



## CHIA Exhibitor Priority Points Program

CHIA's Exhibitor Priority Points Program is designed to encourage and reward companies for their generosity and continual support of CHIA's programs, activities and events.

### **Onsite Booth Selection Meeting**

CHIA holds an annual on-site meeting at the CHIA Convention & Exhibit where exhibitors may pre-select their booth space(s) for the next year's show. This pre-selection meeting is open only to companies exhibiting at the current year's show. The on-site booth selection is based on CHIA's Exhibitor Priority Points Program.

Prior to each year's booth selection meeting, points are totaled and a two-part Priority List is created. Part one lists CHIA Corporate Partners, in descending order starting from the Corporate Partner with the highest number of points. Part two lists all other exhibitors, in descending order starting from the company with the highest amount of points. At the on-site booth selection meeting, CHIA Corporate Partners in attendance pick their booths first, in priority list sequence, followed by non-corporate partners, in priority list sequence. (Example: Corporate Partners with 2,000 points will pick before a non-corporate member with 5,000 points.)

### **How Vendor Points are Earned**

1. Five hundred (500) points are earned for each booth space purchased during the past five-year period.
2. Points are earned for exhibiting for up to five consecutive years with CHIA. Points for exhibiting in consecutive years are earned as follows:

Past five consecutive years:	1,500 points
Past four consecutive years:	1,000 points
Past three consecutive years:	600 points
Past two consecutive years:	300 points
3. CHIA wants to reward those companies that continue to show their support through monetary sponsorships. Twenty-five (25) points are earned for every \$100 in sponsorship of CHIA activities and events, beginning July 1 after the previous Convention & Exhibit through the year until the date of the next convention.
4. Advertising with CHIA is another way to earn points. Points are earned based on the previous 12 month's advertising as follows:

<i>CHIA Journal</i> Ad (6 issues per year)	50 points/issue (Max. 300 points)
CHIA Web Banner Ad	100 points
Current Convention Program Ad	50 points
5. Twenty-five (25) points are earned for each \$100 in sponsorship of events of CHIA's Component Local Associations (CLAs). Points are earned based on the prior calendar year (January through December).

### **Other Important Rules to Know**

1. An exhibiting company violating the CHIA instructions regarding the maximum booth height and/or dismantling their exhibit booth before the close of the show will be penalized with a forfeiture of 10% of their total accumulated priority points (per violation.)
2. Companies that reserve a booth at the onsite meeting must remit the required deposit to CHIA by July 31<sup>st</sup> or the booth space will be subject to release without notice.

3. Mergers/Acquisitions: Points will not be combined for companies that merge. The company with the highest point total will prevail.
4. Split/Sale: If one company splits into separate companies, each of the new companies will come to an agreement on how to divide the accumulated points. CHIA has the final approval on all revised point split decisions.
5. In case of a vendor point "tie," selection priority will be based on when the booth was purchased in the prior year, and the company that purchased first will be sequenced ahead of the other. "Purchased" is defined as when the deposit was received by CHIA.
6. CHIA will work with vendors in an attempt to resolve any areas of conflict or disagreement regarding the vendor point policy decisions or the booth selection process. However, CHIA retains the authority to make the final decisions and rules.

Thank you for your continued support of the California Health Information Association membership and programs!