



February 11-13, 2019
Music City Center
Nashville, Tennessee



PRIORITY POINT POLICY (5.1.18)

PURPOSE OF PRIORITY POINTS:

Priority points are used by the International Roofing Expo (IRE) to help determine the order of booth selection by allowing companies that have the most Priority Points to select space first. The selection of exhibit space is conducted during a process called Space Draw (either Onsite/Large Booth Draw or Space Draw) by which we systematically contact companies that have submitted contracts and paid deposits to select their exhibit space.

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.

EXHIBIT SPACE ASSIGNMENT FOR THE 2019 IRE:

The Space Draw process will take place in two phases; *Onsite/Large Booth Draw* and *Space Draw*. Selection order is determined by the number of priority points an exhibitor has at the time of the draw. When two or more exhibitors have an identical number of Priority Points, the selection order is decided by the following factors;

- Onsite/Large Booth Draw – Exhibitors contracted for 400 or more Sq/Ft by February 6, 2018.
 - Total square footage occupied at previous year's event (IRE 2018)
 - Sponsorship spend in prior year

- Space Draw – All other exhibitors who have submitted a contract by May 11, 2018.
 - Total square footage contracted for IRE 2019
 - Sponsorship spend in prior year
 - Date/time the 2019 contract and deposit was received.

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 2019 can be found [here](#) and will be updated continually throughout the process.

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 IRE.

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