



PIA Standard Operating Procedure SOP-315v.6
Parachute Industry Association Publications
July 11, 2012

1. General

SOP-315-v6 establishes exhibiting rules and outlines the process used for the assigning of exhibiting booth space for PIA Symposium events and defines the sub-committee's authority/responsibilities.

2. Purpose

The purpose of SOP-315-v6 is to ensure fair allocation of exhibit space(s) to Exhibitors at PIA's Symposiums. The Exhibitor Contract shall take precedence over the SOP.

3. Selection Information

During the application period, an exhibit area diagram will be made available on the PIA website (www.pia.com). This diagram will display the exhibit area layout and provide Exhibitors the opportunity to select the location of the booth space(s) where they would like to exhibit.

Application for exhibit space(s) shall specify the quantity of booths desired. The application form must be submitted during the initial application period (prior to the cutoff date) to be included in the first phase of booth allocation. This gives your company a greater chance of being assigned your preferred booth location. After the initial registration period, booth space(s) will be assigned on a first-come first-served basis. The PIA will attempt to honor all booth placement requests if application and payment are made within the stipulated time limit. However, the PIA reserves the right to make alternative placement. Offers made as to the location of space(s) are current policy and not a guarantee. The PIA's Symposium Chair or designee shall be the final authority in assigning space(s).

4. Booth Allocation Priority

Exhibitors who have submitted their registration *and complete payment* during the initial application period will be arranged into tiers based on their PIA membership status, etc. The following outlines the process of booth allocation priority.

Highest priority is given to Tier 1, followed by Tier 2, then Tier 3.

The following outlines Tiers 1 - 3:

- **Tier 1** – Sustaining and Full Members
- **Tier 2** – Affiliate Members
- **Tier 3** – Non Members/others

- 5. Parent Companies and their wholly owned subsidiaries can make application to be grouped.**
The Parent Company will submit a letter of application in writing to Symposium Headquarters, no later than 60 days prior to the initial application cutoff date. Letters should describe business relationships and/or ownership details that relate to the request, as well as any other pertinent information, and describe in detail the reason(s) for the request. Approval of requests is at the sole discretion of the Symposium Chair or designee with no recourse if denied. Final determination will be made in writing, no later than 30 days prior to the initial application cutoff date, so that applicants have sufficient time to complete the booth registration process. Each company will be required to purchase at least one booth. The booth rates will apply separately to each company in the groups (as if they were not in a combined group).
- 6. Exhibit Application / Payment**
Exhibit application may be completed online, or by faxing, mailing, or emailing the downloadable form. Exhibit space reservations will be accepted beginning at 10:00 am Eastern daylight time on the initial registration date. Application and *payment* must be *received* at Symposium Headquarters no later than midnight Eastern Standard Time on the initial registration cutoff date to be considered in the first phase of selection. Application will not be considered to be submitted until payment in full is received. Any exhibit reservation received prior to the start time/date specified will be moved to the end of the reservation stack for processing.
- 7. Exhibitor Conduct and Responsibilities**
Refer to the Exhibitor contract
- 8. Cancellations & Refunds**
Refer to the Exhibitor contract