



Priority Space Selection Timetable IAAPA Expo Europe 2020

Below is a timetable of activities that will occur in advance of and onsite at IAAPA EXPO Europe 2019, to enable companies to select prime exhibit space in IAAPA Expo Europe 2020, to be held at the ExCel Exhibition Center, London, UK from 22-24 September, 2020.

(All dates 2019)

June 3-4	Mailing to IAAPA Expo Europe 2019 exhibitors, detailing the Priority Space Selection process and timetable. In the email you will find each exhibitor's individual seniority calculation.
June 4 – June 17	Exhibitors have a chance to review their Seniority calculations, and if any is determined to be inaccurate, it must be addressed with IAAPA in this timeframe
Tuesday, June 18	Data will be pulled from IAAPA databases to generate final seniority reports <u>By this date</u> , companies must be current on their IAAPA membership, exhibit space payments, and have reserved exhibit space in all three global IAAPA events (Global Exhibitor) if they are to be considered as seniority factors.
June 19	Exhibitors with seniority rankings 1-300 are emailed their Space Selection times for reserving space at IAAPA Expo Europe 2020, on Seniority basis.
July 1 - 26	Each day, in sequential order, 10-20 companies from seniority ranking 1-300 will select their exhibit space for IAAPA Expo Europe 2020.
July 17	Exhibitors with seniority rankings 301-600+ are emailed their Space Selection times for reserving space at IAAPA Expo Europe 2020, on Seniority basis.
July 29 – Sept. 5	Each day, in sequential order, 10-20 companies from seniority ranking 301-600+ will select their exhibit space for IAAPA Expo Europe 2020.
September 17	General booth sales for IAAPA Expo Europe 2020 on first come – first serve basis will start

- Companies have the opportunity to select on their designated space selection time, but not earlier. Should an individual not be available on their designated day to select space, there are three available options:
 - That company can select their space any time after the one determined by their seniority, but not before
 - The main point-of-contact for the exhibiting company can choose someone else from their company who can select on their behalf
 - The main point-of-contact for the exhibiting company can designate that an IAAPA Sales Staff member select the exhibit space on their behalf, based on the specific criteria that is outlined for that individual.
- Companies who are not current on their financial obligations to IAAPA (exhibit space, dues, advertising, other) will not be enabled to select exhibit space on behalf of their organization.