

# NASCC: THE STEEL CONFERENCE

## Exhibitor Booth Selection Point System

The information below explains how exhibitors accumulate points to receive priority in selecting exhibit booth space for 2021 NASCC: The Steel Conference in Louisville, KY. Priority for your 2021 booth selection is determined by the number of points your company has accumulated; higher point accumulation = higher priority. Two weeks prior to the 2020 conference, Renae Gurthet will email each exhibitor an appointment to reserve a 2021 booth. Booth selections will take place *during open exhibit hall hours at the 2020 conference*. If you have any questions regarding this point system or want to learn how to maximize your points, please contact Renae at 231.995.0637 or [renae@gurthetmedia.com](mailto:renae@gurthetmedia.com).

### NUMBER OF YEARS EXHIBITING

Receive one point for every year you have been exhibiting at NASCC: The Steel Conference, including the show immediately preceding the selection year, up to a maximum of 20 points. Points are awarded only when no more than two consecutive years are missed.

### SIZE OF BOOTH

Receive one point per every 100 sq. ft. of booth space. Points are awarded and earned from the show the year before the selection year (*i.e. if you have 300 sq. ft. of booth space in 2020, you will earn 3 pts. for your 2021 selection*).

### NASCC: THE STEEL CONFERENCE SPONSORSHIP

Receive one point for every \$1,000 spent on NASCC: The Steel Conference sponsorships at the show immediately preceding the selection year.\* Totals will be rounded to the nearest thousand (*i.e. \$1,250 will be rounded to \$1,000; \$2,750 will be rounded to \$3,000; \$3,500 will be rounded to \$4,000, etc.*).

### MEMBERSHIP

Receive points for your company's membership at the time of the show immediately preceding the selection year.

- AISC Associate Detailer members **3 pts.**
- AISC Associate/CISC/IMCA members **5 pts.**
- AISC Full members **7 pts.**

### ADVERTISING IN MODERN STEEL CONSTRUCTION

Receive points for your total advertising dollars spent during the past calendar year (*Jan. 2019 – Dec. 2019*).

- \$1 - \$5,000 **1 pt.**
- \$5,001 - \$20,000 **5 pts.**
- \$20,001+ **10 pts.**

### EXHIBITOR BONUS POINTS

Receive 2 bonus pts. for increasing your 2020 contracted booth space by 100 sq. ft. or more over your 2019 space.

**In the case of exhibit booth space reductions after the non-refundable deposit has been paid for the show immediately preceding the selection year...**one point for each 100 sq. ft. reduced will be deducted from your point total.

**In the case of mergers and acquisitions, and common ownership...**the company with the highest point total will prevail in the categories of booth size (if exhibitors are sharing a booth), number of years exhibiting, and membership. Points will be combined in the categories of booth size (if exhibitors have separate booths), NASCC sponsorship, advertising as a combined total of dollars spent, and exhibitor bonus points (if exhibitors have separate booths and one or both exhibitors meet the criteria for bonus points).

**In the case of companies sharing a booth and/or marketing partnerships\*\*...**the company with the highest point total will prevail.

\*For example, if reserving a booth for the 2021 conference in Louisville, we will consider the size of your booth at the 2020 conference in Atlanta; the sponsorship level at the 2020 conference; and the membership status at the time of the 2020 conference.

\*\*Marketing partnership is defined as separately owned companies engaged in an agreement to promote each other's product and/or service. **To qualify under the point system as marketing partners, exhibitors must contact Renae Gurthet in writing at least 30 days prior to the conference.**