



ATA TRADE SHOW

Exhibitor Ranking System

The ATA Exhibitor Preference Points Ranking System is used to determine the order for exhibitor booth selection for each show. The Ranking System is also used to determine the order for any programs where exhibitors have options to participate. In every case, companies with more preference points are offered options before companies with fewer points.

PREFERENCE POINTS SYSTEM

Each year exhibitors can acquire points according to the following rules:

1. **Membership Points**- Each exhibitor obtains 5 points for each year they are an ATA (formerly AMO) member.

2. **Booth Space Points** - Each exhibitor obtains 3 points for every 100 square feet of booth space purchased. Each Innovation Zone exhibitor will obtain 2 points for Innovation Zone space purchased.

3. **Shooting Lane Points** - Each exhibitor obtains 1 point for every shooting lane purchased.

4. **Sponsorship Points** - Each exhibitor obtains .5 point for every \$1000 spent on sponsorships with a minimum sponsorship of \$2000. Sponsorships include, but are not limited to:
 - a. Sponsorship Banners, Signage, Clings, Graphics
 - b. Vehicle/Display Placement
 - c. Collateral Item Sponsor (i.e. Hotel Key Cards, Lanyards, Visa Gift Card)
 - d. Function Space Sponsor (i.e. Registration, Retail Lounge, Business Hubs, Press Room)
 - e. Event/Program Sponsorship (i.e. International Reception, Seminars)
 - e. Featured Products Participation
 - f. Big Buck Tag Coupons

5. **Point Deductions** - If an exhibitor does not exhibit for one year, the company would lose 50% of their points. If the exhibitor misses two consecutive shows, they will lose 100% of their points.

All points are cumulative and retained by an exhibitor provided they have exhibited in consecutive shows. All points are given to the company whose name is displayed on the Exhibitor Contract.

SPONSORSHIP FIRST RIGHT OF REFUSAL

Companies who have purchased specific premium sponsorships (lanyards, registration, hotel key cards, etc.) or specific premium locations (banners, wall clings, window clings, stairs, etc.) will have the right-of-first-refusal on these locations for the succeeding Trade Show.

The right-of-first-refusal will expire at 11:59 pm on March 31 of the calendar year prior to the next show. On April 1st any sponsorship that has not been secured by contract will become available to all exhibiting companies on a first-come basis.

MERGERS AND ACQUISITIONS

Exhibitor preference points can be transferred only when a company purchases the assets of, or merges with another company. All accumulated points at the time of the acquisition will transfer, under most circumstances.

When a merger or acquisition takes place, the exhibitor must notify Becky Lux, ATA Senior Manager of Trade Show, in writing so that all points may be combined. The key information will be the change in status of company assets (equipment, staff, patents, inventory, etc.).

Becky Lux, ATA Senior Manager of Trade Show
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