



ISA INTERNATIONAL SIGN EXPO PRIORITY POINT PROCESS

ISA offers a priority point process designed to reward loyal exhibitors that make significant investment by participating in and sponsoring ISA International Sign Expo.

Priority Points are calculated as follows*:

- One (1) priority point per 100 net square feet of exhibit space
- One (1) priority point per \$5,000 sponsorship spend

As a transition from the existing Priority Point process to the new process and accrual method, legacy points** will be treated as follows:

- Legacy points to decrease incrementally over a period of four (4) years as follows:
 - 2022: 100% legacy points; 2023: 75% legacy points; 2024: 50% legacy points; 2025: 25% legacy points; 2026: 0% legacy points
 - New points accrue using a three (3) year rolling period, starting with the 2026 booth selection process

Other Related Items:

- Exhibitors will not lose priority points if they fail to exhibit.
- No points will be assigned to companies without a signed Expo space contract.
- Points are assigned only to the single company named on the space contract.
- The largest number of points convey in the case of mergers or acquisitions. Points from each organization do not combine.

Selecting and Assigning Exhibit Space

- The current Expo's anchor exhibitors that occupied $\geq 2,000$ NSF in each of the prior two years will given an opportunity, in priority point order, to select their booth space in advance of all other exhibitors.
- Following the placement of the anchor exhibitors, all other exhibitor's will pick their space, in priority point order.
- A space selection schedule, space selection times, and reminders will be shared with all exhibitors prior to the live space selection process.

* Based on the recommendation of the exhibitors serving on the 2021 Trade Show Advisory Board, these changes to the ISA International Sign Expo Priority Point process were approved by the ISA Board of Directors (August 2021).

** Legacy points are defined as those points that have been accrued by exhibitors up to 2021.