

Rules regarding priority point calculation for the GCSAA Conference and Trade Show

Effective for 2023 Orlando booth selection

Priority points will be calculated for exhibitors as follows:

- Investments made in 2018 will receive 0.25 points per dollar
- Investments made in 2019 will receive 0.5 points per dollar
- Investments made in 2020 will receive 1 point per dollar
- Investments made in 2021 will receive 1.5 points per dollar
- Investments made in 2022 will receive 2 points per dollar
- **CHANGED FOR 2023** – GCSAA Conference and Trade Show hotel room block reservations from 2018-2022 receive 10 points per room sold/used (*previously 0.5 points per room night*)
- **NEW FOR 2023** – Loyalty bonus points for consecutive years exhibiting with GCSAA Conference and Trade Show (*formerly the Golf Industry Show*):
 - 5-14 consecutive years of exhibiting – 5,000 points
 - 15-24 consecutive years of exhibiting – 10,000 points
 - 25+ consecutive years of exhibiting – 15,000 points
- Point totals for all five years and hotel rooms are added together then divided by 1000 to give current priority point total

The following types of investments will be used to calculate priority points:

- All monies invested with GCSAA national organization March 1, 2018 through Feb. 28, 2022
- All monies invested with GCBA national organization March 1, 2018 through Feb. 28, 2022
- All monies invested with ASGCA national organization March 1, 2018 through Feb. 28, 2022
- All monies invested with the GCSAA Foundation March 1, 2018 through Feb. 28, 2022
- All hotel rooms sold/used through the official CTS housing agency March 1, 2018 through Feb. 28, 2022

CTS management has also added new rules to insure a smooth process for effective floor layout and booth selection:

- All booths 10,000 square feet and larger will be considered anchor tenants and will be placed on the trade show floor first, according to priority point position
- All booths 5,000 square feet to 9,999 square feet will select their booth space next, according to priority point position
- All booths 4,999 square feet and smaller will be ranked by priority point total and will select after all anchor tenants have been placed
- Companies may NOT combine square footage of separate, stand-alone booth spaces, whether subsidiaries or not, to become an anchor tenant
- If multiple subsidiary companies opt to choose at the same time, all booths will be placed based on the rank of the subsidiary with the highest point total
- If multiple exhibitors have the same point total, priority point order will be determined by date and time of booth space application submission

Show management will have the right to make all space assignments in accordance with the GCSAA Conference and Trade Show priority point system and current contract terms and conditions. Show management reserves the right to shift space assignments or refuse space after the contract has been signed, if necessary, for the overall good of the show. Show management will do everything possible to help exhibitors select the best booth location available but cannot guarantee that booth space will not be near a competitive company.

For questions about the above rules, priority point total, or booth selection processes please contact GCSAA Trade Show management at cts@gcsaa.org.