National Funeral Directors Association

Exhibitor Point System
2005 Chicago Style

NFDA chicago style
2005 NFDA Convention & Expo ~ October 2-5

NFDA has developed a point system that will be used in assigning booth spaces in 2005 and beyond. The size of NFDA's expo has grown tremendously over the past few years resulting in a need for a more systematic approach when assigning booth spaces. Therefore, the following point system takes into account the criteria that will be used in priority booth placement:

1) Receipt of contract and FULL payment by the priority deadline of April 29 (after this date, the booths will be assigned on a first-come, first-served basis)
2) Size of booth
3) Advertising in ***The Director*** and the ***Convention Souvenir Program & Expo Buyer's Guide***
4) Sponsorship/NFDA Partnership Program support
5) Length of Time for Repeat Exhibitors

The point system will help determine which exhibitor receives a booth space that is highly requested by numerous exhibitors, based on the most points. The point system will ensure that the booth assignment process is fair and equitable for all exhibitors. **Make sure your advertising schedule and sponsorship support is reserved NOW to ensure that you receive all of your points. Every point matters!**

These are the areas that would receive points:

- Priority Deadline with Full Payment — 2 points

- Size
  - 10 x 10/8 x 10 — 1 point
  - 200 to 400 sq ft — 2 points
  - 500 sq ft and up — 3 points

- Advertising Size and Frequency (*The Director* magazine and Convention Program)
  - *The Director* - Less than 6 ads — 1 point
  - 6 ads and more — 2 points
  - Convention Program — 1 point

- Sponsorships/NFDA Partnership Program
  - Sponsorships - Under $5,000 — 1 point
  - $5,001 and up — 2 points
  - NFDA Partnership Program
    - $5,000 — 1 point
    - $10,000 — 2 points
    - $20,000 — 3 points
    - $40,000 — 4 points

- Length of Time for Repeat Exhibitors
  - 2-5 years — 1 point
  - 6-10 years — 2 points
  - 11-20 years — 3 points
  - 21 years plus — 4 points

IMPORTANT REMINDER: After the priority space deadline of April 29, 2005, all booths will be assigned on a first-come, first-served basis. Full payment must be included with the signed exhibitor contract before a booth space will be assigned. No exceptions!