
PRIORITY POINT RULES AND REGULATIONS
Updated and Effective – March 10, 2015

Any company, who is exhibiting in the current show or has exhibited in any of the past six shows, is qualified for priority placement. Exhibitors in the current show will be given a priority meeting time at that show for selection of booth space at the next years show. Notice of meeting date/time will be sent to the company contact prior to the show and a reminder of the meeting day/time will be placed in the companies' booth the day prior to the priority meeting.

The priority points system is used as a basis for space assignment for Medtrade and Medtrade Spring. The system is designed to reward past support/advocacy of the Medtrade events. Emerald Expositions reserves the right to adjust placement of companies at any time at its sole discretion, for any or no reason without liability to Exhibitor or any other party. This Priority Point System is the basis for placement, but is not the only determining factor. Support/Advocacy of all Medtrade properties is also taken into consideration.

POINT ACCRUAL

- Each 100 square foot booth is worth one (1) priority point.
- Each year an exhibitor participates, they receive one (1) priority point.
- Each exhibiting company is awarded one (1) point for each hotel room they book through the official housing agent. (Example: if your company has 4 representatives attending the show and all 4 book a room in the official block, the exhibiting company is awarded 4 additional points for that show) (* New Feature as of 4/29/10)
- Each exhibiting company is awarded five (5) points for each \$1000 spent on sponsorships, advertising, digital for each show
- Each exhibiting company is awarded ten (10) points for each paid ad that is run in the Medtrade Monday Digital newsletter during the course of the year. Companies that advertise in ten (10) or more issues in a given year are awarded a ten (10) point bonus.
- Each exhibiting company is awarded five (5) points for each paid ad that is run in during an episode of the HME Voice radio show ran during the course of the year. Companies that advertise in ten (10) or more episodes in a given year are awarded a five (5) point bonus.
- Each "Pioneer" (an exhibitor that has participated in 20 or more shows since Medtrade began in 1979) receives a point for each year they have participated in since 1979 (Medtrade only...does not apply to Medtrade Spring).
- Points are accrued through participation in both Medtrade and Medtrade Spring.
- Points are awarded for the current show at its conclusion and only to companies in good standing.

LOSS OF POINTS

- Failure to exhibit in 3 consecutive shows (Medtrade and Medtrade Spring included) will result in loss of an opportunity for priority placement.
- Non-exhibiting vendors who hold unauthorized off-site events during the week of any Medtrade event in the same city/area as the show will be penalized by an immediate loss of ALL priority points. Emerald understands that business factors weigh into any decision to participate or not participate in any event. The interests of those companies that support our events must be protected. The definition of a non-exhibiting vendor is any company who has acquired priority points for the Medtrade shows by previously exhibiting in either Medtrade or Medtrade Spring.

MERGER/ACQUISITION

- Points are considered an asset of the exhibiting company. In the case of a merger or purchase, the purchasing company must provide written proof of their purchase of the assets of that company. Once verified by Emerald Expositions, the parent company's points will be factored, based on each entity's best exhibit history, year-by-year. At no time, however, does the system allow for the combination of two or more companies' points. Please refer to the following example:

Example: Company A acquires the assets of Company B

	2006	2007	2008	2009	2010	2011	TOTAL	NEW TOTAL
Company A	11	11	12	14	14	18	80	89
Company B	0	11	12	14	16	20	73	0

The bolded points represent the best exhibit history, year-by-year and are added together giving the new point total of 84 to Company A. Company A would also receive the consecutive year points of company B which in the example above would add an additional 5 point to bring overall total to 89

- Only the contracted company/parent company will receive points. If a parent company chooses to have their "sister" companies contract separately, then the "sister" companies will accrue the points individually.
- Companies may not combine point totals to improve their standing unless they are separate divisions/units of the same parent company. This situation by definition would call for one company contact and one financial billing entity.
- Manufacturing Representatives may not combine companies they represent and choose space. Each individual company must stand on its own.
- Medtrade Management reserves the right to place pavilions and other companies prior to the start of priority placement process.
- Medtrade Management will do its best to take requests for certain companies to not be placed next to each other or in close proximity when possible. Companies will lower priority points total can not dictate were a company placed prior to them goes.
- To take advantage of priority placement, companies must contract at time of appointment and place minimum required deposit.

TWO WAYS TO SELECT PRIORITY EXHIBIT SPACE

1. CURRENT EXHIBITORS

Have a Representative On-Site to Make Your Selection.

The notice received by your company representative indicates your firm's priority meeting date and time your representative should be present at the on-site sales office for space selection.

Please have your representative present at the time indicated, as there is only a short window of opportunity available to each company. Companies whose representatives do not show up at the proper time and place for space selection, will lose their priority position and the next company in priority sequence will make its selection. However, if an exhibitor representative arrives late, he or she will be allowed to reschedule their meeting time.

Medtrade staff appreciates your patience in the on-site space selection process. As many companies have the same priority number, many have been scheduled for the same Priority Exhibit Space Selection Meeting time. Medtrade exhibit staff will keep the process running as quickly as possible to ensure everyone has an opportunity to select their desired space.

2. EXHIBITORS NOT IN CURRENT SHOW

It is recommended that if your company is not exhibiting in the current show but wish to participate in the next show, that they submit an Exhibit Space Contract to their account executive in advance of the current show.

At the close of the current show and prior to opening general sales, your Medtrade Account Executive will place your company in the best available space based on your request.

CONFIRMATION

Upon selection of your space, you will be sent an official confirmation and invoice. To confirm your selection, a deposit of at least \$250 must be received with the contract. A payment of 50% of the balance for space must be received within thirty (30) days of receipt of invoice. Failure to return payment within the 30 day window may result in cancellation of your booth selection.

Please contact your account executive if you have any questions.