

### **PRIORITY POINT SYSTEM**

Impressions Expo has a long history of delivering the leading events for the decorated apparel and imprinted products industry. As the show organizer, Emerald Expositions, has a goal to support the exhibitors who have made Impressions the premiere events in the industry. The priority points system is in place to create a fair and equitable process for assigning space for the show. The priority point status will determine the order in which time slots are assigned. Points are calculated and tracked based on the following:

1. Priority points related to Atlantic City space occupied are calculated on a cumulative basis across all years of participation from 2014 to 2026. For every 100 net square feet (NSF) exhibited, an exhibitor earns 5 priority points, and these points accumulate year over year. The priority point total shown reflects an exhibitor's entire participation history, not just their booth size for the upcoming year. For example, an exhibitor showing a 10'×10' booth each year for 12 years would accumulate 1,200 NSF, earning 60 cumulative priority points.
2. Each company receives one hundred (100) points for each consecutive year of participation at Impressions Atlantic City beginning in 2014. Please note: Impressions Atlantic City 2020 was cancelled and does not count as a break in participation.
3. Each company received five (5) points for every \$2,000 spent towards sponsorship at Impressions Atlantic City 2026.
4. Each company receives five hundred (500) points for exhibiting at Impressions Dallas 2025.
5. Each company receives five hundred (500) points for exhibiting at Impressions Long Beach 2026.
6. Each company receives ten (10) points per \$1,000 of advertising with Impressions Magazine/Media in 2025-2026.
7. Points are considered an asset of the exhibiting company. In the case of a merger or purchase, the purchasing company must provide written proof of their purchase of the assets of that company. Once verified by Emerald Expositions, the parent company's points will be factored based on the company with the highest point total.
8. Companies may not combine point totals to improve their standing unless they are separate divisions/units of the same parent company. The situation would call for one company contact and one financial billing entity.
9. Each contracted space will be contracted, invoiced, and paid for by one company. The company receives all the priority points benefits.
10. Co-exhibitors do not receive priority points. Only the main exhibitor is eligible to receive priority points.