HITEC PRIORITY SPACE SELECTION PROCEDURES

PRIORITY POINT SYSTEM
The HITEC priority point system rewards longevity with the exposition. Space selection order is determined by the number of years a company has exhibited – one point is earned for each year.

Any company failing to exhibit under its name for two consecutive years loses all accumulated priority points. Also, a company does not earn a point if it exhibits under another firm’s name. Refer to the Exhibitor Guide for details on sharing and subleasing exhibit space.

If you have any questions regarding your priority point status, please call HFTP no later than May 15 to make certain any discrepancies are resolved prior to the selection process.

SELECTION OF EXHIBIT SPACE
Companies with Two or More Priority Points
2014 exhibitors with two or more points have the opportunity to select 2015 exhibit space in advance in order of priority from highest to lowest. Please note that historically, approximately 75% of exhibit space is reserved during priority selection.

For your convenience, exhibit space selection will be conducted by phone (three points and above) prior to your arrival at HITEC 2014. This will allow you to select space with the assistance of key company personnel. Last year, more than 50% of exhibit space was reserved during the phone process.

- The process begins in May with the highest point companies and we anticipate it will take approximately five days to complete. Companies with the same number of points will select in random order.
- Companies with two points will select on a first-come, first-served basis once notification and the 2015 Exhibit Space Commitment form are sent via email. There will be no phone appointment.
- A phone appointment time will be sent to the primary booth contact via email. The floor plan will be updated after each assignment so do not finalize your space selection until just moments before your appointment. This is very important.
- If the assigned appointed time is not convenient, a co-worker may select if you notify HFTP staff at least 24 hours prior to your appointment. We also can reschedule your appointment for a later time/date if desired. If you do not want to participate in this phase please notify HFTP staff as well.
- HFTP staff will call at your appointed time and you will have approximately ten (10) minutes to make your selection. Once your booth is assigned, your space commitment form must be completed and emailed or faxed within 24 hours to secure your space.
- An invoice and contract will be mailed to the booth contact in late August 2014 and a minimum 50 percent deposit will be due within 30 days, i.e. late September 2014. If you cannot pay the minimum deposit in September 2014, please do not select space during this process.
- Companies that choose not to select during this phase may do so on-site in Los Angeles on a first-come first-served basis at the 2015 Booth Selection counter at HITEC Registration, or by July 31 via phone or email.

Companies with One Priority Point
Exhibitors with one point may select 2015 exhibit space on-site in Los Angeles on a first-come first-served basis or by July 31, prior to promotion to the hospitality technology industry at large.

PRIORITY SELECTION RULES
Priority selection is available only to companies whose 2014 space is paid in full with a signed contract on file. Companies will have until July 31 to use their priority for 2015. After this date, exhibit space will be made available to any qualified vendor. A company may select exhibit space for its use only. The official sign for the exhibit space and all exhibitor name badges will indicate the name of the company selecting and contracting for the exhibit space. See the Exhibitor Guide for rules on transfer of priority points.