PCA Exhibitor **Priority Points System**

PCA
PREMIUM CIGAR ASSOCIATION

PCA Points System

- **Definitions & Eligibility:** An exhibitor is any company that occupies an exhibit space at the PCA Annual Convention and International Trade Show.

- **Exhibitor:** PCA considers the company that contracts and pays PCA for the exhibit space to be “Exhibitor”.

- **Priority Points:** The sum of all earned points including **Room Block, History, Donation, Product HUB, Square Footage and Advertising/Sponsorship Points**

PCA
PREMIUM CIGAR ASSOCIATION

Room Block Points

Room Block Points are awarded based on the amount of room nights booked at the Venetian/Palazzo. This year, we have created a **new package** for exhibitors to get even more benefits when you stay at least 3 nights per badge allotted by your booth size. Exhibitors will receive **1 point per 1 room night** toward your 2022 booth selection.

- **Hotel rooms must be booked by June 15th, 2021**. If hotel rooms are cancelled after that date, you forfeit all corresponding priority points toward your 2022 booth selection. Reservations must be made through the PCA housing link to receive points. Points will be calculated based on audited room block reports provided by hotel(s).

PCA
PREMIUM CIGAR ASSOCIATION

History Points

History points are awarded to companies based on their years of participation in the PCA Annual Convention & Trade Show. Exhibitors accrue 15 History points per year. These are the only points that rollover year-to-year.

- **Example 1:** Company A has participated in the PCA Show for 10 consecutive years.
  - 10 years x 15 history points per year = 150 accrued history points to be rolled over and applied to priority points for the following year
- **Example 2:** Company B participates for the first time in the PCA Show
  - 1 year x 15 history points per year = 15 accrued history points to be rolled over and applied to priority points for the following year

PCA
PREMIUM CIGAR ASSOCIATION

Square Footage Points

Square Footage Points are awarded to exhibitors based on the amount of square feet contracted. An exhibitor will receive 5 additional square footage points for every 100 sq. feet of space purchased. These points reset every year.

- **Example 1:** Company A contracts a 400 square foot space.
  - 400 square feet x 5 square footage points per 100 square feet = 20 square footage points to be applied to priority points for the following year only.

- **Example 2:** Company B contracts a 1000 square foot space
  - 1000 square feet x 5 square footage points per 100 square feet = 50 square footage points to be applied to the priority points for the following year only.

PCA
PREMIUM CIGAR ASSOCIATION

Product HUB Points

Product Hub Points are awarded based on the amount of product sold and contributed toward the PCA.

- Exhibitors will receive 1 additional Product HUB point for every $25 contributed from their Product HUB offerings.

Donation Points

Donation Points are awarded based on the amount contributed toward the PCA.

- Exhibitors will receive 1 additional Donation point for every $25 contributed from their donation to the PCA.

Advertising & Sponsorship Points

Advertising and Sponsorship Points are awarded based on the amount of non-exhibit space spending. Exhibitors will get 1 extra advertising/sponsorship point for every $25 spent on PCA advertising or sponsorship.

- Advertise in all 3 PCA publications (Tobacco Retailers' Almanac, Trade Show Directory and PCA The Magazine) and you will get a 15% discount on all your advertising expenditures. You can participate for as little as $1,785. *In addition you will also get 30 additional Bonus Booth Selection Points*
- See all advertising & sponsorship opportunities at premiumcigars.org/advertising-opportuities/

PCA
PREMIUM CIGAR ASSOCIATION

Advertising & Sponsorship Points Continued...

PCA offers great opportunities to help exhibitors increase visibility and sales through Branding Sponsorships. Opportunities start for as little as $2,000.

Sponsorships examples include:

- Aisle Signs
- Show Bags
- Mobile Charging Stations
- *And many more!*

- Other benefits include signage at the trade show, sponsor recognition in the trade show directory, recognition on website, emails and social media, and dedicated emails sent to all retailers before, during and after the show!

PCA
PREMIUM CIGAR ASSOCIATION

How Priority Points are Reduced

- Any company that does not exhibit for a consecutive year will lose all of its history points.
- Any company that violates PCA's policy on "Suitcasing" will lose all accrued points.
- Exhibitors engaging in disruptive or harassing behavior is a violation of PCA's code of conduct and can result in loss of priority points, termination of exhibit privileges and barring from future trade shows.
- **Note:** If an existing exhibitor departs with a product line or brand, both organizations (the original, existing & the "new" product line/brand) receive the same history points. Aside from history points, each exhibitor must accrue their own square footage points and other priority point opportunities (advertising, sponsorship, etc.) When two companies merge (or one is acquired), the "new" or combined exhibitor retains the higher of the two companies Priority Points, not a combination of both.

Examples of Priority Point Accumulation

Company A

Priority Points:	50
History points:	100
Square Footage Points:	20
Mobile Charging	
Station Sponsorship x 2:	220
Total:	390

Based on priority points for the 2021 selection year, this would place Company A in the first **75 to be placed.** If they had invested an additional $1785 and benefited from advertising in all 3 publications, they would have received enough extra points to move them up to the top 50.

Company B

History Points	15
Square Footage Points:	50
Bag Insert Sponsorship:	140
Advertising:	451
Total:	656

Based on priority points for the 2021 selection year, this would place Company B in the **first 15 to be placed.**

PCA
PREMIUM CIGAR ASSOCIATION

Start Earning Priority Points Today!

- View all sponsor and advertising opportunities for #PCA2021 and start racking up priority points!
  - 2021 PCA Prospectus and Advertising Kit

PCA
PREMIUM CIGAR ASSOCIATION