

APCO Priority Points

APCO International Priority Point Index helps prioritize a variety of opportunities for companies at several APCO events and general support throughout the year. Using an aggregated total to reward each participating company for their commitment and continued participation.

The order of booth space selection for **APCO International's Annual Conference & Expo** is decided by earned priority points. All exhibitors will be notified of their priority points before the pre-conference selection begins and will have up to **July 1st** to challenge the number if there appears to be an error. No compensation will be given if an exhibitor misses this deadline.

Earning Priority Points

APCO Annual Conference		
	+1 Point	Sign up for booth space during renewal process
		<i>*Contract must be signed at pre-sale appointment</i>
	+1 Point	50% booth deposit paid by December 31
	+2 Points	100% booth deposit paid by December 31
	+1 Point	Booth space per 10x10 rented
	+1 Point	Hotel Block - Staying in an APCO International contracted room block
	+1 Point	Sponsor at any level
		1 point for every \$2,500 spent towards sponsorship & advertising
	+1 Point	Per company survey response
Additional Points		
	+1 Point	Current Commercial Group Membership
		1 point per membership level (Max 4)
	+1 Point	Current Corporate Partner Program Participant
		1 point per membership level (Max 4)
	+1 Point	Naylor Advertising
		1 point for every \$2,500 spent


Terms and Conditions

Deductions: One (1) point is deducted from past points for every year that the company does not exhibit in the annual conference. When a company has not exhibited at an APCO Annual Conference for three consecutive years, all points will be dropped. Points may also be deducted if a company does not comply with the rules and regulations of the show.

Transfers: If notification is given after the Pre-Conference Selection has begun, the transferred points will not be registered until the following year. Points may be transferred from one company to another in the event of a merger, acquisition or name change. It is the responsibility of the exhibitor to notify the **Exhibitor & Sponsorship Business Development Manager** about what company is being bought or sold and recommend a plan for the distribution of points. **The Exhibitor & Sponsorship Business Development Manager** will make the final determination of point distribution. Points cannot be duplicated.

If a company has merged with another company, or if a company is using an acronym, or has changed names. All points will be reissued to the new company name on file.

If a company is sharing points between various corporate divisions, reallocation of points to the appropriate division needs to be provided in writing. This must be done before the Pre-Conference Selection begins.

Pre-On-site and Post Show Selection for APCO Annual Conference Companies possessing over a specified number of points (**usually 15 but** can change from year to year) will be able to choose their spots before the conference. These companies will be e-mailed an Exhibit Space Rental Contract, a link to our on-line floor plan and a telephone appointment time. 

All other exhibitors will be given on-site appointment times. If an exhibitor misses their designated appointment time (pre or during a conference), every effort will be made to fit them in where able, but can make no guarantee as to when it will be and that could mean waiting until the entire selection process is over. No compensation will be given for missed appointments.

Exceptions: Exhibitor & Sponsorship Business Development Manager reserves the right to relocate exhibitors and exhibiting areas, regardless of loyalty points, to maintain the integrity of the floor. No contract shall be in force until an original or fax copy of the signed Exhibit Space Rental Agreement and payment is received by APCO.