

SECO Exhibits Priority Points

As of April 7, 2020

The following Point System will be utilized for determining order of selection of SECO exhibit space for the next SECO following the current year.

SECO will award 10 points for each year a company has exhibited with SECO, beginning with SECO 1998, plus the addition of temporary points for their total spend for the current year, combining exhibit, sponsor, and grants.

- Exhibiting Companies will earn both **Historical** and **Temporary** points within the Point System
- **Historical Points** = 10 points per year for exhibiting. These points are cumulative and stay forever with the company in the Point System.
- **Temporary Points** = 1 point earned per 10'x10' booth space PLUS points for participation in all other areas' companies may support SECO:
 1. Corporate Support (Partners)
 2. Promotional Program
 3. Educational Grants
- **Temporary Points** are not cumulative and are only utilized for determining booth space selection order for that year's booth sales and are deleted from the Point System totals once booth space selection order is determined. For example, if a company earned 50 temporary points for dollars spent on SECO 2020 Promotions and Grants, once booth space selection order is determined for SECO 2021 these 50 points are no longer included in the point system. Only the 10 points per year of exhibiting within the Historical points are kept in the point system year to year.
- **Temporary points** across Corporate Support, Promotional Program, and Education Grants will be calculated by using the common denominator of the cost of a 10'x10' booth space, or \$3,000.
For Example: Company "123ABC" spent \$28,000 in the Promotional Program and \$150,000 in Corporate Support which would total 59.3 or 59 points in the Temporary Point System.
Calculation:
 $\$28,000 + \$150,000 = \$178,000$
 $\$178,000 / \$3,000 = 59.3$ or 59 points
- **Mergers:** Companies are not allowed to combine Historical Point Totals. When two companies merge or one company acquires another, the company with the highest Priority Point Total will retain the use of this number and the company with the lowest Priority Point Total will forfeit its Point number. Please note: Exhibiting companies must notify the Exhibits Department in writing at exhibits@secostaff.com of any mergers or acquisitions in advance of booth space selection appointments.
- **Acquisitions:** Parent companies that complete acquisitions of additional brands and are exhibiting with two or more of the parent company brands, will use the highest number of historical points of an individual brand and an aggregate of temporary points from all brands. For example: If Parent Company Alpha1 exhibits with Beta2, the highest historical points of 24 years is Beta2, 240 points (10x24) + the aggregate of temporary point for Alpha1 and Beta2 will be added to the 240 base points. Please note: Exhibiting companies must notify the Exhibits Department in writing at exhibits@secostaff.com of any mergers or acquisitions in advance of booth space selection appointments.
- **Loss of Points:** Any exhibiting company who does not exhibit with SECO for two consecutive years will forfeit all historical points. Should the company return after that two-year period then they will start accumulating points from zero.
- **Point Award:** SECO will calculate the historical points and current year temporary points (45) days prior to current year open date of Optometry's Marketplace™ to determine priority for booth selection for the following years event.

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- **Tie Breakers:** If the total points between exhibitors are equal, a tie breaker will be decided by the following:
 1. Specific booth space requested; the exhibitor requesting the larger \$/square footage will select first.
 2. Date completed application is received by SECO (if after pre-sales period)
 3. Continuity of years exhibiting
 4. Number of years exhibiting
 5. Alphabetical Order by Parent Company name