

## AACC PRIORITY POINT SYSTEM

AACC is implementing a **NEW** priority point system that will go into effect for the space selection process that will be held in Philadelphia for the 2017 event in San Diego. The AACC Priority Point System is based on a calendar year accrual system.

Priority points awarded for 2017 exhibit space selection are based on support provided to AACC in 2015.

Points awarded are based on a company's booth size and sponsorship spend at the 2015 AACC Annual Meeting & Clinical Lab Expo plus support dollars/donations provided to AACC during calendar year 2015.

**Two significant changes have been made which are designed to recognize and award your loyalty and commitment to AACC.**

- This new system will be accrual-based allowing companies to carry over points from one year to the next.
- Companies will also be rewarded for their loyalty to the AACC Annual Scientific Meeting & Clinical Lab Expo over the past 20 years earning one point for every year of participation.

### New Priority Point System:

- 1 point awarded for each year of exhibiting beginning in 1996 (maximum 1 point per year)
- 2 points awarded per 10'x10' Exhibit Space (starting in 2015)
- 2 points awarded per \$2,500 spent on Sponsorship, Advertising, Corporate Support, Grants, Awards, Donated Goods/Services (starting in 2015)
- 1 point awarded for booking hotel rooms in the Annual Scientific Meeting hotel room block (starting in 2015)

Total accrued Priority Points are cut in half if a company misses two consecutive years of exhibiting at the Annual Scientific Meeting and are wiped out if it misses three years in a row (starting in 2015).

### EXAMPLE

TOTAL PRIORITY POINTS EARNED IN CALENDAR YEAR 2015 PLUS PRIORITY POINTS EARNED FOR PARTICIPATION SINCE 1996	Points Earned
Company A exhibited in the past 9 AACC Annual Scientific Meetings (2007 through 2015)	9
Company A had a 10'x20' booth in Atlanta in 2015	4
Company A booked 10 rooms in the hotel room block in Atlanta in 2015	1
Company A provided \$5,000 in corporate support in May of 2015	4
<b>Total</b>	<b>18</b>

Company A earns a total of **18 points** for the 2017 space selection that will take place at the 2016 event in Philadelphia for the 2017 event in San Diego.

TOTAL PRIORITY POINTS EARNED IN CALENDAR YEAR 2016	Points Earned
Company A exhibited in the 2016 AACC Annual Scientific Meeting	1
Company A had a 10'x30' booth in Philadelphia in 2016	6
Company A spent \$9,500 in corporate support in March of 2016 and spends \$14,500 in sponsorship at the Philadelphia 2016 meeting	18
Company A did not book in the hotel room block in Philadelphia in 2016	0
<b>Total</b>	<b>25</b>

TOTAL PRIORITY POINTS ACCRUED FOR 2018 SPACE SELECTION	
Total priority points accrued through 2015. (Total is now carried forward)	18
Total priority points earned in calendar year 2016	25
<b>Total</b>	<b>43</b>

Company A now has a total of **43 points** accrued for the 2018 space selection that will take place at the 2017 event in San Diego for the 2018 event in Chicago.