

# **SPE/HFTC PRIORITY POINT SYSTEM**

The SPE Hydraulic Fracturing Technology Conference (HFTC) Priority Point System has been established to recognize exhibitors who have contributed to the success of the conference. The Priority Point System provides a fair and equitable space assignment process by assigning space based on an exhibitor's previous participation since 2007.

All companies that have exhibited one or more years at HFTC have earned a Priority Number. All exhibitors having participated at HFTC have earned an annual point award of ten (10) points. This annual point award rewards exhibitors with an incentive to continue participating annually as well as the opportunity to improve their priority point ranking. In order to maintain the established priority number, exhibitors must contract directly in the future with SPE/HFTC and participate every year. If an exhibitor chooses not to participate through exhibiting or sponsorship one year but returns the following year, the exhibitor will return with 50% of his priority points. If an exhibitor does not participate for two consecutive years, the original priority number will be forfeited. Should that exhibitor return the following year, they do so with starting priority points of zero.

Based on the final outcome of HFTC each year, the next year's Priority Point Listing is made available on the HFTC official website in priority point order and alphabetical order by exhibitor.

## **Frequently Asked Questions**

### **How is space assigned?**

- Only companies submitting signed contracts by the published priority number deadline are eligible for space assignment by Priority Number.
- Companies submitting contracts deposits after the published deadline will be assigned on a first-come first-served space available basis after all priority exhibitors have been assigned.
- Space will be assigned beginning with the exhibitor holding the highest number of points thus creating the lowest Priority Number (beginning with 1, 2, 3, etc.) and will continue until all received contracts have been assigned.
- New companies submitting contracts will be assigned on a first-come first-served space available basis after all priority exhibitors have been assigned at their scheduled appointment times.
- SPE/HFTC show management shall assign exhibit space for the period of the current year only and does not imply that the same or similar space will be held or offered for future shows.
- The floor plan is always subject to change.

### **How are points awarded?**

- Any company who participated in the 2023 HFTC event received receive ten (10) points and additional points for their sponsorship – per the following scale:
  - 750 – 1,200 USD spent earns 1 point
  - 1,201 – 3,000 USD spent earns 2 points
  - 3,001 – 7,500 USD spent earns 3 points
  - 7,501 – 10,000 USD spent earns 4 points
  - 10,001 – above USD spent earns 5 points
  - Conference Sponsorship earns 15 points

### **What if an exhibitor decides not to participate for one year?**

- To maintain an active Priority Number, an exhibiting company is required to participate every year. If one year is skipped, the exhibitor can return the following year with 50% of its points. If two consecutive years are skipped the exhibitor will lose all earned points
- Should the exhibitor decide to participate again, they can come back, but the largest booth they can be assigned to is a 10 x 10

### **How is space selection handled for multiple divisions?**

- For each Priority Number, only one (1) contract can or will be executable.
- Exhibiting companies may allocate specific portions of the contracted space to its divisions.
- Points will be awarded to the contracted exhibiting company.
- Should a division with no priority points of its own choose not to exhibit with the company name on the contract the next year, said division will enter the Priority Point System as a new exhibitor.
- If a division and the parent company have separate Priority Numbers and exhibit under separate contracts, space will be assigned according to each separate Priority Number.

### **What happens to earned points when two companies decide to exhibit together?**

- Companies are not allowed to combine Priority Point Numbers.
- The company with the highest Priority Number will retain the use of its Priority Number and the company with the lowest Priority Number will forfeit its Priority Number provided that a contract is not executed in its name each year.

### **What happens if a company decides to participate on their own?**

- Exhibiting companies who have been exhibiting with another company and who do not have a Priority Number will receive three (3) points for year each of participation, without skipping a year
- The individual company will be responsible for providing proof to SPE/HFTC of participation with another company.

### **How are ties broken when more than one exhibiting company has the same Priority Point Number?**

- The date that the contract is received by SPE/HFTC Show Management will determine priority.
- Should two contracts be received on the same date, the names of such exhibitors will be randomly drawn.

**What happens to earned points if an exhibitor drops out of SPE/HFTC?**

- Any exhibitor that does not participate will forfeit all earned points as stated below.
- An exhibitor that skips one year & returns the next will do so with 50% of its total points.
- After skipping 2 consecutive years, the exhibiting company's history will be erased and will be considered a new exhibitor should they decide to return to SPE/HFTC.

**How much space will a returning priority company be allowed to request?**

- In an effort to provide exhibit opportunities to as many companies as possible, priority companies will be limited to the amount of exhibit space they had in 2023.

**How is space assigned for new exhibitors?**

- New companies will be assigned on a first-come first-served space available basis following the Priority Number Companies' assignments.
- If a contract is received prior to the established Priority Number deadline, assignment will be made after all priority number exhibitors have been assigned.
- Submittal of contracts and/or deposits does not guarantee that space will be assigned.
- New companies are limited to 100 square feet of exhibit space.

**How do I know if the space assignment process is fair to all exhibitors?**

- All exhibiting companies are notified, in writing, of the Space Assignment Date and Procedures.
- Space assignments are conducted at the SPE offices in Richardson, Texas, or onsite at the venue for the current year in the presence of SPE Senior Management.
- Upon space assignment, a Booth Confirmation Notice is sent to all exhibitors with complete details.

**Who do I contact if I have questions regarding the Priority Point System?**

For additional information, please contact:

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