



Exhibitor Priority Point Calculation

Exhibitor priority points are earned through a combination of participation, booth space, and sponsorship and advertising spend. Points benefit the exhibitor primarily during the Priority Round of booth assignments. To be included in the Priority Round of booth assignments for the next year's show, the Exhibit Space Application/Contract must be received by the end of the week of the current year's show.

Priority points are calculated based on this algorithm:

- **Participation:** 10 points for exhibiting
- **Booth Space:** 2 points for each 10x10 booth space rented
- **Sponsorship:** 1 point per \$2000 spent on IMS sponsorship and advertising

Priority points are awarded to the official company of record from the Exhibit Space Application/Contract. If a parent company contracts for multiple booths, they must notify IMS Show Management in order to apply points from multiple subsidiary booths to a parent company.

Points are not awarded to exhibitors who paid in full but did not build and staff the booth during all show open hours. Points are not awarded to sharing companies (i.e. Secondary Listings).

Exhibitors absent for two consecutive IMS events are removed from the list and forfeit all accrued points. Any company wishing to re-join IMS as an exhibitor would begin accruing points anew.

Mergers and Acquisitions

In the case of mergers and acquisitions, the priority status of whichever company has the best exhibit point history is used. The total points of one company MAY NOT BE ADDED to another.