

DAC Priority Point Calculation

Priority points are accumulated through years of participation, amount of booth space, and advertising and sponsorship spend. There are four calculations used to determine each company's priority order.

- **Participation Points:** 10 points for each year
- **Booth Points - 2004-2018:** total number of years and quantity of booths occupied multiplied by .10
- **Booth Points - 2003 and earlier:** total number of years and quantity of booths occupied multiplied by .25
- **Sponsorship Points:** 2018 dollars spent on advertising and sponsorship opportunities multiplied by .0002

Two examples of the calculation process are below:

ABC Co. exhibited 1990-2018 and consecutively occupied 400 sq. ft. of space each year:
accrued points = **300.0**

- Participation = $29 \times 10 = \mathbf{290 \text{ points}}$ participating in 29 DAC exhibitions
- Booth Pts (2004-2018) = $15 \text{ (years)} \times 4 \text{ (booths)} = 60 \times 0.10 = \mathbf{6.0 \text{ points}}$
- Booth Pts Total (2003 and earlier) = $14 \text{ (years)} \times 4 \text{ (booths)} = 56 \times 0.25 = \mathbf{14.0 \text{ points}}$

XYZ Co. exhibited 2003-2018 and consecutively occupied 800 sq. ft. of space each year, and spent \$25,000 on advertising and sponsorship in 2018: accrued points = **179.0**

- Participation = $16 \times 10 = \mathbf{160 \text{ points}}$ participating in 16 DAC exhibitions
- Booth Pts (2004-2018) = $15 \text{ (years)} \times 8 \text{ (booths)} = 120 \times 0.10 = \mathbf{12.0 \text{ points}}$
- Booth Pts Total (2003 and earlier) = $1 \text{ (year)} \times 8 \text{ (booths)} = 8 \times 0.25 = \mathbf{2.0 \text{ points}}$
- Sponsorship Pts (2018) = $\$25,000 \times .0002 = \mathbf{5.0 \text{ points}}$

Please note: In the case of acquisitions and mergers, the priority status of whichever company had the best *cumulative* exhibit history will be used. The points from each company MAY NOT BE COMBINED.

Enclosed is the **Priority Number List for DAC 2019**, based on the above calculations as of May 17, 2018, for participation through DAC 2018. If you feel there is a discrepancy in your point total, please contact us immediately.

As a reminder, any exhibitor absent for two consecutive Design Automation Conferences will FORFEIT their accrued priority points. Any company wishing to re-join DAC as an exhibitor will begin accruing points as a new exhibitor.

Any exhibitor listed originally as a "Charter Member" and has not participated at DAC for one year will lose their Charter Member status. However, they will retain all points previously accrued if they have not been absent from DAC for two consecutive years.

Questions? Contact Hall-Erickson at exhibits@2019dac.com or call +1.630.434.7779.