

iafe[®] THE NETWORK!

2012 IAFE Trade Show Priority Point System for Booth Assignments

The **Priority Point System** will reward exhibitors for their overall participation in the association, as well as their participation in the IAFE Trade Show. We certainly feel like the **Priority Point System** is an equitable way to reward organizations for their commitment to the fair industry.

Below is an overview of how **Priority Points** can be attained prior to the assignment process, which will take place on *May 1st of each year*.

The IAFE Priority Point System *(to be calculated on May 1st)*

- **IAFE Support/Sponsorship** — *up to 20 points* — 1 point will be rewarded for every \$1,000 in sponsorship of an IAFE event/opportunity or donation made to the IAFE Education Foundation in the preceding 12 months (May 1-April 30 of each year).
- **Advertising** — *up to 5 points* — 1 point will be rewarded for every \$1,000 in advertising in any IAFE publication in the preceding 12 months. Web advertisements and e-newsletter advertisements will also count in this category.
- **Exhibiting History** — *1 point for each consecutive year of exhibiting; plus 1 point for each booth purchased in previous years (starting with 2009)*. This category of Priority Points will accumulate from year to year. For example, if ABC Co. currently has 19 consecutive years of exhibiting and purchased 2 booths in 2011, their exhibiting history total of 21 will be brought forward if they apply for booth space prior to May 1, 2012. If an exhibitor is unable to participate in a given year, they will lose all of the consecutive year points, but will maintain their points for previous booth purchases.

A NETWORKING ADVENTURE