

# OTC 2025 PRIORITY POINT SYSTEM

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

All exhibitors participating at OTC 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. To maintain their priority number on the OTC priority list, exhibitors must contract directly with OTC and participate once in a two-year period.

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

The Priority Point Listing is made available on the official OTC 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.

## 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 OTC advertising and sponsorship opportunities purchased directly with OTC or with OTC Show Daily, 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
  - 100 points = \$200,000 +
  - Bonus points available for 5-year sponsorship/advertising commitment package; contact your Sales Representative for details.

3 March 2025 is the deadline by which advertising, and sponsorship participation must be contracted to affect an exhibitor's 2026 priority space assignment.

## How can Official Country Pavilion Organizers earn points through advertising/sponsorship participation?

- Official Country Pavilion Organizers will earn priority points based on 50% of the monies spent by their participating co-exhibitors, with a maximum point earned of 40 for those dollars spent.

## What if an exhibitor decides not to participate for one or more years?

- To maintain an active Priority Number, all exhibiting companies are required to participate through exhibiting or sponsorship once in a two (2) year period.
- 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 an exhibitor skips a year of exhibiting, yet continues to sponsor OTC, they will receive the sponsorship points.
- If two years of participation are skipped an exhibitor will be removed from the priority list.
- If an exhibitor wishes to return after skipping two years, they may do so and 2/3 of their last priority point total will be restored.

- If an exhibitor wishes to return after skipping three years, they may do so and 1/3 of their last priority point total will be restored.

#### **Does anything result in a deduction of priority points?**

- One (1) priority point will be deducted from any exhibitor who has not paid their balance in full by the due date on the Exhibit Space Agreement.
- Exhibitors who vacate or dismantle their booth prior to show closing will lose five (5) priority points.
- Consult the OTC Regulations for additional circumstances (e.g., violation of photography policy **which now results in a loss of 100 points or 10% whichever is greater**), etc.)

#### **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 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 contract, 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 or International Pavilion and who do not have a Priority Number will receive three (3) points for each year 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 or International Pavilion to OTC.
- 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.

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

- All exhibiting companies are notified, in writing, of the rebooking date and procedures. This information is also available on the show website.
- Space assignments are conducted at the OTC offices in Richardson, Texas.
- Upon space assignment, a Booth Confirmation Notice is emailed to all exhibitors with complete details.

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

For additional information, please contact:

[OTC Exhibits](#)