

CREATIVATION

Updated Priority Points and Bonus Booth Program

Priority Points

What is a priority point?

A priority point is a loyalty program awarding exhibitors with accrual points based on exhibiting activities.

What is the benefit of a priority point and how are they used?

Priority points are calculated and used towards optimal booth placement. The more priority points you earn, the better chance you have of getting your desired location on the show floor.

How are priority points accrued?

Up through Creativation 2017, exhibitors would earn the following for purchasing exhibit space in Creativation:

- Exhibiting = 6 points + 1 additional point for every 100 sqft purchased
 - Ex: an exhibitor with a 10'x10' exhibit space would earn 7 points, 10'x20' exhibit space 8 points
- *Non-Members accrue at ½ the rate (3 points for exhibiting + 1 additional point for every 100 sqft)*
- Sponsorships = 2 points for every \$1000 spent

New program going into effect for earning **now at Creativation 2018** and placement in 2019:

- Exhibiting = 10 points + 1 additional point for every 100 sqft purchased
 - Ex: an exhibitor with a 10'x10' exhibit space would earn 11 points, 10'x20' exhibit space 12 points
- *Non-Members accrue at ½ the rate (5 points for exhibiting + 1 additional point for every 100 sqft)*
- Sponsorships = 5 points + 1 point for every \$1000 spent
 - Ex: \$500 = 5 points; \$1000 = 6 points; \$2500 = 7 points; \$5000 = 10 points
- New Exhibitor Webinar Participation = 5 points per company for participation in webinar
- Updating company show directory listing with at least 4 of the Gold Level features (no cost) = 3 points
- Additional priority points will be rewarded upon 10 years of continual participation in the event. 10 years = 10 points
 - All exhibitors currently at 10 years or higher, will receive 10 additional priority points **NOW** that will count beginning with placement for the 2018 event.
 - After the 10th consecutive show participation, that exhibitor will be rewarded 10 additional points to be used moving forward.

How are priority points lost?

Beginning in 2017, priority points can be subtracted from your account based on the following:

- If you miss 1 year of exhibiting after the 2017 event, you will lose 0 points, as long as you are still a current AFCI member
- If you miss 2 consecutive years of exhibiting after the 2017 event, you will lose 25% of your accumulated points, as long as you are still a current AFCI member
- If you miss 3 consecutive years of exhibiting after the 2017 event, you will lose ALL of your accumulated points
- At the point where you are no longer an AFCI member AND you miss 1 year of exhibiting, you will lose ALL of your points

Once lost, points CANNOT be regained.

Bonus Booths

Previously exhibitors that wished to expand upon their exhibiting space from the prior year could do so by purchasing bonus booths. These discounted booths were available for 2 years. After 2 years, they then became a part of the new

foundation for an exhibitor and in order to take advantage of the bonus booth program, they would then have to purchase additional bonus booths.

Starting for the 2019 event, bonus booths will still be available at the discounted rate, however there will be a limit of 4 bonus booths per exhibiting company. These will still be valid for 2 years of exhibiting. Any additional expansion of space would be at the current rate of exhibiting.

For additional questions, please contact:



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