



PRIORITY POINT EXPLANATION	WESTERN ROOFING EXPO 2010 WSRCA's 36th Annual Convention & Tradeshow June 20-23, 2010 Paris-Las Vegas Hotel & Casino Las Vegas, Nevada
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Priority Points are used to determine the location of an exhibiting company's booth at the WSRCA convention. Priority Points will be accumulated over a three-year period. The convention of 1999 was the introduction of the new system. For 2010 we will be accumulating points from the years 2008-2009-2010. This means all areas below will be counted during those three years. Priority Points are based on dollars spent in the following areas:

1. Membership

•WSRCA Membership Exhibitors will receive 100% credit of dollars spent on membership dues for the past three years

2. Convention

•Previous Exhibit Years Each previous exhibitor will receive 100 base points for every year they have exhibited up to 1995. Example: Company A has exhibited since 1980, their base points for the years up to 1995 is 1500 plus regular priority points from 2008, 2009, 2010 are added to the 1500 for total points accumulated. These base points are never dropped off.

•WSRCA Exhibit Space Exhibitors receive 100% credit of nonmember dollars spent on exhibit space for the past three years (Explanation: A WSRCA member would pay the member price, but receive credit at a nonmember rate.)

•WSRCA Sponsorships Exhibitors will receive 100% credit of dollars spent on sponsorships for the past three years

•WSRCA Hospitality Parties Since exhibiting companies contribute to the overall attendance and activities of the convention by hosting hospitality parties, 5000 Priority Points will be given to each exhibiting company having a party on the designated Exhibitor Hospitality Night.

Why Sponsor?

Sponsorships are two-fold... it is the most cost effective means of advertising your company and sponsorships allow you to increase your priority points. Priority Points determine the booth location of an exhibiting company in the WSRCA convention. Recognition for each sponsored event will be included in the convention program, Voice of the West newsletter articles and Western Roofing Magazine coverage.

What to Sponsor?

Enclosed you will find a list of activities which are worth priority points. These points will increase your chances of receiving the booth location you have requested. It will eliminate the possibility of ties for booth requests.

When do I sign up for Sponsorships?

Sign up immediately before someone else gets there before you! Sponsorships are limited to one company unless otherwise indicated (e.g. 4@\$100.). If no indication of how many, then only 1 (one) company can sponsor that event. There are sponsorship opportunities for every size budget and \$1.00 can make a difference in receiving your booth request. Also, in order to receive full recognition of your sponsored event and to be included in the Convention program, you must have your sponsorship in prior to April of each year.

How to sign up for Sponsorships?

Use the enclosed sponsorship form and return it with your check (preferred) or credit card information to the WSRCA office or we can bill you on your exhibitor/membership account (which must be paid prior to June 1). If the event only has the opportunity for one exhibitor, then the date the sponsorship form and means of payment arrives will come into play. *Don't wait...SIGN UP TODAY!!!*

PRIORITY POINT TOTALS WILL BE FAXED TO ALL EXHIBITORS IN MAY