



Priority Space Selection Calculation **and process for** **IAAPA Expo Asia 2021**

Dear IAAPA Expo Asia 2021 Exhibitor:

As a collaborative effort between IAAPA staff and the IAAPA Manufacturers and Suppliers (M&S) Committee, we have endeavored to create a system which recognizes and rewards companies for their support of IAAPA events, across several different measurable indices. This plan is designed to be simple and straightforward, yet one that is robust and meets the above-stated objective.

The Priority Space Selection system is designed to reward companies that:

- ✓ Are IAAPA Members, especially those that have been for years
- ✓ Have consistently exhibited in the Expo over the years, and have helped build it become a flagship industry event
- ✓ Reserve and occupy multiple booth spaces
- ✓ Participate in all of our IAAPA global events (Global Exhibitors)

Below are the specifics of the plan, and how the final seniority is derived from the calculations. These calculations are based specifically on your space utilization for IAAPA Expo Asia 2020, in determination of seniority for space selection in advance of IAAPA Expo Asia 2021.

IAAPA Membership

Companies that are current IAAPA members in good-standing as of the date of the data being generated from IAAPA's databases are eligible to select before any company that is not a member in the Association. This is the first "sorting" criteria in the Priority Space Selection process.

Years Participating in IAAPA Expo Asia

Companies will receive two (2) points for each year of Expo participation. For example, if a company has exhibited in eight straight years (2013 to 2020), they would be entitled to 16 points. If that company elects to skip one year of IAAPA Expo Asia participation, they would not gain nor lose any points. If a company elects to skip two consecutive years of IAAPA Expo Asia participation, their 'Years Participating' value would revert to zero (0). Furthermore, if a company has supported IAAPA Expo Asia by exhibiting for five or more years

consecutively (starting at or prior to IAAPA Expo Asia 2016, continuing through IAAPA Expo Asia 2020) that company is eligible +3 bonus points, to reward for consistent and long-tenured support.

Global Exhibitor

If a company is a Global Exhibitor (they have reserved space for IAAPA Expo Asia 2020, IAAPA Expo Europe 2020, and IAAPA Expo 2020), and is current on exhibit space payments for all three, then the ‘Years Participating’ calculation above is multiplied by a factor of a 50% bonus.

Size of Exhibit Space

Companies will receive one (1) point for each 9sqm reserved at the 2020 show (in calculation, this is referred to as 1 booth). Example A: if Company “A” reserves, pays for and occupies a 3m x 3m exhibit space at IAAPA Expo Asia 2020, they would be entitled one (1) point.

Example B: if Company “B” reserves, pays for and occupies a 6m x 9m exhibit space at IAAPA Expo Asia 2020, they would be entitled to six (6) points. This point determination is calculated independently each year and does not carry over to future years’ Seniority calculations.

IAAPA Member Tenure

A company will be awarded seniority points based on the number of consecutive years of IAAPA membership. This calculation is awarded a value of 0.2 points per year of membership.

Example:

Company A has exhibited in IAAPA Expo Asia every year since 2016, has reserved a 6m x 9m exhibit space in the 2020 event, and is signed up to exhibit all three IAAPA events in 2020. They are also an IAAPA member, and have been for ten (10) years.

The calculation on their Seniority based on IAAPA Expo Asia 2020 information would be as follows:

	Number	Factor	Item Total
Number of years exhibiting in IAAPA Expo Asia	5	x 2	10
Global Exhibitor Seniority Bonus	Yes	50%	5
Number of Booths reserved at IAAPA Expo Asia 2020	6		6
IAAPA Expo Asia 5+ Consecutive Years Bonus	Yes		3
IAAPA Member Tenure (Consecutive Years)	10	0.2	2
Total Seniority Points			26

As an IAAPA member, they would automatically select before any non-member, regardless of that non-member’s total Seniority Points.

Additional Information:

- The criteria above are based upon the company's exhibiting status as of the date the information is generated.
- All information generated at the time of the Seniority List is based on the reserved and paid 2020 information. Any changes subsequent to the List generation would impact a company's ability to select or retain a space reservation.
- A company's 'participation' is determined by their being a primary, official exhibitor in that particular year. Any company that may have been unofficially allocated space, represented via distributorship or joint venture, or other mechanism not recognized as an official show presence, would not be entitled to said participation points.
- Number of years is based on participation from 2004 through the current year. This was the year in which IAAPA began its affiliation with IAAPA Expo Asia.
- Should a company choose to dispute IAAPA's current or historical records used to determine Seniority Points, that company must provide physical evidence to IAAPA's satisfaction that IAAPA's records are inaccurate before any adjustments can be made to the Seniority calculations.
- Company must be current on all outstanding obligations to IAAPA to be able to select exhibit space, whether via Priority Space Selection or otherwise. These obligations include but are not limited to balances due for: exhibit space at past or current IAAPA events, dues, advertising, or fees.

Priority Space Selection Process:

The Priority Space Move process that will be commencing shortly consists of four phases.

- Exhibitors roll over from IAAPA Expo Asia 2020 to IAAPA Expo Asia 2021 can select the same location as 2020 Expo
- IAAPA Member Exhibitors who have the highest accrued seniority will be able to change their space in advance, ensuring the best available booth placement based on your company's requirements
- Non-Members: those companies that are not IAAPA members but have accrued seniority will all have an opportunity to change their space after the member companies
- Non-Exhibitors will have an opportunity to select space for the 2021 Expo after all current exhibitors



International Association of Amusement Parks and Attractions Global Sales Team

The professional staff of the IAAPA Global Sales Team is ready to assist you at any point to:

- ✓ Identify ways that IAAPA's events or marketing vehicles can help you extend your sales network, market your products/services, and brand your organization
- ✓ Facilitate your participation and ensure your experience is smooth
- ✓ Be your single source for any of IAAPA's global events

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