ACC Priority Point System

Priority for ACC.24 exhibit space selection and housing requests is given to ACC.23/WCC exhibitors based on the following criteria:

Previous Points
- Through ACC.13, a point system based on the amount of space utilized was employed. An exhibitor accrued one point for each 100 square feet of exhibit, ExpoSuite and Interactive Learning Lab space occupied during each of the most recent five years. In addition, an exhibitor accrued one point for each year of participation, without limit. Total points earned through ACC.13 will be carried over to the following point system. Total points from the following criteria will be added to the previous point total each year. Please note that due to the cancellation of ACC.20/WCC, points were not earned for 2020 and are not included in the previous point total, and that points earned for ACC.21 were based on virtual participation only.

Exhibit Space Points
- **Two (2)** priority points are earned for each 100 square feet of exhibit, ExpoSuite and Interactive Learning Lab space purchased for ACC.23/WCC.

Promotional Opportunities
- **One (1)** priority point is earned for each $1,500 spent on promotional opportunity support for ACC.23/WCC. Support must be confirmed by February 3, 2023.

Advertising
- **One (1)** priority point is earned for each $1,500 spent on advertising related to ACC.23/WCC. Support must be confirmed by February 3, 2023.

Learning Destinations
- **One (1)** priority point is earned for each $1,500 spent on Learning Destinations for ACC.23/WCC. Support must be confirmed by February 3, 2023.

Prime Time Educational Events
- **One (1)** priority point is earned for each $1,500 spent on Prime Time Educational Events for ACC.23/WCC. Support must be confirmed by February 3, 2023.

Future Hub
- **One (1)** priority point is earned for each $1,500 spent on Future Hub participation for ACC.23/WCC. Support must be confirmed by February 3, 2023.

Exhibitor Room Block
- **Four (4)** priority points are earned for reserving hotel rooms in the Exhibitor Room Block through ACC's official housing vendor.

Companies are ranked by their total points and scheduled for exhibit space selection and housing reservation request appointments. Priority points will be calculated for the company name stated on the exhibitor contract.

ACC Priority Point System Continued

Ties

Companies with the same number of points will be ordered alphabetically starting with a random letter of the alphabet selected online at *www.randomlettergenerator.com.*

Mergers

At the exhibitors' written request, ACC Management will add the merged companies' points together. Once points are merged, they cannot be separated. Requests to merge points should be submitted in writing to the ACC Director—Exposition.

Multiple Divisions and Spin-Offs

Multiple division and spin-off companies will be awarded the highest points of any of the previous exhibiting companies. This process will allow companies to contract separately while maintaining their own identities (exhibits, exhibitor listings, badges, etc.).

Co-Marketing

If two or more companies are involved in the development of a product and wish to exhibit in one co-branded exhibit space, the co-marketed booth will earn points independently of their respective parent organizations. In the first year of the co-market booth, however, the highest previous points of any of the parent organizations will be used as the co-market's points.

How Points May Be Lost

Total points are reduced by 50% after missing one year of exhibiting and are completely forfeited after missing two consecutive years of exhibiting. Priority points may also be lost if the exhibitor violates the Rules, Regulations, Terms and Conditions.