



Houston Safari Club Foundation (HSCF) Exhibitor Priority Point System

Effective Convention 2018, the HSCF Exhibitor Priority Point System was launched as the exhibitor booth location assignment method used to determine placement at HSCF's annual Convention. This system allows exhibitors an incentive to participate annually as well as the opportunity to continually improve their priority point ranking. Additional annual points are awarded to exhibitors providing support for HSCF in other areas.

Process for Assignment

1. Exhibitors will be given priority, regarding their booth location requests, based on the highest number of points and practical availability.
2. A completed booth space contract, with 50% deposit (minimum), must be submitted prior to or at the time of booth assignment. The balance must be paid by the designated deadline.
3. Booth location preferences and requests for proximity to other companies will be considered and honored whenever possible.
4. Booth assignments will be made by the HSCF Convention Committee.
5. Earned points are not a guarantee of participation.
6. HSCF shall assign exhibit space on an annual basis only and does not imply that the same or similar space will be held or offered for future shows.
7. All terms and conditions of the HSCF Exhibitor Agreement apply.

Exhibitor Assignment Process by Category

1. Priority/Returning Exhibitors
 - a. Must submit an Exhibitor Application and Contract and 50% deposit by May 31st.
 - b. Booth assignment notifications will be completed by September 30th.
 - c. Exhibitor location will be assigned based on availability at the time of exhibitor's priority.
 - d. Once exhibitor has selected their exhibit location, the booth will be assigned.
2. Wait List Exhibitors and Returning Exhibitors Not Meeting Application Deadlines
 - a. Wait List exhibitors and priority exhibitors, who submit their contracts after May 31st, will be assigned on a first-come, first-served, space-available basis (after all HSCF Priority exhibitors who have submitted contracts by the May 31st deadline have been assigned).
 - b. Booth assignment notifications for these groups will be completed by September 30th.



Priority Points System

Means of Points Achievement	Achievement Value
Exhibit at the annual HSCF Convention. All exhibiting companies earn points per year for exhibiting, regardless of the exhibit size and/or location.	1 point per dollar of paid booth fees, beginning Convention 2018. Points will be awarded following the conclusion of each convention.
Provide an accepted auction or raffle donation item for HSCF's Convention fundraising activities	1 point per dollar of net return per donated item (net = final bid amount collected less any Exhibitor rebate(s)), beginning Convention 2018. <i>Points do not apply to the value of the donation-only the net return.</i>
Corporate Sponsor, Convention Sponsor or Convention Underwriting Sponsor.	1 point per dollar of paid Sponsorship for that calendar year, beginning calendar year 2017.
Purchase advertising in HSCF's publications.	1 point per dollar of paid advertising (Hunter's Horn, Bush Telegraph, Auction Catalog, Membership Directory) beginning calendar year 2017.

Example scenario (1): 2018 Convention/LEGACY Exhibitor

- A Legacy exhibitor that has participated for the last 15 years will receive 45,000 baseline points (3,000 points x 15 years): 45,000 points (a onetime award)
- The exhibitor buys a 2018 10x10 Convention booth at \$1,750: 1,750 points
- The exhibitor provides a 75% donation for a hunt valued at \$10,000. The hunt sells at auction for \$10,000: \$10,000-\$2,500 rebate= \$7,500 net: 7,500 points
- The exhibitor sponsors a Convention package valued at \$2,500: 2,500 points
- The exhibitor purchases advertising valued at \$700: 700 points
- Total points accumulated: 57,450 points.

Example scenario (2): 2018 Convention/NEW or First Time Exhibitor

- The exhibitor buys a 2018 10x10 Convention booth at \$1,750: 1,750 points
- The exhibitor provides a 75% donation for a hunt valued at \$10,000. The hunt sells at auction for \$10,000: \$10,000-\$2,500 rebate= \$7,500 net: 7,500 points
- The exhibitor sponsors a Convention package valued at \$2,500: 2,500 points
- The exhibitor purchases advertising valued at \$700: 700 points
- Total points accumulated: 12,450 points.



Rules and Regulations

Not Exhibiting Consecutively Year To Year

- If an exhibitor misses a year of exhibiting yet continues to support HSCF through other previously mentioned efforts, they will receive those sponsorship points.
- If two consecutive years are missed, an exhibitor will be removed from the priority list and forfeit all points. If an exhibitor wishes to return after missing two or more years, the exhibiting company will be considered a new exhibitor should they decide to return.

Space Assignment for New Exhibitors

- New companies will be assigned on a first-come first-serve space available basis after priority space assignments have been completed.
- Submittal of contracts and/or deposits does not guarantee that space will be assigned.

Deductions of Priority Points

- Any exhibitor who has not paid their balance in full by the due date: forfeiture of 10% of the points accumulated.
- Exhibitors who vacate or dismantle their booth prior to show closing: forfeiture of 10% of the points accumulated.
- Breaking HSCF booth construction policy: forfeiture of 10% of the points accumulated.
- Unethical conduct in the Exhibit Hall: at the discretion of HSCF- point deductions, possible removal and exclusion from future events.
- Violation of any terms and conditions outlined in the HSCF Exhibitor Agreement: at the discretion of HSCF - point deductions, possible removal and exclusion from future events.

Mergers and Acquisitions Involving Exhibitors

- Mergers and acquisitions: If two companies have merged, the company with the higher number of points will have its points applied.
- Spin-offs: the parent company and the spin-off company will each receive points for prior participation, divided equally.
- Co-ventures: Points will be evaluated on a case-by-case basis for companies sharing a booth space one year and exhibiting separately in subsequent years
- Points are non- transferable from one company to another in the case of non-affiliated exhibitors.



Baseline Effective Convention 2018

Points for Legacy Exhibitors will be awarded at the initiation of this program only. *These Legacy points will serve as baseline points beginning Convention 2018 and are a one-time award.* For each year an exhibitor has exhibited, prior to 2018, points will be applied as follows:

- 0-10 years: 1,500 points per year exhibited
- 11-15 years: 3,000 points per year exhibited
- 16-20 years: 4,500 points per year exhibited
- 21+ years: 6,000 points per year exhibited

In the instance Legacy Exhibitor points are equal for two or more exhibitors, the achievement points obtained from other areas will be considered. Should points still be equal after that calculation, order of assignments will be made by random drawing.

Disclaimers

Houston Safari Club Foundation (HSCF) reserves the right to change any of the terms, conditions or policies of this program, at any time, in its sole discretion. If HSCF decides to change the terms of the program, a new version will be published. Any such changes will be effective upon publishing the revisions. An Exhibitor's continued participation in the program following publishing of any changes constitutes their acceptance of such changes.

Houston Safari Club Foundation reserves the right to discontinue this Priority Point System at any time without notice.

Houston Safari Club Foundation reserves the right (regardless of point status) to assign booth locations, at its discretion, to maximize the selling experience for its vendors and the consumer experience for its attendees.

All exhibitors and their personnel will be held accountable for following the rules of this program and the guidelines as stated in the HSCF Exhibitor Agreement. Failure to comply with the rules and regulations of this Priority Point System and/or the guidelines of the HSCF Exhibitor Agreement may result in the loss of all priority points, at the discretion of Houston Safari Club Foundation.