

# SHOP.ORG

September 25-27, 2017  
Los Angeles, CA  
#shoporg17

## PRIORITY POINTS

NRF uses a priority point system (exhibit seniority) to conduct on-site space selection appointments during Shop.org 2017. The higher your points, the earlier your selection time will be to select space for Shop.org 2018, which mean the best chance of selecting your preferred booth location.

Priority Points are accumulated by:

### **EXHIBIT SPACE**

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5 points are earned for each 10 x 10 booth space rented at Shop.org.

### **SPONSORSHIPS**

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1 point is earned for every \$5,000 spent on Shop.org sponsorships.

### **MEMBERSHIP**

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5 points are earned for good member status at the time of the Shop.org 2017 show.

### **STORES MAGAZINE ADVERTISING**

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1 point is earned for every \$5,000.00 spent (monies paid in full) on advertising with STORES Magazine from August 1, 2016 to July 31, 2017.

Priority point confirmation letters will be sent approximately 4 weeks prior to the Conference. Space selection appointment times will be sent out approximately 2 weeks prior to the Conference. Exhibitors are encouraged to review this information carefully and notify Katie Coon by email at [coonk@nrf.com](mailto:coonk@nrf.com) if they feel there are point discrepancies. Discrepancies **MUST** be received by the date listed in the confirmation letter. Points **will not** be reviewed or changed after this date.