

Space Draw Guidelines and Priority Points

EXHIBIT SPACE ASSIGNMENT FOR IRE 2021

Space Draw determines the initial assignment of space and is conducted in priority point order. The process takes place in two phases: **Onsite/Large Space Draw and Space Draw**. When two or more exhibitors have an identical number of Priority Points, the selection order is decided by specific factors.

- **Onsite /Large Space Draw** – Exhibitors contracted for 400 square feet and larger, space will be assigned at the 2020 show with a completed signed contract and required deposit.
 - **Priority Point Tie Factors**
 - Total square footage occupied at IRE 2020
 - Sponsorship spend with IRE 2020
- **Space Draw** – All other Exhibitors that return a completed signed contract and required deposit to IRE no later than June 1, 2020. Space draw starts June 8, 2020.
 - **Priority Point Tie Factors**
 - Total square footage contracted for IRE 2021
 - Sponsorship spend with IRE 2020
 - Date/time the 2021 contract and deposit were received

SPACE DRAW PROCESS

- **Onsite /Large Space Draw** – Exhibitors will be notified at least 1 week prior to show opening of their space draw date and time onsite at IRE 2020. Exhibitors will be required to come to the Sales Office to select their booth, sign a completed contract and provide the required deposit at their scheduled time.
 - Please make every effort to be on time for your appointment or send an alternate person to select your booth.
 - We cannot hold up the process for late arrivals or missed appointments and will continue to move forward. If an exhibitor is late or misses their appointment, they will be worked into the current schedule once they arrive at the sales office.
- **Space Draw** – All other Exhibitors that return a completed signed contract and required deposit to IRE no later than June 1, 2020 will be eligible for space draw. You will receive a call when it is your turn to select. The call will either confirm the booth assigned or allow you to select the booth space.
 - Please make every effort to be available and/or provide us with alternate contact information in the event you will not or may not be available.
 - If we are unable to reach you or your alternate contact when we call, we will leave you a message letting you know we selected a booth on your behalf during your selection time. We will base this placement from the list of booth choices you indicated on your contract at submission. If one of those spaces are not available, we will use our best judgment to find a comparable booth location at that time. Unfortunately, we cannot hold up the assignment process and will have to move on.
 - The live floor plan for 2021 will be updated continually throughout the process.

ABOUT PRIORITY POINTS

Priority points are used by the IRE to help determine the order of booth selection by allowing companies that have the most Priority Points to select space first. The Priority Points system is designed to create a fair and balanced system that allows for impartiality in booth selection while also rewarding those exhibitors that participate and exhibit in the IRE annually and commit to that participation during the earliest stage of planning.

HOW PRIORITY POINTS ARE EARNED

Priority points are earned by exhibiting at the IRE. Each year you exhibit at the IRE a point is awarded. An additional point is awarded to any company who has a current and active membership with the National Roofing Contractors Association (NRCA) for the current year's point calculation and booth selection. The point awarded for NRCA membership is not cumulative.

MERGERS & ACQUISITIONS

In cases of merger or acquisition, the surviving company, or the acquiring company, may elect to receive the higher points from the company that was merged out of existence, or from the sold company, in lieu of its own existing points. There will be no aggregation of points. Show Management must be notified in writing of these mergers, acquisitions and/or divisional blending so that appropriate points may be applied.

EXHIBITING WITH ANOTHER COMPANY

If two or more separate companies wish to exhibit together or in contiguous space, space will be assigned according to the priority points of the company with the lowest points. Points of each participating company will not be added together for space assignment. A minimum of 100 square feet per company is required. Subletting of space is not permitted. A separate contract is required from each company.

In the case of companies with multiple divisions who had exhibited independently but now exhibit as one company, there will be no aggregation of points. The surviving division may elect to receive the higher of the two point totals. In doing so, the other division forfeits its existing points.

ENFORCEMENT OF PRIORITY POINT POLICY

The IRE reserves the right to alter the Priority Point Policy at any time. In interpreting the Priority Point Policy, the final decision on any issue rests with the Show Management.

FLOOR PLAN

At the time of each company's selection, available space is based on existing space configurations as noted on floor plan. Show Management has the sole authority to make changes to the existing configurations, as it deems necessary for the success of the overall exhibition.