



PCA PRIORITY POINTS

How to Earn Priority Points

Advertising and sponsorship points are awarded based on the amount of non-exhibit space spending. Exhibitors will earn 1 advertising/sponsorship point for every \$1 spent on PCA advertising or sponsorship.

Advertising and sponsorship expenditures earn exhibitors priority points which can be used to obtain an earlier booth selection time and a better location on the trade show floor. In addition to priority points earned by advertising and sponsorship with the PCA, exhibitors can earn points based on the amount of square footage contracted for the trade show, donations, and participation in the PCA Product HUB program.

\$1 = 1 point*

***PCA TRADE SHOW BOOTH POINTS**

Based on the size of the exhibit space.
40 points per 100 square feet (booths).

***POINT DEDUCTIONS**

- Companies not exhibiting for a year lose one-third of their historical points per year of non-participation.
- Violations such as “suitcasing” or disruptive behavior result in losing all points.