

# EXHIBITOR PRIORITY POINT SYSTEM



The Houston Safari Club Foundation (HSCF) Exhibitor Priority Point System is the method by which exhibitor acceptance and booth placement is prioritized for HSCF's annual convention expo. This system provides exhibitors the opportunity to improve priority ranking by supporting HSCF's mission through participation, donations, sponsorship, and advertising.

## PRIORITY POINT SYSTEM PROGRAM GUIDELINES

1. Exhibitors will be given priority for booth placement and location requests, based on the highest number of points and practical availability.
2. A completed exhibitor application and 50% deposit (minimum) must be submitted by July 1st.
3. The balance must be remitted by September 1st. See the HSCF Exhibitor Application and Contract for additional information and deadlines.
4. Booth assignments will be determined and communicated by August 1st.
5. Booth location preferences and requests for proximity to other exhibitors will be considered and honored whenever possible.
6. Exhibitor acceptance and booth placement will be determined by the HSCF Convention Committee.
7. Earned points are not a guarantee of participation.
8. HSCF shall assign exhibit space on an annual basis only. Placement does not imply the same or similar space will be reserved or offered for future events.
9. Any application received after the May 31st deadline, regardless of priority points, will be placed on the wait list. Wait list exhibitors will be assigned at HSCF's discretion, based on availability.
10. New exhibitors whose application is received by the deadline will be considered for placement following the completion of priority booth space assignments, at HSCF's discretion. Submittal of an agreement and/or deposit does not guarantee an assignment of space.
11. Exhibitors who do not apply to participate in HSCF's convention for one (1) year yet continue to support HSCF through other offerings (donations, sponsorship, etc.), will receive priority points for those efforts.
12. Exhibitors who are wait listed will maintain their priority points and will receive priority points for any donations or sponsorships.
13. Deduction or Loss of Priority Points
  - a. Exhibitors are subject to forfeiture of ten percent (10%) of accumulated priority points under the following conditions:
    - i. Deposit or balance not paid in full per established deadlines.
    - ii. Vacating or dismantling a booth prior to the conclusion of an event.
    - iii. Non-compliance with HSCF's booth construction guidelines or exhibitor rules and regulations.
  - b. Exhibitors who do not apply to participate in HSCF's convention for (2) consecutive years will forfeit all accumulated points. If an exhibitor wishes to return after missing two (2) or more years, they will be classified as a new exhibitor. This provision does not apply to wait list exhibitors.
  - c. If an exhibitor violates any terms and conditions as outlined in the HSCF Exhibitor Agreement or if unethical conduct by an exhibitor is observed on any HSCF convention host property, the exhibitor may be subject to priority point deductions, loss of all priority points, removal from the event, and exclusion from participating in all future HSCF events, at the discretion of HSCF.

14. Mergers and Acquisitions
  - a. If two companies have merged, the company with the higher number of priority points will have its priority points applied.
  - b. Spin-offs: The parent company and the spin-off company will each receive priority points for prior participation, divided equally.
  - c. Co-ventures: Priority points will be evaluated on a case-by-case basis for companies sharing a booth space one year and exhibiting separately in subsequent years.
  - d. Priority points are not transferable from one company to another in the case of non-affiliated exhibitors.
15. Cancellations and No-Shows
  - a. Exhibitors who have paid the full balance due for booth space, yet must cancel due to an unforeseen, legitimate reason and have notified HSCF of such, may receive priority points for that year, at the discretion of HSCF.
  - b. Exhibitors who have been assigned a booth space but are “no-shows” for the expo will not receive priority points for that year.

## PRIORITY POINT SYSTEM AWARDS

- One (1) point for every \$1,000 in paid booth fees.
- One (1) point for every \$1,000 of net revenue generated from the auction (live) of a donated experience, product or service.
- One (1) point for every \$500 in value of a donation for silent auctions, raffles, games or other fundraising methods.
- One (1) point for every \$1,000 convention donation, convention sponsorship/marketing or other sponsorship (corporate, etc.) donation.
- One (1) point for every \$1,000 in general advertising (Hunter’s Horn magazine, Bush Telegraph newsletter, Hunting Matters podcast).