

# GBTA Convention Priority Points FAQ

## What Are GBTA Priority Points and Why Do I Want Them?

Under the recommendation of our Allied Leadership Council, the GBTA exhibits staff implemented an improved system of exhibit space allocation and has used this system successfully the last 25+ years. Supplier companies are ranked according to points earned, and choose booth space based upon that ranking.

## How Can My Company Earn Convention Priority Points?

Convention Priority Points are accrued by supplier companies through exhibiting at Convention only.

## What If I Can't Make It To My Assigned Time?

You may send in your signed exhibitor agreement if you cannot attend your assigned appointment time. During your company's appointment slot, GBTA will choose on your behalf based on the booth preferences you have noted on the submission form - you must complete a proxy agreement. After the expo selection period, space selection will be first-come, first-serve.

## GUIDELINES FOR CURRENT GBTA CONVENTION PRIORITY POINTS SYSTEM

1. A system validated by participating exhibitors.
2. A point system to incorporate 10 points for each year of participation and 1 point for each booth unit per year occupied (please see the exception to this rule in #9 below).
3. Acquisitions and mergers: The new entity created by two or more companies may assume the points assigned to the company who had accumulated the most points before the merger. We do not merge points. If an existing company splits into two or more entities, each new company would retain the total number of points accrued by the original company.
4. Space selection to occur at current year's expo. Existing exhibitors will select space for the following year's expo in Expo Selection area of the Sales Engagement Center.
5. An exhibitor absent from two (2) consecutive expos will forfeit all accrued priority points. An exhibitor's points may be reinstated if certain conditions are met.
6. An exhibitor that cancels his booth space without paying the assigned cancellation fee will be deducted 20 of their company's priority points and will not be allowed to register to attend that year's Convention.
7. Multiple booth selections (10'x20' or greater) must be adjoining. The exception to this rule is if an exhibitor is represented by a consortium (i.e. SkyTeam) and wishes to display outside the consortium, they may do so.
8. Any company that represents 5 distinct brands within a given industry segment may purchase a 50' x 80', 70' x 80', or 50' x 110'. Multiple 50' x 50' or 50' x 80' spaces are also available but no individual company can be allotted more than a 30' x 50' space on the floor and must only be represented in one of the spaces.
9. For those companies represented and exhibiting within a consortium, each company will earn 10 points for participation. The consortium will also earn one point per 10' x 10' unit occupied and must divide this up amongst all companies represented. Each company must be allotted at least one point from the total points earned. The maximum amount of points any company may receive is 25 points.