



## **PRIORITY POINT SYSTEM AND SPACE ASSIGNMENT PROCESS**

The OTC Priority Point System recognizes exhibitors who contribute to the success of OTC by providing a fair and equitable space assignment process. Exhibit space is assigned based on an exhibitor's previous participation.

All companies that have exhibited one or more years at OTC have earned a Priority Number. All exhibitors participating at OTC earn an annual point award of ten (10) points. This annual point award allows exhibitors an incentive to participate annually as well as the opportunity to continually improve their priority point ranking. In order to maintain their priority number on the OTC priority list, exhibitors must contract directly with OTC and participate once in a two-year period.

All exhibitors are notified, in writing, of the Space Assignment dates as well as provided a written copy of the Space Assignment Procedures. These procedures explain the assignment process and outlines specific deadlines.

Based on the final outcome of OTC each year, the next year's Priority Point Listing is made available both in priority point order and alphabetical by exhibitors on the official OTC website.

### **Frequently Asked Questions**

#### **How is space assigned?**

- Only companies submitting signed contracts with required deposits by the published priority number deadline are eligible for space assignment by Priority Number.
- Companies submitting contracts and/or deposits after the published deadline will be assigned on a first-come first-served space available basis after all priority exhibitors have been assigned.
- Space will be assigned beginning with the highest Priority Number (beginning with 1, 2, 3, etc.) and will continue until all received contracts have been assigned.
- If a selected space is not available, the policies outlined in the published Space Assignment Procedures will apply to all exhibitors.
- OTC shall assign exhibit space for the period of the current year only and does not imply that the same or similar space will be held or offered for future shows.

#### **How are points awarded?**

- All exhibiting companies earn ten (10) points per year for exhibiting, regardless of the exhibit size and/or location.
- Additional annual points are awarded for exhibitors who participate in any of the official OTC advertising and sponsorship opportunities for purchases made directly with OTC on the following scale:
  - 2,500 – 5,000 USD spent earns 1 point
  - 5,001 – 12,500 USD spent earns 2 points
  - 12,501 – 20,000 USD spent earns 3 points
  - 20,001 – 30,000 USD spent earns 4 points
  - 30,001 – above USD spent earns 5 points

### **What if an exhibitor decides not to participate for one year?**

- To maintain an active Priority Number, all exhibiting companies are required to participate once in a two (2) year period.
- If a year is skipped, the exhibitor will retain all earned points to date, but will not earn the annual additional ten (10) points.
- If two years are skipped an exhibitor will be removed from the priority list.
- If an exhibitor wishes to return after skipping two years, they may do so and 2/3 of their last priority point total will be restored.
- If an exhibitor wishes to return after skipping three years, they may do so and 1/3 of their last priority point total will be restored.

### **How is space selection handled for multiple divisions?**

- For each Priority Point Number, only one (1) contract can or will be executable.
- Exhibiting companies may allocate specific portions of the contracted space to its divisions.
- Points will be awarded to the contracted exhibiting company.
- Should a division with no priority points of its own choose not to exhibit with the company name on the contract the next year, said division will enter the Priority Point System as a new exhibitor.
- If a division and the parent company have separate Priority Numbers and exhibit under separate contract, space will be assigned according to each separate Priority Number.

### **What happens to earned points when two companies decide to exhibit together?**

- Companies are not allowed to combine Priority Point Numbers.
- The company with the highest Priority Number will retain the use of its Priority Number and the company with the lowest Priority Number will forfeit its Priority Number provided that a contract is not executed in its name within the two (2) year period.

### **What happens if a company decides to participate on their own?**

- Exhibiting companies who have been exhibiting with another company or International Stand and who do not have a Priority Number will receive three (3) points for year each of participation, provided two (2) consecutive years have not been skipped.
- The individual company will be responsible for providing proof of participation with another company or International Stand to OTC.
- If the exhibiting company has a Priority Number and a contract is not executed within the two (2) year period, the exhibitor will forfeit its Priority Number.

### **How are ties broken when more than one exhibiting company has the same Priority Point Number?**

- The date that the contract is received by OTC will determine priority.
- Should two contracts be received on the same date, the names of such exhibitors will be randomly drawn.

### **What happens to earned points if an exhibitor drops out of OTC?**

- Any exhibitor who does not participate once in a two (2) year period will forfeit all earned points.
- If an exhibitor wishes to return after skipping two years, they may do so and 2/3 of their last priority point total will be restored.
- If an exhibitor wishes to return after skipping three years, they may do so and 1/3 of their last priority point total will be restored.

- If an exhibitor wishes to return after skipping more than three years, exhibiting company's history will be erased and will be considered a new exhibitor should they decide to return to OTC.

#### **How is space assigned for new exhibitors?**

- New companies will be assigned on a first-come first-served space available basis.
- If a contract is received prior to the established Priority Number deadline, assignment will be made after all priority number exhibitors have been assigned.
- Submittal of contracts and/or deposits does not guarantee that space will be assigned.

#### **How do I know if the OTC space assignment process is fair to all exhibitors?**

- All exhibiting companies are notified, in writing, of the Space Assignment Date and Procedures.
- Space assignments are conducted at the OTC offices in Richardson, Texas, in the presence of OTC Senior Management.
- Upon space assignment, a Booth Confirmation Notice is sent to all exhibitors with complete details.

#### **Who do I contact if I have questions regarding the Priority Point System?**

For additional information, please contact:

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