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EXPO 2008

Space Allocation Information

Automation Conference, Training and Exhibition
14-16 October • Reliant Center, Houston

1 Space Assignment

ISA EXPO 2008 initial space assignments will be made in January 2008 from all completed Applications accompanied by the required deposit and received by ISA before 14 December 2007. ISA EXPO 2008 exhibit space will be assigned first to ISA EXPO 2007 exhibitors submitting their application and required deposit by 14 December 2007, in descending order of the amount of points accrued. If more than one company has the same amount of points, the company that returns the application and required deposit first will receive a higher priority.

Next, other priority companies that did not exhibit in ISA EXPO 2007 but have applied for ISA EXPO 2008 exhibit space, will be assigned space in descending point order. If more than one company has the same amount of points, the company that returns the application and required deposit first will receive a higher priority.

Any space available after the initial assignments will be allocated on a first-come, first-serve basis with priority given to ISA Corporate Associates.

2 Point Accrual

Points are accrued on the basis of one point per every 10 sq. ft. purchased. For example, a 100 sq. ft. booth would accrue 10 points for the amount of space purchased.

An additional 10 points are awarded for continuous participation from year to year.

3 Deadlines

- 14 December 2007—ISA EXPO 2008 application for priority space assignment and 25% payment.
- Month of January 2008—Space assignment meeting.

4 The Process

Space will be assigned to prospective ISA EXPO 2008 exhibitors according to the priority sequence outlined above. If all choices listed on an exhibit contract have been assigned, ISA will then assign (if possible) the next available space of the same size, rent and approximate location as indicated on the contract.

After assignment, ISA will mail each contracted company a copy of its initial contract, on which has been entered the assigned space number, its dimensions, balance due and the total cost. This copy, executed by ISA, constitutes a contract between the company and ISA for the assigned space. If a company wants a different location, size, etc., then they may contact ISA to discuss alternative booths.

Cumulative points remain on record for a company that participates in ISA's annual fall event at least once every two years. Any company not participating in ISA's annual fall event for two consecutive years shall lose priority status and that company's point total shall be zero.

5 Mergers and Acquisitions

In the event of a merger, the highest total points earned by either company will become the point total of the new corporate entity. This applies to any subsequent mergers as well: the new company will assume the point total of an acquired company if that point total is higher than its own. Future points are earned by the new company as a single exhibiting company. ISA must be notified in writing of all such mergers.

If an acquired company continues to rent space independent of the parent company, both companies will retain their previously accumulated points and earn points as separate exhibiting companies. These points will not be applied toward the parent company.

With all mergers, the company with the highest points will prevail. Points cannot be combined between companies that merge.

6 Helpful Hint

When an exhibitor's choices are unavailable, it is useful to know what the selection criteria are, such as location over size, corner versus in-line, island over peninsula configuration, etc. If you have specific booth requirements, please attach a note to your application describing which criteria should be considered in assigning your space.