

## **Priority Point Calculation**

Booth space selection points are accrued through a combination of participation, and booth space and sponsorships spend.

**Priority points for IMS2021 booth space selection are calculated based on the original booth space and sponsorships purchased for the face-to-face event plus five points for Virtual Event participation and pro-rata points for sponsorship spending. The procedures are as follow:**

- For the cancelled face-to-face exhibition, you will receive 10 points for your participation at IMS plus 2 points for each booth space contracted. In addition, the dollar amount spent on sponsorships has been pro-rated at the cost of booth space and 2 points are awarded for each booth space cost equivalent. These will be awarded based on your status as of 19 May 2020.
- Companies participating in the virtual exhibit will receive an addition 5 point for participation. Sponsorship dollar amount spent on the virtual event sponsorships will be pro-rated at the cost of booth space at \$3800 per contracted booth and 2 points are awarded for each booth space cost equivalent. Final points will be calculated on 15 July 2020.
- The priority list is based on calculations as of 19 May 2020 and then again on 15 July 2020. We will have calculated IMS participation up to and including 2020. If you feel there is a discrepancy in your point total please let us know and we can review the calculation.

**Points accrued for 2022 and forward will follow this simplified algorithm:**

- Participation: 10 points are accrued for your participation at IMS.
- Booth Space: 2 points are accrued for each 10x10 equivalent booth space occupied.
- Sponsorship: 1 point awarded per \$2000 in event sponsorship dollars spent (beyond booth space costs).

Priority points are awarded to the official company of record from the Exhibit Space Application/Contract. If a parent company contracts for multiple booths they must notify the IMS office in order to apply point credits from multiple subsidiary booths to a parent company.

Exhibitors absent for two consecutive IMS events have been removed from the list. Any company wishing to re-join IMS as an exhibitor would begin accruing points as a new exhibitor.

### **Mergers and Acquisitions**

In the case of mergers and acquisitions, we will use the priority status of whichever company had the best exhibit point history. The total points of one company MAY NOT BE ADDED to the other.

**Companies may select for their partners under the following Partner Program Terms & Conditions:**

- The lead company must have provided a list of partners prior to 30 June.
- IMS Management assigns lead company and partner locations on the show floor.
- Management will only reserve the number of booths requested at the time of list submission (note partners may hold multiple booths but this must be indicated on the submission list).
- Lead company locations will be assigned in priority order.
- Partner companies must select space in priority order.
- Lead company and partner must provide signed Partner Program participation form.
- IMS Management must receive signed contracts for all partner booths prior to the end of space selection.
- Deposits must be received by 11 September. After 11 September, if deposits are not received, the space will be released and offered to companies on the relocation list.