



## CEDIA EXPO Exhibitor Priority Points Policy

CEDIA Show Management has created policies on the accumulation and use of priority points for CEDIA EXPO. The total number of points accumulated by each CEDIA EXPO exhibitor through the below listed opportunities determines the exhibitor's priority points. Priority points are used by CEDIA Show Management to assign booth space and hotel selection order for the following year's tradeshow.



Companies that have exhibited at CEDIA EXPO at any time from 1989 to present are ranked according to accumulated priority points. All points are kept on file with CEDIA Show Management and updated as exhibitor changes occur. Priority point standings are made available at least 90 days prior to the tradeshow online at [www.cedia.org/expo](http://www.cedia.org/expo).

Exhibiting companies accrue priority points for CEDIA EXPO through any of the following activities:

Membership	1 point for each year of membership (only if exhibiting the same calendar year)						
Exhibiting	1 point for each year exhibiting						
Booth Size	1 point per year per 100 net square feet (n.s.f.) of exhibit space (For example: 600 n.s.f. divided by 100 = 6 points)						
CEDIA Sponsorships  (excludes Electronic Lifestyles® EXPO Sponsorships)	Dollar amount divided by 1000 then multiplied by percentage, based on total number of years exhibited <table style="width: 100%; border: none;"> <tr> <td style="width: 50%;">Exhibited 1 year – 20%</td> <td style="width: 50%;">Exhibited 2 years – 40%</td> </tr> <tr> <td>Exhibited 3 years – 60%</td> <td>Exhibited 4 years – 80%</td> </tr> <tr> <td colspan="2">Exhibited 5+ years – 100% (fully vested)</td> </tr> </table> (For example: \$15,000 = 15. Company exhibited 4 years, 15 x 80% = 12 pts) <b>Accounted for in 2001 and future years;</b> <b>Fully vested policy applies to sponsorships reserved after 2/1/2006</b>	Exhibited 1 year – 20%	Exhibited 2 years – 40%	Exhibited 3 years – 60%	Exhibited 4 years – 80%	Exhibited 5+ years – 100% (fully vested)	
Exhibited 1 year – 20%	Exhibited 2 years – 40%						
Exhibited 3 years – 60%	Exhibited 4 years – 80%						
Exhibited 5+ years – 100% (fully vested)							
Regional Participation <i>(no longer available)</i>	Educational Package amount divided by 1000 <b>Accounted for in 2004-2005</b>						
Exhibiting at Integrated Systems events	1 point for each year exhibiting at each show (exhibiting through distributor excluded) <b>Accounted for in 2004 and future years</b>						
Booth Size at Integrated Systems events	1 point per year per 9 net square meters (n.s.m.) of exhibit space (For example: 45 n.s.m = 5 points) <b>Accounted for in 2004 and future years</b>						
CEDIA Equipment Donation	Dealer cost of equipment divided by 1000 (For example: \$15,000 divided by 1000 = 15 points) Equipment Donation must be requested by CEDIA Staff <b>Accounted for in 2004 and future years</b>						
CEDIA In-Kind Sponsorship or Donation	Total invoice amount (includes product and shipping) divided by 1000 (For example: \$15,000 divided by 1000 = 15 points) In-Kind Sponsorship/Donation must be requested by CEDIA Staff <b>Accounted for in 2004 and future years</b>						
CEDIA Equipment Loan	Dealer Cost of Equipment divided by 1000 NOT TO EXCEED 10 POINTS (equivalent to \$10,000) (For example: \$10,000 divided by 1000 = 10 points) Equipment Loan must be requested by CEDIA Staff <b>Accounted for in 2004 and future years</b>						

See page 2 for additional Priority Points accrual opportunities.

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<p>CEDIA Education Outreach Event Hosting</p>	<p>Events mutually agreed upon by CEDIA Manufacturer/ Distributor/ Representative and CEDIA (outside of a CU On the Road event) where CEDIA University curriculum is delivered by a CEDIA approved instructor.                      .5 point per day per location with a maximum of 10 points per year (maximum of twenty hosting days per year)                      Education Outreach Event Hosting must be requested by CEDIA Staff  <b>Accounted for in 2006 and future years</b></p>
<p><i>Electronic Lifestyles®</i> Magazine Advertising</p>	<p>1 point per \$1,000 spent on advertisements in <i>Electronic Lifestyles®</i> magazine (For example: \$5000 spent on advertisement divided by 1000 = 5 points)  <b>Accounted for in 2008 and future years</b></p>
<p>Preferred Vendor Advertising through Ascend Media and/or Map Your Show</p>	<p>Dollar amount divided by 1000                      (For example: \$5,000 divided by 1000 = 5 points)  <b>Accounted for in 2007 and future years</b></p>
<p>Co-Branding Advertising</p> 	<p>CEDIA member logo with link to <a href="http://www.chedia.org">www.chedia.org</a> posted on exhibitor website home page. Logo to consistently remain online for the entire calendar year                      Screen shot image of homepage showing logo is required                      3 points awarded</p> <p>CEDIA member logo with link to <a href="http://www.chedia.org">www.chedia.org</a> included on company e-newsletter sent to consumers, with circulation of 10,000+                      Actual e-newsletter must be submitted with distribution tracking results                      5 points awarded (maximum is 5 points per year)</p> <p>CEDIA member logo with link to <a href="http://www.chedia.org">www.chedia.org</a> included in publications' e-newsletter to consumers, with circulation of 10,000+                      Actual e-newsletter must be submitted with distribution tracking results                      10 points awarded per publication</p> <p>CEDIA member logo (size / color logo guidelines apply) included in print ads in consumer publications / non-trade affiliated publications                      Tear sheet and insertion order with pricing required                      Points awarded based on circulation, per publication                      50,000 – 99,999 circulation = 15 points                      100,000 – 199,999 circulation = 20 points                      200,000+ circulation = 25 points</p> <p>CEDIA member logo included in company printed publications/brochures mailed to consumers with circulation of 10,000+                      Hard copy of publication/brochure must be submitted with postage statement                      10 points awarded (maximum is 10 points per year)</p> <p>Points only awarded for companies who exhibit during the same calendar year as the co-branding opportunities were completed.  <b>Accounted for in 2010 and future years</b></p>
<p>CEDIA Volunteer Benefit</p> 	<p>25 points awarded to the exhibiting manufacturer or distributor company for each employee serving in a CEDIA volunteer position per year term.                      Volunteer positions for priority points include serving on CEDIA Board of Directors, Councils, and Action Teams and are verified through the CEDIA Volunteer Department.</p> <p>CEDIA volunteer must serve at least six months of their year term. Benefit only applies to volunteers who are directly employed by an exhibiting manufacturer or distributor at the upcoming CEDIA EXPO.  <b>Accounted for beginning September 1, 2009 and future years</b></p>

## **Priority Points Policies**

### **Sharing Space**

The Sharing Space policy applies when exhibitor(s) share space with another exhibitor. The exhibitor that purchases the booth space is considered the primary exhibitor. The exhibitor(s) who share the space of the primary exhibitor is considered a secondary exhibitor(s). The primary exhibitor must provide in writing approval of the secondary exhibitor(s) to share the exhibit space. The secondary exhibitor(s) will be required to complete the Space Application Form. Only after approval and application form is received by CEDIA Show Management will the secondary exhibitor(s) be listed as an exhibitor.

#### **NEW POLICY beginning EXPO 2010 for sharing exhibitors:**

**Features of a sharing exhibitor** (\$300 Fee) as long as deadlines are met for inclusion:

- Separate listing in printed Show Directory
- Inclusion in official pocket map of show floor
- Inclusion in exhibitor list online through Map Your Show
- Basic listing on floor plan online through Map Your Show
- Exhibitor and setup badges based on square footage of exhibit space
- Access to sleeping rooms through CEDIA EXPO Housing exhibitor block
- Priority points based on square footage of shared space
- Access to opt-in attendee list to promote participation at CEDIA EXPO
- Opportunity to be listed as a Green Exhibitor
- Opportunity to enter CEDIA Electronic Lifestyles® Awards
- Sponsorship opportunities
- Manufacturer product training

**NOT available as a sharing exhibitor** - *only available for exhibitors with their own exhibit space (primary exhibitors):*

- Meeting space and / or suites within CEDIA's hotel block and convention center

#### **Space Allocation:**

The primary exhibitor must select between one of two options:

*Option 1:* The primary exhibitor may reserve up to the maximum booth size. The secondary exhibitor, if during the previous tradeshow did not exhibit in own booth space, will be added to the primary exhibitor's booth space, without adding any square footage.

For example: the primary exhibitor has reserved a 20' x 20' booth space and the secondary exhibitor did not exhibit on own in previous tradeshow. The maximum booth size for this primary and secondary exhibitor remains at a 20'x 20'.

*Option 2:* The primary and secondary exhibitor(s) may elect to combine all separate booth spaces into one booth, space permitting. All exhibitors will need to supply in writing the approval to combine all exhibit square footage.

For example: the primary exhibitor has reserved a 20' x 20' booth space and two secondary exhibitors have reserved 10' x 10' booths each. The square footage for all three exhibit spaces may be combined to create one booth space up to a 20' x 30' (400 sq. ft. + 100 sq. ft. + 100 sq. ft = 600 sq. ft).

If all exhibitors elect to combine into one booth space and the square footage is not available to grow to the maximum size, exhibitors have the option to remain separate or combine and forfeit any growth opportunity. Exhibitors will not be able to grow their space unless space growth is available during booth selection for the next tradeshow.

If the combination of all square footage creates a booth size that does not conform to standard booth sizes, the square footage will be adjusted to fit the closest booth size.

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For example: the primary exhibitor has reserved a 40' x 50' booth space and one secondary exhibitor has reserved a 10' x 10' booth. The square footage when combined is 2100 sq. ft. (2000 sq. ft. + 100 sq. ft.). Because 2100 sq. ft. is not a standard booth size, the exhibitor would be able to reserve up to a 40' x 50' (2000 sq. ft.).

For example: the primary exhibitor has reserved a 20' x 30' booth space and one secondary exhibitor has reserved a 10' x 10' booth. The square footage when combined is 700 sq. ft. (600 sq. ft. + 100 sq. ft.). Because 700 sq. ft. is not a standard booth size and this square footage falls in the middle of two standard sq. ft. sizes, the exhibitor would be able to reserve either a 20' x 30' or a 20' x 40'.

### **Fees:**

The primary exhibitor may elect to split payment into one of two options:

*Option 1:* The primary exhibitor is responsible for the entire booth rate; the secondary exhibitor is responsible only for the \$300 share booth fee. The booth share fee enables the secondary exhibitor to be listed in all exhibit materials. However, sharing exhibitors will not have the opportunity to secure sponsorships, manufacturer product training, or meeting space and/or suites within CEDIA's hotel block and convention center.

*Option 2:* The primary exhibitor may elect to have the booth cost (including the booth share fee) split evenly between all exhibitors sharing the one booth space.

### **Impact on priority points:**

The primary exhibitor may elect to split priority points by selecting one of two options:

*Option 1:* The primary exhibitor will accrue 100% of the priority points associated with the exhibit space. The secondary exhibitor will accrue 50% of the priority points. If more than one exhibitor shares the space with the primary exhibitor, the 50% priority points associated with the exhibit space will be divided evenly between all secondary exhibitors. Unless otherwise noted, this is default for how priority points will be applied.

For example: The primary exhibitor reserved a 20'x 20' booth space and has approved for the secondary exhibitor to share their space. The primary exhibitor will accrue 4 points (400 n.s.f. divided by 100 = 4 points). The secondary exhibitor will accrue 2 points (50% of 400 n.s.f. = 200 n.s.f., 200 n.s.f. divided by 100 = 2). If three exhibitors are sharing a 20'x 20', the primary exhibitor accrues 4 points (400 n.s.f. divided by 100 = 4 points). The second and third exhibitors will divide evenly 50% of the priority points (50% of 400 n.s.f. = 200 n.s.f., 50% of 200 n.s.f. = 100 n.s.f., 100 n.s.f. divided by 100 = 1 point). The non-primary exhibitors would accrue 1 point each.

*Option 2:* The primary and all secondary exhibitors will evenly split 100% of the priority points associated with the exhibit space.

For example: The primary exhibitor reserved a 20'x 20' booth space and has approved sharing with another exhibitor. The primary exhibitor will accrue 2 points (50% of 400 n.s.f., divided by 100 = 2 points). The secondary exhibitors will also accrue 2 points (50% of 400 n.s.f., divided by 100 = 2).

### **Mergers**

The Merger policy applies when two previously separate companies join and exhibit as one, under one company name.

#### **Space Allocation:**

The exhibitors will decide between the two previously separate exhibit spaces in which they will exhibit. The square footage of each separate exhibit space will be combined to create the maximum square footage of the new exhibit space allowed.

#### **Fees:**

All booth fees will be the responsibility of the one exhibitor who will be listed under the new booth.

#### **Impact on priority points:**

The exhibit net square footage accumulated by the exhibitor with the lesser priority points (or the exhibitors acquired) will be added to the other exhibitor's priority points total.

For example: Company A with a total of 50 points and Company B with a total of 30 points merge. Of Company B's 30 points only 15 are from exhibit net square footage accumulated. The new Company AB's total would be  $50 + 15 = 65$ .

**NOTE:** If such an acquisition/purchase/merger of an exhibiting company occurs, the purchasing company must notify CEDIA Show Management in writing (with supporting documentation of merger) by February 1 prior to the opening of the current year's show to request that between the two exhibitors, the higher of the exhibitors' priority points be used for space selection. However, if the space selection is already underway, the points will be applied to the next space selection process for the following year (no exceptions).

### **Exhibitors Owned by the Same Parent Company**

This policy applies to all exhibitors who share a common parent company. The parent company must notify CEDIA Show Management of all exhibitors who fall under the same parent company in writing by March 1 prior to the opening of the current year's show.

#### **Space Allocation:**

Each exhibitor is required to submit a Space Application Form and is permitted individual identity on the exhibit floor. Each exhibitor under the same parent company is able to select its own exhibit space, or share with another exhibitor. Each exhibitor will be listed as an exhibitor with full rights in all trade show materials and program listings.

#### **Fees:**

Each exhibitor is responsible for the cost of their booth space. The parent company is able to make payments towards subsidiary exhibitors' invoices.

#### **Impact on priority points:**

Exhibitors owned by the same parent company will continue to accrue priority points separately.

For booth selection - Exhibitors owned by the same parent company may select exhibit space at the same time as the exhibitor with the highest priority points. The selection will be in order of priority points within the group, beginning with the highest points and continuing with the next highest, etc.

For example: Exhibitor A, B, and C are owned by XYZ Corporation. Exhibitor A has 100 points, Exhibitor B has 15 points and Exhibitor C has 10 points. As part of the same parent company, Exhibitors A, B, and C are able to select at the same time. Because Exhibitor A has the highest points between the three exhibitors, Exhibitors B and C will also select with Exhibitor A, but still in order of points.

**Company Dissolves that falls under Parent Company:**

The Parent Company can do one of two things (1) Parent Company will acquire all of the points that the dissolved company has to that point (2) Parent Company can choose to add dissolved companies points to another one of their brands. This transfer of points can only happen once and cannot keep switching around points between brands.

**Spin-Offs**

The Spin-Off policy applies when a division of a current exhibitor requests their own booth space, or when sharing exhibitors request to split into separate booth spaces. (Note: new product lines do not constitute as divisions).

**Space Allocation:**

Each exhibitor is required to submit a Space Application Form. If spin-off exhibitors have not exhibited on their own in the past five years, the spin-off exhibitor will be limited to 1.) the size of booth of a new exhibitor, or 2.) a portion of the booth size previously exhibited in as a share booth.

For example: Exhibitor ABC is a new division of Exhibitor A. Exhibitor ABC has not exhibited in its own space in the past five years, so Exhibitor ABC is able to reserve up to a 10' x 20' booth space (200 sq. ft. is current maximum size for new exhibitors).

For example: Exhibitor A is a returning exhibitor, but has only shared a 20' x 20' exhibit space with Exhibitor X. Exhibitor A is able to reserve up to a 10' x 20' exhibit space (half the size of the 20' x 20').

For example: Exhibitor A is a returning exhibitor, but has only shared a 40' x 40' exhibit space with Exhibitor X and Exhibitor Y. Exhibitor A is able to reserve up to a 20 x 20' exhibit space (25% of the size of the 40' x 40').

If the spin-off exhibitor has exhibited in its own booth space in the past five years before combining to share with another exhibitor, the spin-off exhibitor is able to reserve up to the booth size reserved prior to the booth share.

For example: Exhibitor A has been sharing a space with Exhibitor B and C in a 40' x 50' booth. Exhibitor A exhibited on its own two years ago in a 20' x 20' booth space, before combining to share with Exhibitors B and C. Exhibitor A now wants to have its own booth space and will be able to reserve up to a 20' x 20' now. The booth size for Exhibitors B and C will now drop by Exhibitor A's square footage (400 sq. ft.) and will now be a 40' x 40' booth.

**Impact on priority points:**

New spin-off exhibitors that were previously sharing a booth space and had exhibited on its own in the past will accrue priority points based on the new exhibit size. These points will be added to past priority points accrued.

For example: Exhibitor A has been sharing a space with Exhibitor B and C in a 40' x 50' booth. Exhibitor A has now spun-off on its own and has reserved a 20' x 20' booth. Exhibitor A will only receive priority points based on the new 20' x 20' booth (400 sq. ft divided by 100 = 4 points).

Priority points for new spin-off exhibitors (divisions) will start at zero, as a new exhibitor. However, these new spin-off exhibitors will also fall under the Exhibitors Owned by the Same Parent Company policy and will be able to select at the same time as its parent company exhibitors.

**Additional Priority Points Rules:**

Electronic Lifestyles® EXPO exhibitors accumulated priority points using an alternative points system and are not included in the above CEDIA EXPO priority points policy.

Priority points also do not apply to participation in other CEDIA shows held internationally.

Priority points are also used in the assignment of sleeping rooms, meeting rooms, hospitality suites, etc. at CEDIA block hotels in the show's host city. An exhibitor's priority points may also become a deciding factor in the resolution of disputes pertaining to exhibit space usage between two or more. Use of priority points in resolving such disputes is solely at CEDIA EXPO Show Management's discretion and shall be reviewed by CEDIA's Manufacturer Action Team as necessary.

Any questions and or comments regarding the above policy may be directed in writing to 317-735-4012 or via e-mail: [debbiea@cedia.org](mailto:debbiea@cedia.org).

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