



PIA SOP S-104-5

1. General

PIA SOP S-104 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 S-104 is to ensure fair allocation of Exhibit space to exhibitors at PIA's Symposiums. This SOP also outlines the responsibilities of the exhibitor and the guidelines that they are to operate by via the associated exhibitor contract. It is important to note that each Symposium may have its own addendum of rules and regulations to allow for various scenarios and special requirements that may be necessary.

3. Selection Information

During the registration 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.

Applicants will complete the registration form and choose up to six sets of booth location(s), and specify their selection in order of priority from 1 – 6 (*1 being the highest priority*). The registration form must be submitted during the initial registration 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. The initial allocation of booth space will be determined using the following Booth Allocation Priority system. After the initial registration period, booth space will be assigned on a first-come first-served basis, with no regard to PIA membership or "points".

4. Booth Allocation Priority

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

1. Highest priority is given to Tier 1, followed by Tier 2, then Tier 3.
2. Priority within each Tier is based on the total number of points earned in the various point categories. Any ties will be broken by random selection.

The following outlines Tiers 1 - 3:

- **Tier 1** - Exhibitors with two years or more PIA membership.
- **Tier 2** - Exhibitors with less than two years of PIA membership.
- **Tier 3** - Exhibitors officially "stripped of points" by the Symposium Committee, due to Symposium rule infraction(s) at the most recent Symposium exhibited at.

The following outlines how points are awarded: (Note: there is no cap on the total number of points you can earn.)

- **Point category 1** - Years of PIA membership: Three points for each year of Sustaining membership, plus two points for each year of Full membership, plus one point for each year of Affiliate membership. (*Years of uninterrupted, continuous membership*).
- **Point category 2** - Number of years a PIA member representative chaired a committee or served as an officer: Six points for each year position held. (*Only six points per year, regardless of number of positions held by the member company.*)
- **Point category 3** - Number of regular and special meetings attended: Three points for each meeting. (*Note, does not include any committee meetings.*)
- **Point category 4** - Number of uninterrupted years exhibiting at a Symposium: Five points for each Symposium. *Note: International (non-US) Symposiums are counted for points purposes, but are not included in the determination of "uninterrupted".*
- **Point category 5** - Number of booths being rented at Symposium 2011: Ten points per booth.

5. Company Grouping

Companies that are full or sustaining members of PIA, that wish to be grouped together, will submit a letter of application in writing to Symposium Headquarters, no later than 60 days prior to the initial registration 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 exhibit selection sub-committee, with no recourse if denied. Final determination will be made in writing, no later than 30 days prior to the initial registration cutoff date, so that applicants have sufficient time to complete the booth registration process. Upon approval of application, the company with the most points in the highest priority tier will act as the spokesman/single point of contact for the entire group, including the submitting of all individual company applications and payments. That company's priority tier and points will be used for booth allocation priority purposes for the entire group. 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 Registration / Payment

Exhibit registration may be completed on-line, or by faxing, mailing, or emailing the downloadable form. Registration and *payment* must be *received* at Symposium Headquarters no later than midnight Eastern time on the initial registration cutoff date to be considered in the first phase of selection. Registration will not be considered to be submitted until payment in full is received.

7. Exhibitor Conduct and Responsibilities

Refer to the Exhibitor contract

8. Cancellations & Refunds

Refer to the Exhibitor contract