

ISA Sign Expo Priority Point System

ISA offers a priority point system designed to reward loyal exhibitors that make significant investment in participating in the ISA Sign Expo.

Priority points are calculated as follows, and added to each company's running total from the prior year:

- One (1) priority point per year, will be assigned to each exhibiting company, regardless of booth size.
- One (1) priority point per year, will be assigned to each exhibiting company that spent \$5,000 or more on sponsorship directly related to and part of, the ISA Sign Expo.*

Other related items;

- Exhibitors will forfeit all priority points if they fail to exhibit for 2 consecutive years.*
- No points will be assigned to companies without a signed Expo space contract.
- Points are assigned only to the single company named on the space contract.
- The largest number of points convey in the case of mergers or acquisitions. Points from each organization do not combine.*

Selecting and Assigning Exhibit Space

The current Expo's largest ($\geq 2,000$ nsf) anchor exhibitors that occupied $\geq 2,000$ nsf in each of the prior two consecutive years will be placed on the floor plan in advance of the Expo.*

These anchor exhibitors will then be given an opportunity, in priority point order, to select their booth space, in advance of all other exhibitors and prior to show staging.*

Following the pre-show placement of the anchor exhibitors, all other exhibitor's will pick their space, in priority point order, on-site in the Expo sales office as in previous years.

A space selection schedule and reminders, with space selection times, will be shared with all exhibitors pre-show as well as on-site via email.

* After executing a formal white paper process and assembling an exhibitor working group in 2015, these changes to the ISA Sign Expo priority point system and process were submitted to and approved by the ISA Board of Directors.