

# NATCON



## Priority Point System for Booth Selection

NatCon will utilize the Priority Points System for scheduling the process of Booth Selection order for future NatCon events. Companies will be rewarded for their support and participation in NatCon as exhibitors and/or sponsors.

### WAYS TO EARN PRIORITY POINTS *(per year since 2018)*

- 5 points for every year exhibiting at NatCon.
  - » Extra 3 points for exhibiting/sponsoring NatCon at Home.
  - » Extra 3 points for exhibiting/sponsoring NatCon21 Virtual Experience.
- 1 point for every 100 square feet of booth space purchased.
  - » Example:
    - 10x10 = 100 sq. ft. = 1 point
    - 10x20 = 200 sq. ft. = 2 points
    - 20x20 = 400 sq. ft. = 4 points
- Points per year for National Council Partner Program (previously known as Strategic Affiliate Partners).
  - » Strategic Partner (before Partner Program) – 5 points
  - » Affiliate Member (before Partner Program) – 2 points
  - » Platinum – 5 points
  - » Gold – 4 points
  - » Silver – 3 points
  - » Bronze – 2 points
- 4 points per year for National Council Corporate Partner.
- 1 point for every \$1,000 spent on sponsorship.
- 1 point for every \$1,000 spent on advertising.

### SPACE SELECTION PROCESS:

Companies can select booth space for the current year's NatCon based on what is available. Each exhibitor will be given a specific date and time to select booth space.

If the company misses its selection time, the company will be able to select space at any at a first-come first-serve basis. Information will be emailed to company on how to purchase booth space online after missed selection appointment.

## SCHEDULE:

- **Round 1:** National Council Partners
  - » Partner Program and Corporate Partners
  - » Top 10 Priority Point Earners
- **Round 2:** NatCon Priority Points Program Participants
  - » Remaining Priority Point earners
  - » Any Round 1 participant who missed their selection appointment
- **Round 3:** General Sales
  - » Open to the public
  - » Any Round 1 and 2 participant who missed their selection appointment

## FORFEITURE OF PRIORITY POINTS

No new priority points will be earned if a company does not exhibit at the current NatCon event.

## ADDITIONAL BOOTH, INCREASES/REDUCES, BOOTH SIZE, NEW OR ADDITIONAL ADVERTISING/SPONSORSHIP

Each company will receive full credit for any changes/additions that positively or negatively impact the point total. Each company's priority point total will be updated throughout the space selection cycle based on the booth and advertising/sponsorship status at the time of space selection.

## MERGERS AND ACQUISITIONS

If a company merges or is acquired by another company, points will not be combined. The company with the higher priority points assumes the point total.

Examples:

- ABC Company = 250 points
- XYZ Company = 125 points
- ABC Company acquires XYZ Company = 250 points

## TIES

If two companies have the same number of points, the following rules will be used to determine which company has priority:

1. Number of years a NatCon participant.
2. Determine company with the larger booth the prior year.
3. If the booth size does not provide clarity, determine which contract was received first in the prior year.

## EXPIRATION OF PRIORITY POINTS

Priority points do not expire.

## QUESTIONS?

Contact Alaina Herrera, Conference Exhibits and Sponsorships Sales Manager at [AlainaH@TheNationalCouncil.org](mailto:AlainaH@TheNationalCouncil.org) or 202-774-1656.

