

ATCE 2022 PRIORITY POINT SYSTEM

The ATCE Priority Point System recognizes exhibitors and sponsors who contribute to the success of ATCE through exhibiting, advertising, and sponsorships contracted directly with ATCE.

All exhibitors participating at ATCE earn an annual point award of ten (10) points, regardless of booth size. This annual point award allows exhibitors an incentive to participate annually as well as the opportunity to continually improve their priority point ranking. In order to maintain their priority number on the ATCE priority list, exhibitors must contract directly with ATCE and participate once in a two-year period.

The additional points earned by advertising and sponsorship will calculate for the following year's ATCE assignments and can have impact on the priority point ranking.

The next year's Priority Point Listing is made available on the official ATCE website both in priority point order and alphabetical order by exhibitor name, based upon sponsorship and advertising dollars invoiced at time of rebooking for the next year. Sponsorship and advertising contracts submitted after this date will be calculated and reflected in the Priority Points for the following year's priority assignments.

All priority exhibitors are notified, in writing, of the Rebooking dates and procedures.

Based on the status of ATCE participation as of **1 September 2021**, the next year's Priority Point Listing is made available both in priority point order and alphabetical by exhibitors on the official ATCE website.

Frequently Asked Questions

How is space assigned?

1. Priority exhibitors will submit a completed Exhibit Space Agreement to our office by **Monday, 8 February 2022** (we MUST receive the Exhibit Agreement BEFORE exhibitor can rebook).
2. Rebooking begins on **Tuesday, 9 February 2022**.
3. Exhibit location will be assigned based on availability at the time of exhibitor's priority
4. Once exhibitor has selected their exhibit location, the booth will be assigned.
5. A 50% deposit will be due **with the contract**.
6. New exhibitors who submit Exhibit Space Agreements as well as priority exhibitors who submit their contracts after **8 February 2022** will be assigned on a first-come, first-served, space-available basis after all ATCE Priority exhibitors who have submitted contracts by the **8 February** deadline have been assigned.
7. ATCE shall assign exhibit space for the period of 2022 only and does not imply that the same or similar space will be held or offered for future shows.

How are points awarded?

- All exhibiting companies earn ten (10) points per year for exhibiting, regardless of the exhibit size and/or location.
- Additional annual points are awarded for exhibitors who participate in any of the official ATCE advertising and sponsorship opportunities for purchases made directly with SPE on the following scale:
 - 5 points = \$2,500 to \$9,999
 - 10 points = \$10,000 to 24,999
 - 20 points = \$25,000 to \$49,999
 - 30 points = \$50,000 to \$74,999
 - 35 points = \$75,000 to \$99,999
 - 40 points = \$100,000 to \$149,999
 - 50 points = \$150,000 to \$199,999

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

- To maintain an active Priority Number, all exhibiting companies are required to participate once in a two (2) year period, through exhibiting or sponsorship/advertising.
- If a year is skipped, the exhibitor will retain all earned points to date, but will not earn the annual additional ten (10) points. If an exhibitor has paid for a booth and then cancels, the exhibitor will not earn the ten points regardless of whether the exhibitor is eligible for a refund.
- If two years are skipped an exhibitor will be removed from the priority list.

How is space selection handled for multiple divisions?

- For each Priority Point 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 only 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 within the two (2) year period.

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, provided two (2) consecutive years have not been skipped.
- The individual company will be responsible for providing proof of participation with another company to SPE.
- If the exhibiting company has a Priority Number and a contract is not executed within the two (2) year period, the exhibitor will forfeit its Priority Number.

What happens to earned points if an exhibitor drops out of ATCE?

- Any exhibitor who does not participate once in a two (2) year period will forfeit all earned points.

How is space assigned for new exhibitors?

- New companies will be assigned on a first-come first-served space available basis after priority space assignments have been completed.
- Submittal of contracts and/or deposits does not guarantee that space will be assigned.

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

- All exhibiting companies are notified, in writing, of the Rebooking Date and Procedures.
- Space assignments are done online and can be followed online by all interested parties.
- 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 email spe.events@spe.org