IPCPR Exhibitor Priority Points System
Definitions & Eligibility - An exhibitor is any company that occupies an exhibit space at the IPCPR Annual Convention and International Trade Show.

Exhibitor - IPCPR considers the company that contracts and pays IPCPR for the exhibit space to be “Exhibitor”.

Priority Points – The sum of all earned points including History, Square Footage and Advertising/Sponsorship Points.

In the following slides you will see priority points breakdowns for two example companies and how that can effect their point accrual and priority placement.
History Points

- **History points** are awarded to companies based on their years of participation in the IPCPR Annual Convention and International Trade Show.

- Exhibitors accrue 15 History points each year. These are the only points that rollover year-to-year.

- Example A: Company ABC has participated in the IPCPR Annual Convention and International Trade Show for 10 consecutive years.
  - 10 years x 15 history points per year = 150 accrued history points to be rolled over and applied to priority points for the following year

- Example B: Company XYZ participates in the IPCPR Annual Convention and International Trade Show for their first year.
  - 1 year x 15 history points per year = 15 accrued history points to be rolled over and applied to priority points for the following year
Square Footage Points

- **Square Footage Points** are Points awarded to exhibitors based on the amount of square feet contracted.

- An exhibitor will receive 5 additional square footage points for every 100 sq. feet of space purchased. These points reset every year.

- **Example A**: Company ABC contracts a 400 square foot space.
  
  - 400 square feet x 5 square footage points per 100 square feet = 20 square footage points to be applied to priority points for the following year only.

- **Example B**: Company XYZ contracts a 1000 square foot space
  
  - 1000 square feet x 5 square footage points per 100 square feet = 50 square footage points to be applied to the priority points for the following year only.
Advertising & Sponsorship Points

- **Advertising and Sponsorship Points** are awarded based on the amount of non-exhibit space spending.

- Exhibitors will receive 1 additional advertising/sponsorship point for every $25 spent on IPCPR advertising and/or sponsorship. If you advertise in all three IPCPR publications: (Tobacco Retailers' Almanac, Trade Show Directory and The IPCPR Report) you qualify for a 10% savings on all your advertising and receive 30 additional bonus booth selection points.

- You can advertise in all three IPCPR publications for as little as $1170, increase priority points and most importantly, keep in touch with your retailer audience! See example below:
  - Tobacco Retailer’s Almanac Full Color 1/8 page ad - $450
  - IPCPR Quarterly Report Four Color 1/8 page ad - $350
  - Trade Show Directory - $500
  - Total Cost for all 3 publications with 10% discount: $1170

  - This investment will give you an additional 47 priority points plus a 30 point bonus for a total of 77 priority points accrued!!
Room Points

- Bonus priority points will be awarded to exhibiting companies for taking advantage of the hotels in the IPCPR room block.
  - 25 bonus points simply for booking at least one room within the IPCPR room block.
  - 1 additional point per every room night realized.
- In order to ensure companies are awarded points for nights actually realized and paid for, room points will be awarded post show for the next booth selection year.
- Points will be calculated based on audited room block reports provided by hotels.
IPCPR offers some fun opportunities to help exhibitors increase visibility and sales through Branding Sponsorships. Opportunities start for as little as $2,500.00.

Examples of Sponsorships include:
- Aisle Signs
- Show Bags
- Mobile Charging Stations
- And many more!

Other benefits include signage at the trade show, recognition as a sponsor in the IPCPR trade show directory and website, sponsorship listing in the IPCPR trade show app and a dedicated email sent to all retailers before the show!
How Priority Points are Reduced

- Any company that does not exhibit for one year will lose 33.3% (1/3) of its accrued history points.

- Any company that does not exhibit for 2 consecutive years will lose all of its history points.

- Any company that violates IPCPR’s policy on “Suitcasing” will lose all accrued points.

- Exhibitors engaging in disruptive or harassing behavior violate IPCPR’s code of conduct and can result in loss of priority points as well as termination of exhibit privileges and barring from future trade shows.

- **Special note:** If an existing exhibitor departs with a product line or brand, both organizations (the original, existing exhibitor and the "new" product line/brand) receive the same history points. Aside from history points, each exhibitor must accrue their own square footage points and other priority point opportunities (advertising, sponsorship, etc.) When two companies merge (or one gets acquired), the "new" or combined exhibitor retains the higher of the two companies Priority Points, not a combination of both.
# Examples of Priority Point Accumulation

**Company ABC**

- History points: 150
- Square Footage Points: 20
- Mobile Charging
  - Station Sponsorship x 2: 200
- Room Block Points: 80
  
  Total: 415

Based on priority points for the 2018 selection year, this would place Company ABC in the first **75 to be placed**. If they had invested an additional $1170 and benefited from advertising in all 3 publications they would receive an additional 77 points and be placed in the top 50.

**Company XYZ**

- History Points: 15
- Square Footage Points: 50
- Bag Insert Sponsorship: 100
- Advertising: 451
- Room Block Points: 100
  
  Total: 716

Based on priority points for the 2018 selection year, this would place Company XYZ in the first **15 to be placed**.
Any Questions?

Please call IPCPR at 202-621-8064.