



National Association for the
Education of Young Children

Priority Points Information NAEYC Annual Conference Booth Assignments

How are Points Awarded?

1. An exhibitor accrues one point for each 100 square feet of booth space contracted during the NAEYC Annual Conference plus one meeting point for each year they exhibit at Annual Conference. Point totals are based on the past five years of accrual. An exhibitor forfeits corresponding priority points when space is cancelled or reduced.

2. Corporate sponsorship of the Annual Conference and NAEYC Year-Round Sponsorship provide additional opportunities to accrue points. Point allocation: one point per one-thousand dollars in sponsorship fees.

After onsite applications and booth requests are collected, companies with the same number of points are prioritized by the receipt date their application and the 25% fee deposit. If an invoice is requested, payment must be received by December 31, 2019.

After the published priority deadline of December 31, 2019, signed applications with the 25% fee deposit are assigned upon receipt regardless of points. Once the signed application is submitted with the 25% percent fee deposit, the exhibitor contract is binding, and the booth space is then assigned.

Companies also can select booth space for the Professional Learning Institute being held in June 2020. Please note: past Institute exhibitors receive a 30-day advance window prior to the on-site booking opportunity at conference.

Booking Priority Structure

Tier One includes companies that are current year conference exhibitors with a five-year history of 10 or more priority points. Tier One exhibitors are given the opportunity to select booth space during the conference for the following year's event. Assignments to booth space are in the order of the priority point system. Companies receive notification of their appointment date and time for selection approximately one month prior to the first show day of the Annual Conference (November 20, 2019). The deadline for Tier One companies to exercise their advance booking window is December 31, 2019.

Tier Two includes companies that are current year conference exhibitors with a five-year history of 9 or fewer priority points. Tier Two exhibitors will be contacted immediately after the meeting and given an opportunity to apply before the January 31, 2020, deadline for Tier Two advance booking. The signed agreement and 25% fee deposit are required to secure the booth space. The deadline for Tier Three companies to exercise their advance booking window is January 31, 2020.

Tier Three includes companies that exhibit at Annual Conference and do not exercise their booking option during either the Tier One or Tier Two window. Tier Three companies receive an invitation to book their space based on their priority points and ahead of new exhibitors. The signed agreement and 25% fee deposit are required to secure the booth space.

Tier Four includes new exhibitors submitting a signed application and 25% fee deposit. Tier Four booth assignments are confirmed once Tier One, Two and Three assignments deadlines pass. Any company that submits an application and 25% fee deposit after the priority deadline will be assigned **as received regardless of the priority point standing.**

Additional Procedures

Company merger where the new entity requests to combine the formerly independent companies' priority points: NAEYC will combine the companies' points earned through square footage and add the participation point from whichever company holds the highest number. This total number represents the new entities' priority points going forward.

Multiple Divisions (A company with more than one division contracting for separate booths):

- Multiple subsidiaries or divisions of one parent company may select space at the same time using the highest rated priority point total
- Each party will submit a separate contract for booth space accompanied by the authorization form requesting that NAEYC combine their selection with the other parties
- The parent company will designate one representative to select space for all parties indicated on the authorization form
- Parties booking under the authorization form must select space adjacent to one another
- An exhibitor must purchase the square footage between the separate booths, such as an aisle; should they wish to utilize the space that is considered public and off limit for exhibit activity, signage or any decor is prohibited until the space is booked as purchased exhibit space
- Each party continues to accrue separate participation and square footage points
- Each party is welcome to unique identifiers on the exhibit floor and in the conference exhibitor listings

Spin-Offs (separating from a parent company): companies in this situation will be given credit for the participation history (number of years exhibiting) but no points will be given for previously booked space of the parent company.

Co-Marketing (two or more companies wishing to be assigned exhibit space adjacent to one another or in a joint space): each company must attach a cover letter to the exhibit space application with an explanation for the request. The additional company requesting shared space must be copied on the letter and receive a copy of the request sent to NAEYC. If approved, booking will be based upon the average of the two companies' priority point totals.

Exhibitor Directory: Each brand/division must hold an independent booth confirmation for more than one exhibit listing or name in the conference promotional materials.

NOTE: NAEYC reserves the exclusive right to alter the location of exhibits or booths if, in the sole judgement of NAEYC, it deems it to be in the best interests of the Conference. NAEYC reserves the right to prohibit or remove any exhibit or part of any exhibit that, in the sole discretion and opinion of NAEYC, may detract from the general character of the Conference.