

# TIA Exhibit Booth Assignments 2016

## As of March 15, 2015

TIA has implemented an Exhibitor Priority Points system in an effort to further streamline the booth assignment process and create a fair and equitable system for TIA exhibitor partners.

All booth reservations are fully automated and must be made on line at this link: [www.tianet.org/2016exhibit](http://www.tianet.org/2016exhibit) The reservation must be fully completed and received by TIA with payment in full via credit card. Each reservation will be date/time stamped in the order in which they are received. Exhibitor Priority Points will then be assigned to each exhibitor requesting space based on the priority point system outlined below. The Priority Point system will then determine the order in which booths are assigned. Each reservation must indicate 3 booth choice locations. We cannot guarantee your booth choices will be assigned, however we will try to accommodate your choices based on your priority points.

Exhibitor prospectus information and the on-line booth reservation link will be emailed to current, past and potential exhibiting companies on April 15, 2015.

All booth reservations will be taken on line at [www.tianet.org/2016exhibit](http://www.tianet.org/2016exhibit) beginning 4/17/15 at Noon EST.

## Timeline

### First Round of Booth Assignments June 15, 2015

The first round of booth assignments will be based on the total number of exhibitor points, date and time the on-line reservation confirmation is received. Payment in full for the booth reservation is due at the time the on-line reservation is made.

### Final Round of Booth Assignments September 14, 2015

The final round of booth assignments will be based on the total number of exhibitor points, date and time the on-line reservation confirmation is received. Payment in full for the booth reservation is due at the time the on-line reservation is made.

### After September 14, 2015

After September 14, 2015 booth assignments will be made based on availability, priority points and the order in which the reservation is received. Payment in full for booth reservation is due at the time the on-line reservation is made.

**Booths not paid in full by September 14, 2015 will be resold.**

## On Site Reservations

Reservations can also be made on-line from any computer, smart phone or tablet.

## Contact Information

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**Director of Education and Meetings** | Cindy Amos  
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## Exhibit Booth Assignments

Due to our growing success & space constraints thru 2018, TIA has decided to assign:

### 30 x 20 Booth Space

30 x 20 exhibit booth space requests are accepted for Platinum Sponsors from the prior year who are continuing as a Platinum Sponsor for the year the exhibit space is requested.

*Example: a Platinum sponsor for 2015 can request a 30 x 20 booth space for 2016 if they plan to continue as a platinum sponsor for 2016.*

### 20 X 20 Booth Space

20 x 20 exhibit booth space requests are accepted for Gold Sponsors from the prior year who are continuing as a Gold Sponsor for the year the exhibit space is requested.

*Example: a Gold sponsor for 2015 can request a 20 x 20 booth space for 2016 if they plan to continue as a gold sponsor for 2016.*

### 20 X 10 Booth Space

20 x 10 exhibit booth space requests are accepted for Silver Sponsors from the prior year who are continuing as a Silver Sponsor for the year the exhibit space is requested.

*Example: a Silver sponsor for 2015 can request a 20 x 10 booth space for 2016 if they plan to continue as a silver sponsor for 2016.*

**All Booth space will be assigned based on Priority Points.**

# *PriorityPoints*

## **TIA Exhibitors accumulate Priority Points several ways:**

1. By exhibiting in the annual event
  2. By purchasing advertising
  3. By purchasing sponsorship opportunities
  4. By exhibiting five consecutive years
- And, of course ...
5. By being a member

### **How are Priority Points accumulated for being a member?**

TIA Members receive 5 priority points

### **How are Priority Points accumulated for the purchase of exhibit space?**

1. Each exhibitor is credited with one (1) priority point for each booth space purchased.
2. Each exhibitor who has exhibited 5 consecutive years or more receives 5 points.

### **How are Priority Points accumulated for sponsorship packages?**

Points will be awarded *to current Exhibitors only* for sponsorship dollars spent:

\$100- \$1,000 = 2 points

\$1,001 - \$5,000 = 4 points

\$5,001 - \$10,000 = 6 points

\$10,001 - \$19,000 = 8 points

\$19,001 and above = 12 points

### **How are Priority Points accumulated for advertising?**

Points will be awarded for advertising in the monthly journal and the final convention program for the year prior.

3 ads = 1 point

6 ads = 3 points

12 ads = 5 points

### **What happens if a company buys an additional booth, increases/reduces booth size, or buys new or additional advertising/sponsorship products?**

Each company will receive full credit for any changes/additions that positively or negatively impact the point total. We update each company's priority point total before the show space assignment cycle based on the booth and advertising/sponsorship status at the time of space selection. If a company chooses not to sponsor, no points will be awarded.

### **What if a company purchases another company on the show floor that has accrued points over the years?**

Points earned for each company will be reviewed year by year and the highest point total of each year will be the yearly point total for the purchasing company.

### **What happens to Priority Points if a company goes through a divestiture?**

Points earned during the shared years the two companies exhibited together will be divided equally, unless otherwise mutually desired as part of the divestiture agreement.

### **Can my company lose its Exhibitor Priority Points?**

Two consecutive absences from the show will result in loss of all accrued priority points.

*Priority Points are neither property nor a license and cannot be transferred, sold or assigned by an exhibitor. The Priority Point system is subject to cancellation, change or modification by TIA at any time without prior notice.*