



## **Exhibitor Priority Booth Placement Program**

The BDNY Exhibitor Priority Booth Placement Program is designed to reward companies for their longevity in BDNY and overall support of the BD brand. Any company, who is exhibiting in the current show or has exhibited in any show since 2013, is qualified for priority placement.

BDNY will provide the opportunity for exhibiting companies to select booth space for the 2023 event during our priority space renewal process. Each exhibiting company will have the opportunity to select their own booth space, in accordance with the amount of priority points gathered, starting with the most points accumulated. As the show organizer, our goal is to support the exhibitors who have made BDNY a premiere event in the industry. The priority booth placement program is designed to create a fair and equitable process for assigning space for the trade fair, and also rewards companies for their investment and participation with the Boutique Design Group.

If you are unable to make your appointment time via phone or email, please let us know and we will select a space for you based on your needs. Please note that if you choose to not select a space during priority booth placement appointment time, we will assign the next company in order. Companies not selecting space during their official appointment time are eligible to select a booth at any future time up until all booths are sold.

**Standard rate:** \$67.00 per square foot, corners \$400 (Includes drayage)

**Premium rate:** \$95.00 per square foot, corners \$400 (Includes drayage and hard wall booth package)

**5x10 rate:** \$98.00 per square foot, corners \$400 (Includes drayage and hard wall booth package)

Every booth is required to pay the Enhanced Marketing fee of \$250.

- 1/3 deposit due: non-refundable payment upon receipt of invoice
- 2/3 due by March 31, 2023
- 100% due by June 30, 2023

### **POINT SCORING RUBRIC:**

Points are accumulated based on an exhibitor's level of participation with the Boutique Design Group and history with the show. Point totals are calculated and tracked based on the following:

- One point is awarded for each year of participation in the show
- One point is awarded for each booth booked in 2022, up to 4 points
- One point is awarded for every \$5,995 spent in 2022 with the Boutique Design brand including but not limited to BDNY sponsorships, advertising, BD Forums, Match Events, Gold Key Awards and any online or virtual products.
- Companies that have subsidiaries will earn credits as total spend for all companies
- Points are awarded for the current show only to companies in good standing.

## MERGER/ACQUISITION

- 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 each entity's best exhibit history, year-by-year. At no time, however, does the system allow for the combination of two or more companies' points. Please refer to the following example:

Example: Company A acquires the assets of Company B

	2016	2017	2018	2019	2020	2021	TOTAL	NEW TOTAL
Company A	<b>11</b>	<b>11</b>	<b>12</b>	<b>14</b>	14	18	80	89
Company B	0	11	12	14	<b>16</b>	<b>20</b>	73	0

The bolded points represent the best exhibit history, year-by-year and are added together giving the new point total of 84 to Company A. Company A would also receive the consecutive year points of company B which in the example above would add an additional 5 point to bring overall total to 89

- Only the contracted company/parent company will receive points. If a parent company chooses to have their "sister" companies contract separately, then the "sister" companies will accrue the points individually.
- Companies may not combine point totals to improve their standing unless they are separate divisions/units of the same parent company. This situation by definition would call for one company contact and one financial billing entity.
- Manufacturing Representatives may not combine companies they represent and choose space. Each individual company must stand on its own.
- BDNY management reserves the right to place pavilions and other companies prior to the start of priority placement process.
- BDNY management will do its best to take requests for certain companies to not be placed next to each other or in close proximity when possible. Companies will lower priority points total cannot dictate were a company placed prior to them goes.
- To take advantage of priority placement, companies must contract at time of appointment and place minimum required deposit.