

IAAPA EXPO EUROPE



SENIORITY CALCULATION

As a collaborative effort between IAAPA staff and the IAAPA Manufacturers and Suppliers (M&S) Committee, we have endeavoured to create a system which recognises and rewards companies for their support of IAAPA events, across several different measurable indices.

Below are the specifics of the plan, and how the final seniority is derived from the calculations. These calculations are based specifically on your exhibit space for IAAPA Expo Europe in the current year, to determine your seniority for space selection for IAAPA Expo Europe next year.



[Example for Calculation](#)



[Additional Information](#)

[Click on the underlined number for more details.](#)
[Scroll up to the top of the PDF to return to the formula.](#)

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01

Exhibit Years x 2

Companies will receive **two (2) points for each year** of IAAPA Expo Europe participation. For example, if a company has contracted to exhibit in eight straight years (2018 to 2025), they would be entitled to 16 points.

If a company elects to skip **three consecutive years** of IAAPA Expo Europe participation, their 'Years Participating' value would revert to zero (0). So, starting in 2022, if a company has not exhibited at least once in three years -2023, 2024, 2025 - then their exhibiting history will revert to 0 for 2026 assignments.

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02

50% Global Exhibitor Bonus

If a company is a Global Exhibitor (they have reserved space for IAAPA Expo Europe 2025, IAAPA Expo Asia 2025, and IAAPA Expo Orlando 2025), and is current on exhibit space payments for all three, then the 'Years Participating' calculation above is multiplied by a factor of a 50% bonus.

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03

1 Point Per 9sqm Exhibit Space

Companies will receive **one (1) point for each 9sqm** reserved at IAAPA Expo Europe (in calculation, this is referred to as 1 booth).

Example A:

If Company “A” reserves, pays for and occupies a 3m x 3m exhibit space at IAAPA Expo Europe, they would be entitled to one (1) point.

Example B:

If Company “B” reserves, pays for and occupies a 6m x 9m exhibit space at IAAPA Expo Europe, they would be entitled to six (6) points. This point determination is calculated independently each year and does not carry over to future years’ Seniority calculations.

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04

3 Points For 5+ Consecutive Exhibit Years

If a company has supported IAAPA Expo Europe by exhibiting for five or more years **consecutively** (starting at or prior to 2021, continuing through IAAPA Expo Europe 2025) that company is eligible for +3 bonus points, to reward for consistent and long-tenured support.

PLEASE NOTE: if a company skipped one or more Europe Expos within the past 5 years, those 3 bonus points will only be added once this company's records again show 5 years of exhibiting in a row without a gap.

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05

0.2 Points Per Consecutive IAAPA Membership Year

A company will be awarded seniority points based on the number of consecutive years of IAAPA membership. This calculation is awarded a value of 0.2 points per year of membership.

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06

IAAPA Membership

Companies that are current IAAPA members in good-standing as of the date of the data being generated from IAAPA's databases are eligible to select before any company that is not a member in the Association. This is the first "sorting" criteria in the Priority Space Selection process.

TOTAL SENIORITY POINTS determine a company's **RANKING** on the **SENIORITY LIST**. The **SENIORITY LIST** is sorted by IAAPA membership status first (members before nonmembers) and then from the highest to the lowest **TOTAL POINTS**.



[Example for Calculation](#)

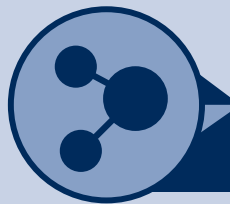


[Additional Information](#)

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Example For Calculation:

Company A has contracted to exhibit in IAAPA Expo Europe 2025 every year since 2016, has reserved a 6m x 9m exhibit space in the 2025 event, and has been signed up to exhibit at all three IAAPA events in 2025. They are also an IAAPA member and have been for ten (10) years. The calculation of their Seniority based on IAAPA Expo Europe 2025 information would be as follows:

	Number	Factor	Item Total
Number Of Years Exhibiting In IAAPA Expo Europe (EAS)	10	x2	20
Global Exhibitor Seniority Bonus	Yes	50%	10
Number Of Booths Reserved At IAAPA Expo Europe 2025	6		6
IAAPA Expo Europe (EAS) 5+ Consecutive Years Bonus	Yes		3
IAAPA Member Tenure (Consecutive Years)	10	x 0.2	2
Total Seniority Points			41

As an IAAPA member, they would automatically select before any nonmember, regardless of that nonmember's total Seniority Points.

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Additional Information:

- The criteria above are based upon the company's exhibiting status as of the date the information is generated.
- All information generated at the time of the Seniority List is based on the reserved and paid information of the current calendar year. Any changes subsequent to the list generation would impact a company's ability to select or retain a space reservation.
- Number of years is based on participation from 2006 through the current year. This was the year in which IAAPA began its affiliation with Euro Attractions Show/IAAPA Expo Europe.
- Should a company choose to dispute IAAPA's current or historical records used to determine Seniority Points, that company must provide physical evidence to IAAPA's satisfaction that IAAPA's records are inaccurate before any adjustments can be made to the Seniority calculations.
- Company must be current on all outstanding obligations to IAAPA to be able to select exhibit space, whether via Priority Space Selection or otherwise. These obligations include but are not limited to balances due for: exhibit space at past or current IAAPA events, dues, advertising or sponsorship fees.