

# Priority Points Policy

## SPACE ASSIGNMENT BASED ON PRIORITY POINTS

**DEADLINE: OCTOBER 28, 2011**

Space assignments are based on priority points that are earned exhibiting at previous Annual Scientific Sessions. Each exhibitor will obtain one point per (10' x 10') exhibit unit and one point will be awarded for each year the firm has exhibited at the Annual Scientific Sessions. In addition, each exhibitor receives one bonus point for completing and returning the exhibitors' evaluation. For example, an exhibitor who occupied a 20' x 20' island exhibit space would have obtained six points or five points for that year if they did NOT return the exhibitors' evaluation. If more than one company has the same number of priority points, assignment will be made in order of the date the application is post-marked or time stamped.

**Beginning in 2010, the Society has determined it would be in the best interest of all exhibitors that priority point assignments will be based on the total points accrued during the past five years, replacing the current system that uses total points accumulated. Sharing or subletting of space is strictly prohibited.**

## RULE ON CO-MARKETING

If two or more companies wish to be assigned exhibit space adjacent to one another, each company must make the request on company letterhead, attach the request to the Application and Contract for Booth Space and include a copy to the co-marketing company. The space assignment will be made by averaging the co-marketing companies' priority points earned from exhibit space and yearly participation.



## RULE ON MERGERS

**In adherence to Healthcare Convention and Exhibitors Association Guidelines, when company "A" and company "B" participate in a Scientific Sessions as exhibitors, and "A" purchases "B," the higher of either company's points will be used. Points cannot be merged.** To benefit from the priority point selection system, the application for exhibit space, with the required 50 percent deposit of the total rental fee, **MUST BE RECEIVED NO LATER THAN OCTOBER 28, 2011.**

## SPACE ASSIGNMENT AFTER THE PRIORITY POINTS DEADLINE

In adherence to HCEA Guidelines, when company "A" and company "B" participate in a Scientific Sessions as exhibitors, and "A" purchases "B," The higher of either company's points will be used. Points cannot be merged. To benefit from the priority point selection system, the application for exhibit space, with the required 50 percent deposit of the total rental fee, **MUST BE RECEIVED NO LATER THAN OCTOBER 28, 2011.**

