

EXHIBITOR POINT SYSTEM

CONSUMER ATTORNEYS ASSOCIATION OF LOS ANGELES

28th Annual Las Vegas Convention

September 2-5, 2010

Venetian/Palazzo Resort Hotel Casino

The CAALA Exhibitor Point System is used to determine booth assignments for the Annual Las Vegas Convention.

Exhibitor points are awarded based on your participation with CAALA during the past 2 years. The more you participate throughout the year, the more points you will receive.

Points are given for affiliate membership, sponsorships, exhibiting, *Advocate* advertising and participation in special events.

When the points are tallied, companies are separated into three different tiers as follows:

1st Tier	Priority Plus Exhibitor	10 points or more
2nd Tier	Priority Exhibitor	5 - 9 points
3rd Tier	General Exhibitor	0 - 4 points

The tiers then determine which mailing group the company will be sent their exhibitor reservation forms. Each mailing is sent one week after the previous, so each tier has one week advance notice before other companies.

1st Mailing	Priority Plus Exhibitor
2nd Mailing	Priority Exhibitor
3rd Mailing	General Exhibitor + all Prospects

When booth reservation forms are returned, they are filed in order of the date and time received (i.e., first-come/first-serve), and separated into **Sponsor Booths** and **Exhibitor Booths**. Tie-breakers are determined by the company's total points (i.e., if two forms come in at the exact same time, the exhibitor with more points will be filed ahead of the exhibitor with less points).

All fully paid **Sponsor Booths** are assigned prior to the **Exhibitor Booths**, up to the published deadline. Thereafter, all booths will be assigned on a first-paid/first-assigned basis.

Booth preferences are used to help determine booth assignments in accordance with the Exhibitor's request as reasonably feasible. However, final booth assignments are made at CAALA's sole discretion.

When all booth preferences submitted by an Exhibitor are unavailable, CAALA will contact the Exhibitor to request new preferences before proceeding with the next booth assignment.

Once all booth assignments are made, CAALA will send an official booth confirmation letter to each Exhibitor.

Companies can request their current point total by contacting Kwedi Gipson - kwedi@caala.org.