



## **SPE/ICoTA PRIORITY POINT SYSTEM**

The SPE/ICoTA Priority Point System has been established to recognize exhibitors who have contributed to the success of the SPE/ICoTA Coiled Tubing & Well Intervention Conference & Exhibition, (CTWI). The new Priority Point System provides a fair and equitable space assignment process by assigning space based on an exhibitor's previous participation since 1998.

All companies that have exhibited one or more years at CTWI have earned a Priority Number. All exhibitors having participated at CTWI have earned an annual point award of ten (10) points. This annual point award rewards exhibitors with an incentive to continue participating annually as well as the opportunity to improve their priority point ranking. In order to maintain the established priority number, exhibitors must contract directly in the future with SPE/ICoTA and participate every year. If an exhibitor chooses not to exhibit one year but returns the following year, the exhibitor will return with 50% of his priority points. If an exhibitor does not participate for two consecutive years, the original priority number will be forfeited. Should that exhibitor return the following year, they do so with starting priority points of zero.

All priority exhibitors will be notified, in writing and by email or newsletter reminders, of the Space Assignment process. Based on the final outcome of CTWI each year, the next year's Priority Point Listing is made available on the CTWI official website in priority point order and alphabetical order by exhibitor.

### **Frequently Asked Questions**

#### **How is space assigned?**

- Priority space assignments will take place onsite at CTWI. An appointment schedule will be posted online prior to the 2019 event.
- Only companies submitting signed contracts by the published priority number deadline are eligible for space assignment by Priority Number.
- Companies submitting contracts deposits after the published deadline will be assigned on a first-come first-served space available basis after all priority exhibitors have been assigned.
- Space will be assigned beginning with the exhibitor holding the highest number of points thus creating the lowest Priority Number (beginning with 1, 2, 3, etc.) and will continue until all received contracts have been assigned.
- New companies submitting contracts will be assigned on a first-come first-served space available basis after all priority exhibitors have been assigned at their scheduled appointment times.
- SPE/CTWI show management shall assign exhibit space for the period of the current year only and does not imply that the same or similar space will be held or offered for future shows.
- The floor plan is always subject to change.

#### **How are points awarded?**

- All exhibiting companies earn ten (10) points per year for exhibiting, regardless of the exhibit size and/or location.
- Additional annual points are awarded for exhibitors who participate in any of the official CTWI advertising and sponsorship opportunities for purchases made directly with SPE/ICoTA on the following scale:
  - 700 – 1,200 USD spent earns 1 point
  - 1,201 – 3,000 USD spent earns 2 points
  - 3,001 – 7,500 USD spent earns 3 points
  - 7,501 – 10,000 USD spent earns 4 points
  - 10,001 – above USD spent earns 5 points
  - Conference Sponsorship earns 15 points
  - Outdoor Rig Sponsorship earns 15 points

### **What if an exhibitor decides not to participate for one year?**

- To maintain an active Priority Number, an exhibiting company is required to participate every year. If one year is skipped, the exhibitor can return the following year with 50% of its points. If two consecutive years are skipped the exhibitor will lose all earned points.

### **How is space selection handled for multiple divisions?**

- For each Priority Number, only one (1) contract can or will be executable.
- Exhibiting companies may allocate specific portions of the contracted space to its divisions.
- Points will be awarded to the contracted exhibiting company.
- Should a division with no priority points of its own choose not to exhibit with the company name on the contract the next year, said division will enter the Priority Point System as a new exhibitor.
- If a division and the parent company have separate Priority Numbers and exhibit under separate contracts, space will be assigned according to each separate Priority Number.

### **What happens to earned points when two companies decide to exhibit together?**

- Companies are not allowed to combine Priority Point Numbers.
- The company with the highest Priority Number will retain the use of its Priority Number and the company with the lowest Priority Number will forfeit its Priority Number provided that a contract is not executed in its name each year.

### **What happens if a company decides to participate on their own?**

- Exhibiting companies who have been exhibiting with another company and who do not have a Priority Number will receive three (3) points for year each of participation, without skipping a year
- The individual company will be responsible for providing proof to SPE/ICoTA of participation with another company.

### **How are ties broken when more than one exhibiting company has the same Priority Point Number?**

- The date that the contract is received by SPE/ICoTA Show Management will determine priority.
- Should two contracts be received on the same date, the names of such exhibitors will be randomly drawn.

### **What happens to earned points if an exhibitor drops out of SPE/ICoTA?**

- Any exhibitor that does not participate will forfeit all earned points as stated below.
- An exhibitor that skips one year & returns the next will do so with 50% of its total points.
- After skipping 2 consecutive years, the exhibiting company's history will be erased and will be considered a new exhibitor should they decide to return to SPE/ICoTA.

### **How is space assigned for new exhibitors?**

- New companies will be assigned on a first-come first-served space available basis following the Priority Number Companies' assignments.
- If a contract is received prior to the established Priority Number deadline, assignment will be made after all priority number exhibitors have been assigned.
- Submittal of contracts and/or deposits does not guarantee that space will be assigned.

### **How do I know if the space assignment process is fair to all exhibitors?**

- All exhibiting companies are notified of the space assignment date and appointment schedule.
- Space assignments are conducted at the SPE/ICoTA Coiled Tubing & Well Intervention Conference in Richardson, Texas, in the presence of SPE/ICoTA Coiled Tubing & Well Intervention Conference Exhibit Management.
- Upon space assignment, a Booth Confirmation Notice is emailed to all exhibitors with complete details.

### **Who do I contact if I have questions regarding the Priority Point System?**

For additional information, please contact:  
Society of Petroleum Engineers' Exhibits Department  
222 Palisades Creek Drive  
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