



**Graphic Arts Show Company**  
**Space Assignment Policy and Procedures**  
**“Priority Points” System**  
**GRAPH EXPO 2012**

**GRAPH EXPO 2012 exhibit space is assigned in “Priority Points” order based on the following:**

**Accumulation of “Priority Points”**

Based on past GRAPH EXPO exhibit history (2003-present)

**“Priority Points”**

Awarded by:

- 1 point for every 100 square feet occupied
- 5 points for each GRAPH EXPO exhibit year participated

**Application Procedure**

Three phases have been created in which applications received will be sorted in “Priority Points” order and assigned on the floor plan at the end of each phase. After space is assigned, floor plans will be updated and sent to exhibitors with confirmation of their space assignment.

**The Phases**

**Phase 1 – NPES Member Advantage**

All NPES Members will receive a priority prospectus packet and have two weeks from the mail date to submit their contract and deposit payment to be included in the first round of booth assignments.

**Phase 1 Assignment – NPES Member Booth Space**

All contracts received from NPES Members by the Phase 1 deadline will be assigned on the floor plan.\*

**Phase 2 – Remaining Booth Space (Exhibitor Prospects)**

All Exhibitor Prospects will receive a space application and floor plan and have three weeks from the mail date to submit their contract and deposit. NPES Members who did not submit their contract by the Phase 1 deadline may also submit their contract and deposit during this time to be assigned, in “Priority Points” order, along with the remaining prospects.

NOTE: Booth space availability is subject to change as Phase 1 booth assignments are ongoing.

**Phase 2 Assignment – Remaining Booth Space**

All contracts received from exhibitor prospects by the Phase 2 deadline will be assigned on the floor plan.\*

**Phase 3 – Remaining Sales Cycle**

All booth sales are assigned first-come, first-served for the remainder of the sales cycle.

**\*Tie in “Priority Points”**

In the event of a tie in “Priority Points,” the most recent show (GRAPH EXPO 2011) will be reviewed to determine a tie breaker and, if necessary, the next latest show (GRAPH EXPO 2010 through GRAPH EXPO 2003) as well. If a tie still exists, the priority will be awarded based on the time and date stamp that the contract was received.

**Policy on Mergers and Acquisitions**

All companies that have merged with, or have acquired another company must supply a letter to GASC on their company letterhead stating the acquisition and requesting that the “priority points” be transferred to the new parent company.

**The “Priority Points” exhibitor ranking is available at: [www.graphexpo.com](http://www.graphexpo.com)**