



**FEBRUARY 1-3 2022**

**Ernest N. Morial Convention Center  
New Orleans, LA**

## **Space Draw Guidelines and Priority Points**

### **EXHIBIT SPACE ASSIGNMENT FOR IRE 2022**

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

- **Large Exhibit Space Draw** – Exhibitors contracted for 400 square feet and larger, space will be assigned at the 2021 show with a completed signed contract and required deposit.
  - **Priority Point Tie Factors**
    - Total square footage occupied at IRE 2021
    - Sponsorship spend with IRE 2021
- **Exhibit Space Draw** – All other Exhibitors that return a completed signed contract and required deposit to IRE no later than June 14, 2021. Space draw starts June 18, 2020.
  - **Priority Point Tie Factors**
    - Total square footage contracted for IRE 2022
    - Sponsorship spend with IRE 2021
    - Date/time the 2022 contract and deposit were received

### **SPACE DRAW PROCESS**

- **Large Exhibit Space Draw** – Exhibitors will be notified at least 1 week prior to the space draw selection process of their space draw appointment time and date. Exhibitors will be required to select their exhibit space, sign a completed contract and provide the required deposit at their scheduled time.
  - 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.
  - We cannot hold up the process for missed appointments and will continue to move forward. If an exhibitor misses their appointment, they will be worked into the current schedule once we are able to get ahold of them or when they are able to call in.
  - The live floor plan for 2022 will be updated continually throughout the process.
- **Exhibit Space Draw** – All other Exhibitors that return a completed signed contract and required deposit to IRE no later than June 7, 2021 will be eligible for space draw. Exhibitors will be notified at least 1 week prior to the space draw selection process of their space draw appointment time and date. You will receive a call when it is your turn to select. The call will either confirm the exhibit space assigned or allow you to select the exhibit 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 2022 will be updated continually throughout the process.

### **ABOUT PRIORITY POINTS**

Priority points are used by the IRE to help determine the order of exhibit space 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.