

SLA Exhibitor Priority Point System

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Director of Exhibits



SLA Historical Background

- Conference began in 1909 (NY)
- Exhibits began 1936
- Tradeshow host approximately 300 plus exhibitors
- 70,000 - 100,000 net square feet
- Four day exhibits (only if on the east coast)
- Educational session that included CE's and workshops



Exclusively for Exhibitors

- Exhibitor Blog/Newsletters
- Exhibitor Breakfast
- Exhibitor Education –ROI-Q Academy
- Exhibitor Get-An-Exhibitor Campaign
- Exhibitor Lounge
- Exhibitor Presentations
- Exhibitor Prizes
- Exhibitor Webinars



Why Earn Extra Points?

Promotes Order and Fairness
Keeps Exhibitors Accountable
Promotes Continued Participation
Increase Non-Exhibit Related Activities



How to Earn Extra Points?

Maximum Points is 5000
Based on Number of Years
Bonus Points
Exhibit Activity
Full Payment
Non-Exhibit Activity
Size of Booth



Standard Points

- **(+1) ONE POINT**
2009 Exhibitor
Size of Booth (per 10' x 10')
- **(+50) FIFTY POINTS**
Exhibitor Advisory Council/Liaison
Full Payment
Sponsor an Event
- **(+100) ONE HUNDRED POINTS**
Major Sponsor



Bonus Points

(+10) TEN POINTS

Advertising
Book Housing through SLA
Exhibit at Leadership Summit
Exhibitor Breakfast
Exhibitor Presentations
Exhibitor Survey
Exhibitor Webinars (2 each)



Lose Points

(-20) TWENTY POINTS

Early breakdown (plus \$US 500 fee)
Cancel booth
Reduce booth size
Book outside of housing block



Merger & Acquisitions

If two exhibiting companies merge, the new company will select in the position of the company with the highest points

Products or divisions that dissolve in the future retain their selection stating prior to the merger

Any company that wholly owns another exhibiting company may opt to choose their space in either company's ranking



SLA BOOTH ASSIGNMENT PROCEDURES

SLA's two-stage process for assigning booth space for the 2010 Annual Conference and INFO-EXPO in New Orleans, LA will be as follows:

PLEASE NOTE:

- In all stages payment (check/credit card) MUST be received with your application in order to be processed. If there is NO payment with your application, you will NOT be assigned a booth space. No Exceptions. In addition, SLA membership status MUST be current to receive member rate booth price at the time of exhibit application submission. 2009 Earned Extra Points sheet MUST be submitted at the same time with your exhibit application, otherwise points will not be added. No Exceptions.



SLA BOOTH ASSIGNMENT PROCEDURES

Major sponsors are assigned booth space location first according to their supported sponsorship. Once assigned, the Exhibitor Advisory Council members are assigned; thereafter, according to priority points.



Stage One

All applications received from the 2009 SLA exhibitors while in Washington, D.C. with FULL payment, will be given booth space preference. All applications received from the 2009 SLA exhibitors while in Washington, D.C. with 50% payment will be given space preference, thereafter. Priority Points will be utilized during this stage. Priority Points will consist of total points from 2008 and the 2009 Earn Extra Points sheet.

Final booth allocations for Stage One will be made in July 2009. Once assigned, exhibitor show management will notify those assigned exhibitors. An e-mail will be sent as well as a written confirmation will be mailed for your records.



Stage Two

After Wednesday, 17 June 2009, those applications received with payment will be assigned on a first-come, first-serve basis, regardless of Priority Points and after Stage One. However, Priority Points will be calculated. Priority Points will consist of total points from 2008 and the 2009 Earn Extra Points sheet.

Final booth allocations for Stage Two will take place immediately based on space availability. An e-mail will be sent as well as a written confirmation will be mailed for your records.



Example A

Standard Points

(+1) One point each	
Current Exhibitor 2009	1 pts
10' x 20' Booth	2 pts

Bonus Points

(+10) Ten points each	
-Exhibitor Webinar (1)	10 pts
-Advertising	10 pts

Total Points: 23

Deductions: 0

Previous Points: 0

FINAL TOTAL: 23



Example B

Standard Points

Current Exhibitor 2009	1 pts
20' x 20' Booth	4 pts (10' x 20') 2 pts
Full Payment	50 pts

Bonus Points

(+10) Ten points each	
-Exhibitor Webinar (2)	20 pts
-Exhibitor Breakfast	10 pts

Reductions

Reduced Booth Size	-20 pts
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Total Points: 83

Deductions: -20 (reduce booth size)

Previous Points: 200

FINAL TOTAL: 263



Questions

Please contact DeVonne Parks with questions or comments.

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