ESCRS Priority Points System for 2022 Events

Exhibition space is allocated based on a Priority Points System. Not only is this system deemed to be the fairest method of allocating space, it also offers a variety of avenues to promote individual companies. All exhibiting companies will be evaluated according to points earned. As corner booths and booths located close to entrances and catering points are frequently requested by companies, these spaces will be assigned according to priority points earned through support for ESCRS's events during the previous year (2021). and booking and payment dates in conjunction with the technical layout of the exhibition hall.

Points are earned through attendance at previous ESCRS exhibitions, advertising in Congress programmes, advertising in ET Today, sponsorship of the EuroTimes Satellite Education Programme and support for the other congress sponsorship opportunities.

Priority Points System - Rules & Regulations

Exhibition information for the following year's Meetings will be sent to participating companies after each Annual Congress. Deadlines for receipt of bookings and payments will be clearly indicated. The deadline for receipt of order forms in order to benefit from Priority Points earned in 2021 is <u>15 December 2021</u>. Each order form received will be assessed based on the number of Priority Points accumulated by the company at the previous year's events. To take advantage of the Priority Points they have earned, companies will be required to submit their signed order forms by a specified deadline.

Bookings received after the deadline will be allocated space on an open first come first served basis once the initial booth space assignments have been completed. The points system will not be applied to any applications received after the deadline.

100 bonus Priority Points for the *following* year's events will be awarded to all companies who submit their order forms in advance of the deadline AND who settle their invoice within 30 days of receipt thereof.

Where companies receive equal points and request the same amount of space, priority will be given to those companies who have exhibited at the three previous congresses. Where this

applies to several companies, space will be assigned on a first-come, first-served basis, based on the dates the booking forms were received by the Congress secretariat.

Where companies have no points, space will also be assigned on a first-come, first-served basis, based on the booking dates.

Points gained from the purchase of exhibition space will not be allocated to companies until the beginning of the following year, i.e., companies that exhibit in 2022 will earn points for the 2023 Meetings.

Points are allocated per twelve-month period, running from January to December each year. Points do not accumulate from year to year and cannot be carried forward.

Companies wishing to have adjacent or shared space must submit their requests to escrs.sponex@mci-group.com. Please note that requests for placement near to or away from other exhibiting companies may limit positioning of booth spaces. Please remember to include your requests when booking as it may not be possible to change booth space location at a later stage. Please also note that while we will endeavour to accommodate all reasonable requests this may not always be possible.

If you require further information, or would like to know the number of points accrued by your company, please contact escrs.sponex@mci-group.com

Priority Points system short summary

Action	Number of Priority Points awarded
Each €1,000 of sponsorship or exhibition spend with ESCRS during previous year.	1 point
Receipt of order form in advance of booking deadline and payment of invoice within 30 days of receipt thereof.	100 points (applied to following year's events)
Completion of the post-event evaluation survey in advance of deadline.	25 points (applied to following year's events)