion, determines doing so is in the best interest of the Event.

The Space Draw process will take place in two phases; *Onsite/Large Booth Draw* and *Space Draw*. Selection order is determined by the number of priority points an exhibitor has, highest to lowest, at the time of the draw. When two or more exhibitors have an identical number of Priority Points, the selection order is decided by the following factors:

- Onsite/Large Booth Draw – Exhibitors contracted for 400 or more Sq/Ft by November 2, 2018.
  - Total square footage contracted for the 2018 PSP Expo
  - Sponsorship spend for the 2018 PSP Expo

- **Space Draw** – All other exhibitors who have submitted a contract by April 5, 2019.
  - Total square footage contracted for the 2018 PSP Expo
  - Sponsorship spend for the 2018 PSP Expo
  - Date/time the 2019 contract was submitted with deposit received.

During Space Draw you will receive a call when it is your turn to select. The call will either confirm one of the booths you selected on your booth application or allow you to select your booth space from the available inventory.

- Please make every effort to be available and/or provide us with alternate contact information in the event you will not or may not be available.
- If we are unable to reach you or your alternate contact, we will leave you a message letting you know we selected a booth on your behalf during your selection time. We will select what we feel is the best available booth on your behalf using the list of booth choices on your contract. If none of your choices are open, we will select a similar location or the best location possible. As this a dynamic process we cannot hold up the assignment process and we must move on to the next exhibitor.
- If we have selected a booth for you and you feel that there is a more advantageous booth you may contact us to request a relocation. If the booth is not available, you will be placed on a relocation list. Only companies that have a booth on the floor and are current in their payment can request relocation.
- The live floor plan for 2019 can be found [here](#) and will be updated continually throughout the process.

## **MERGERS**

This is defined as one company purchasing another company and the company being purchased no longer exists as a separate entity, and for the purpose of this document, no longer exhibits separately as a company. In the case of a merger, the two companies must provide proof of the merger such as a press release or contract. The company that continues to exhibit will obtain the higher of either of the two sets of priority points earned; regardless of which company earned the points. The priority points of the two companies WILL NOT be added together. The parent company will now select exhibit space at the new priority point level. The parent company will be able to have one listing in the International Roofing Expo [IRE] Show Program and Exhibitor Listing.

## **ACQUISITIONS**

This is defined as one company becoming part of another company, however, neither company has lost its identity and both companies continue to exhibit under two separate company names, at the IRE. The acquiring company is considered the parent and the company being acquired is the child. In the case of an acquisition, the two companies must provide proof of the acquisition such as a press release or contract. Each company must complete a booth space contract and pay the appropriate deposit at the time of booth selection. The company with the least amount of priority points will now select booth space at priority point

level of the company with the most priority points. Both companies will be able to select their exhibit space at the same time.

In a single year if both the parent and the child company exhibit with separate contracts and company names; they will each earn a priority point for their participation. In a single year if only one company exhibits, whether the parent or the child, only the company that exhibits will earn a priority point. This point is nontransferable.

Both companies will be able to have a separate listing in the IRE Show Program & Exhibitor List.

#### **ENFORCEMENT OF PRIORITY POINT POLICY**

The Informa exhibitions reserves the right to alter the Priority Point Policy at any time. The Show Director has the right to enforce all portions of the Priority Point Policy as they determine appropriate. In interpreting the Priority Point Policy, the final decision on any issue rests with Informa Exhibitions.