

World of Concrete 2013

Space Draw Guidelines and Priority Points

Space Draw determines the initial assignment of space and is conducted in priority point order. To be included in the Space Draw assignments, 2012 Exhibitors must return the completed, signed contract and required deposit according to the schedule below:

- 1- For those companies 800 square feet and larger, **space will be assigned at the 2012 show** (Onsite Space Draw) with a completed and signed contract. A deposit will be due by April 13, 2012.
- 2- For those companies under 800 square feet, space will be assigned after the show (post show space draw) with a completed and signed contract and a deposit due by May 18, 2012.

Who May Participate

Only 2012 Exhibitors may participate in the 2013 Space Draw. Companies not eligible will be assigned on a first-come, first-served basis following Space Draw, upon receipt of signed and completed contract with required 50% deposit.

Assignment Based on Priority Points

Companies will be assigned in priority point order based on booth selection and availability. Floor Plan subject to change.

Space is assigned in three size categories and in this order:

- 1) 800 square feet and greater (Onsite Space Draw)
- 2) 400 square feet through 799 square feet (Post Show Space Draw)
- 3) 100 square feet through 399 square feet. (Post Show Space Draw)

The company with the highest priority point total within each size category will be assigned first, and will continue in descending order. In case of a tie, the date the contract is received is used to determine the assignment order.

Earning Priority Points

Priority points are accumulated on a yearly basis using the following factors:

- 1) Booth size (1 point for every 100 feet of exhibit space)
- 2) Multiplied by the year multiplier (.5 for each year)
- 3) Sponsorship (1 point for every expenditure of \$2,000 or more)
Points began being earned with 2002 Sponsorship Program.
- 4) Advertising (.5 points for every \$2,500 advertising expenditure in HW publications)
Points began being earned with 2010 Advertising program (issues June 2010-May 2011).
- 5) 1 point for every \$2,500 expenditure for Magazine-sponsored at-show events.
Points began being earned with Magazine-sponsored at-show events began with 2010 event.

Yearly point totals are added together to determine an exhibitor's priority point total. Any company who misses four consecutive annual shows will forfeit all accumulated points. A company participating in the 2012 show for the first time will begin using their priority points in the 2013 show.

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.

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.