



Exhibitor Priority Point System

Welcome! Thank you for your interest in exhibiting at the Midwest Poultry Federation Convention (MPF). We are excited to walk you through the priority point system that assists in the booth selection process and helps maximize your participation.

NOTE: This will be based on points accumulated from the 2020 show.

Exhibitors accumulate Priority Points in four ways:

1. For consecutive years exhibiting at the MPF show
2. Exhibit booth size
3. By purchasing Sponsorship opportunities for the MPF show
4. By donating to the Louis C. Arrington Education Fund

How are Priority Points accumulated for the purchase of Exhibit Space?

Each MPF exhibitor is credited with ten (10) priority points for each consecutive year exhibiting at the MPF convention, plus one (1) point for each 100 square feet of exhibit space.

How are Priority Points accumulated for Sponsorship Opportunities?

Points will be awarded to current Exhibitors only for sponsorship dollars spent with MPF on the following dollar volume scale: For the first \$500 - \$999 spent on sponsorship at the MPF convention, five (5) points will be awarded. For each additional \$500 spent, one (1) additional point will be awarded. Points are awarded on a sliding scale in increments of one (1) point per \$500 spent. Sample scale below:

Amount Spent

Priority Points

\$500 - \$999 =	5
\$1000 - \$1499 =	6
\$1500 - \$1999 =	7
\$2000 - \$2499 =	8
\$2500 - \$2999 =	9
\$3000 - \$3499 =	10
\$3500 - \$3999 =	11
\$4000 - \$4499 =	12
\$4500 - \$4999 =	13
\$5000 - \$5499 =	14
\$5500 - \$5999 =	15
\$6000 - \$6499 =	16
\$6500 - \$6999 =	17
\$7000 - \$7499 =	18
\$7500 - \$7999 =	19
\$8000 - \$8499 =	20

\$8500 - \$8999 =	21
\$9000 - \$9499 =	22
\$9500 - \$10,000 =	23

How are Priority Points accumulated for donating to the Louis C. Arrington Education Fund?

The Midwest Poultry Federation (MPF) has established the Louis C. Arrington Education Fund as a way to encourage and guide students toward a career in the poultry industry. The fund may be used in a variety of ways, including but not limited to scholarships, events to encourage student participation at the MPF Convention, and other expenses that may occur to assist students with their career choices in poultry. The fund will consist of net revenue from the annual MPF Convention as well as donations from poultry and allied companies, which help maximize the impact of program.

Points will be awarded to current Exhibitors only for donations made to the Louis C. Arrington Education Fund on the following dollar volume scale: For the first \$500 - \$999 donated, five (5) points will be awarded. For each additional \$1000 donated up, an additional five (5) points will be awarded. It will be capped at \$10,000 & 50 points. Refer to scale below:

<u>Amount Spent</u>	<u>Priority Points</u>
\$500 - \$999 =	5
\$1000 - \$1999 =	10
\$2000 - \$2999 =	15
\$3000 - \$3999 =	20
\$4000 - \$4999 =	25
\$5000 - \$5999 =	30
\$6000 - \$6999 =	35
\$7000 - \$7999 =	40
\$8000 - \$8999 =	45
\$9000 - \$10,000 =	50

What happens if a company buys an additional booth, increases/reduces booth size, buys new or additional sponsorship package or contributes to the Louis C. Arrington Education Fund?

Each company will receive full credit for any changes/additions that positively or negatively impact the point total. We will update each company's priority point total before each MPF Convention space selection process.

Can my company lose its Exhibitor Priority Points?

- Points are deducted for violations of the rules & regulations (i.e. not completing set up on time, dismantling earlier than closing time, not staffing your booth).
- Two consecutive absences from exhibiting at the MPF Convention will result in loss of all accrued priority points.

What happens in the event of a tie?

In the case of a tie, the size of the booth space requested dictates the order of space assignment selection, followed by the date of which the application and initial deposit is received.

What happens to priority points if a company goes through a Merger/Acquisition?

During a merger or acquisition, points cannot be combined. The highest number of earned priority points by the parties involved will be utilized for space selection.

For more information, contact Teresa Sorenson, Events/Exhibits Manager, at tsorenson@midwestpoultry.com or 763-682-2171.