

InfoComm Exhibitor Priority Point Policy

InfoComm Show Management utilizes a Priority Points system to aid with floorplan management for current exhibitors in the selection & assignment of exhibit space. Exhibitors will earn Priority Points based upon their investment in exhibit space, shares, meeting and audio demo rooms, sponsorships, AVIXA™ membership and participation in the show as follows:

- Exhibitors will receive one (1) point for every \$3,000 spent at InfoComm
- Exhibitors will receive five (5) points per year for participation
- Exhibitors will earn priority points for AVIXA™ Membership based upon the following levels:
 - Bronze Membership = 2.5 points
 - Silver Membership = 5 points
 - Gold Membership = 10 points
- Mergers & Acquisitions

Exhibiting companies can also earn Priority Points through the mergers & acquisitions of other exhibiting companies. The greater of the two Priority Point totals of the consolidated companies are utilized when selecting a single, exhibit space.

Example: XYZ Company has 80 Priority Points and acquires ABC Company that has 60 Priority Points. The newly consolidated ABC-XYZ Company now has 80 total Priority Points that will apply toward the ranking for the next show.

If a merger or acquisition of an exhibiting company occurs, the purchasing company must notify Show Management in writing prior to the opening of the current year's show to request that the higher of the companies' points be used for the upcoming space selection process.

- Priority Points are recalculated each year, approximately 30 days before the start of the Priority Space Selection process.
- Companies may only select one (1) exhibit space during the Priority Space Selection process. Additional space may be selected after the last day of the Priority Space Selection process.
- The total number of points accrued by each exhibitor determines the ranking and appointment time.
- Any company that does not exhibit for two (2) consecutive years will lose all Priority Points. Exhibitors that have exhibited in the previous two (2) years' shows are ranked according to accumulated points and are kept on file with InfoComm Show Management. However, only current exhibitors will receive a space selection appointment to participate in the Priority Space Selection process.
- Priority Space Selection appointments will only be conducted for current, contracted exhibitors in good financial standing.
- Priority Points do not apply to participation in other AVIXA™ or InfoComm shows held internationally.

- AVIXA™ reserves the right to amend the terms and conditions of the InfoComm Exhibitor Priority Point policy at any time. AVIXA™ reserves the right to make determinations or interpretations of the policy at its own discretion, including but not limited to disputes between exhibitors relating to the Priority Point policy.

Any questions or comments regarding the Exhibitor Priority Point policy may be directed to:

InfoComm Show Management

Phone: 703-273-7200

Email: exhibitsales@avixa.org