Space Allocation Procedure
SPIE has developed a Priority Point System for the purpose of space assignments for the SPIE Photonics West Exhibition.

SPIE Photonics West will maintain a separate priority point list for each exhibitor based on:
- Exhibiting history at this show since 1995
- Size of contracted space since 2000
- SPIE Corporate Membership since 2001

The system and criteria SPIE has selected is commonly used among show managers for space allocation. While exhibition space is assigned to satisfy individual exhibitor requirements, the Priority Point System is also designed to allow discretion and options by show management. Competitor proximity requests, booth dimensions, and display configuration are also considered when assigning space. Booth assignments must be consistent with the best interests of the show. Per the Exhibition Contract Policy, SPIE reserves the right to determine final placement of the Exhibitor. SPIE retains the exclusive right to revise the exhibition floor plan and/or move assigned exhibitors as necessary.

Point Criteria and Value
1. Exhibiting History at Photonics West since 1995.
   - Each year worth 10 points
2. Size of Space since 2000.
   - 5 points for each booth (100 sq. ft.)/2.5 points for each tabletop
3. SPIE Corporate Membership.
   - 5 points x number of years of active, full SPIE corporate membership, starting with January 2001

For Example, ABC Company has exhibited at Photonics West for 8 consecutive years, with two booths (200 sq. ft.) in 2013 & 2014, one 20’ x 20’ island (400 sq. ft.) in 2015, 2016, 2017, 2018, 2019 and 2020. They have been a SPIE Corporate Member for the past 4 years, as of 5 January 2020.

Here is their total of priority points for 2021 assignments:

<table>
<thead>
<tr>
<th>History</th>
<th>Space</th>
<th>Corp. Membership</th>
</tr>
</thead>
<tbody>
<tr>
<td>(8yrs x 10pts)</td>
<td>(10+10+20+20+20+20+20+20pts)</td>
<td>(5 pts. x 4 years)</td>
</tr>
<tr>
<td>= 240 total points</td>
<td></td>
<td></td>
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</tbody>
</table>

The total point number then determines your Assignment Order Number (AON), based on the quantity of early bird contracts received for the upcoming event.

-Exhibition Space: Priority points are earned from exhibition space contracted on the Exhibitor Contract (tabletops, booths, and islands). Points are not credited for Corporate Meeting Rooms, Job Fair, Exhibitor Demonstrations, Sponsorships, etc.

-Missing a year or two: If a company misses one year exhibiting, total points will be reduced by 50%. If a company misses two consecutive years, then all previous points are forfeited. Upon their return, priority points begin at zero.

-Packing up early: If a company packs up their exhibition booth prior to the close of the event, they will forfeit 50% of the priority points earned for that event.

-Tied Points: If companies are tied in points, they will be assigned according to contract date. If contract dates are the same, the companies will be placed in a lottery drawing and drawn one by one to determine the AON for current year.
- **New Exhibiting Companies** to the show will start at zero points and assigned space according to date of contract and deposit received at SPIE.

- **Companies Sharing Exhibition Space:** Full priority points are assigned only to the contracted company. Those companies sharing space with contracted companies/divisions (Co-Exhibitors) will accumulate points only for the History and SPIE Corporate Membership portion. Co-Exhibitors will not receive points for size of space.

**Cluster-Pavilion Groups**

**Single-Contract Pavilion Groups** contract for a large, cohesive space (800 sq. ft or larger) and will be assigned a location by Show Management based on Pavilion history and overall floor plan strategy.

For **Multi-Contract Neighborhood Cluster Groups**, individual contracting companies are grouped together based upon their membership in a regional photonics cluster. The amount of space allotted for a Cluster will be determined at the close of the Early Bird contracting period. Location will be determined by Show Management based on Cluster history and overall floor plan strategy. Each company will be assigned space within the Cluster according to their individual priority points and selection choices. Final acceptance into the Cluster resides with the Cluster Organizer.

**Priority Point Transfer**

The photonics industry is an acquisition intensive industry. For this reason, when a merger or acquisition takes place, the highest point value will be acquired by the new merged company. SPIE must be alerted to any changes by March of current event year for the Priority Point System for next year’s exhibition.

(Example: Contact SPIE by March 2020 for Photonics West 2021 Priority Point System.)

**Timeframe**

Companies wishing to use their priority points for the next year’s exhibition must return the Early Bird contract and 25% deposit to SPIE by designated early bird deadline (4-week time period after the event).

- **For 2021 Priority Point Assignments**, contract and deposit must be received at SPIE Headquarters within four weeks after the 2020 event, by Friday, 6 March 2020.

- **Contracts and deposits** received after the early bird deadline will be assigned space according to date received (priority points are still retained, but not taken into consideration for the assignments). Contracts received after the early bird deadline will pay standard contract pricing and will be assigned on a first come first serve basis following the early bird assignments.

**Questions?**

Please contact SPIE Exhibition Management at +1 360 676 3290 or exhibitions@spie.org.

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