

TOTAL PRODUCT EXPO

TPE
PRIORITY POINTS



WHAT ARE **PRIORITY POINTS?**

Each year TPE Exhibitors select booth space based on Priority Points from the previous year.

Booth sales and selection are open to returning exhibitors based on total priority points earned. Exhibitors with the most amount of priority points have priority in selecting prime booth real estate, both size and location.



PRIORITY POINTS EXAMPLE

Company Z (Booth Only)

20 x 20 Booth Space \$10,300

Total Spend \$10,300

Total Points 10

Company Z (Booth, Sponsorship & Advertising)

20 x 20 Booth Space \$10,300

Advertising \$1,500

Sponsorship \$2,000

Total Spend \$13,800

Total Points 14

A minimal investment in sponsorship and advertising can have a ***BIG*** impact on your booth selection!

Investing \$3,500 in advertising and sponsorship allowed Company Z to move up 23 places on the booth selection list.



PRIORITY POINTS OVERVIEW

Earn Priority Points through the amount spent on Booth Sq Footage, Sponsorships, and Advertising*.

\$1000 Spent = 1 Priority Point

The amount of priority points you accumulate will influence the order in which you select your booth location for the next TPE show!

If an exhibitor doesn't exhibit at TPE yearly, you will lose accrued points (lose half of your total points for the 1st year skipped, lose all of your points for the 2nd year skipped).

** Advertising with TPE or Tobacco Business*



PENALTIES IN PRIORITY POINTS

Non-Consecutive Exhibition at TPE

Failure to exhibit at TPE yearly will negatively affect your priority points as follows:

1st year missed : Reduction of priority points by 50%

2nd year missed: Loss of all priority points

Early Teardown Policy

Booths must remain intact, staffed and open for business until the close of show (Day 3, 4:00 PM). Show Management will document early breakdowns & assess penalties as follows:

1st offense: Warning & loss of 5 priority points

2nd offense: Forfeiture of future participation in TPE

WAYS TO ACQUIRE **PRIORITY POINTS**



Booth Space (Size)

Earn priority points (1 point for every \$1000) based on the total amount you spend on your booth square footage.



Branded Sponsorship & Marketing

Drive traffic to your booth with a strong presence at TPE with our unique branding opportunities. Examples include:

- **Window & Door Clings**
- **Show Bags & Inserts**
- **Billboards & Wall Clings**
- **And Much More!**
- **Floor Stickers**



Interactive Sponsorships

Increase engagement with your customers and your ROI by purchasing our unique and wide array of sponsorship packages!

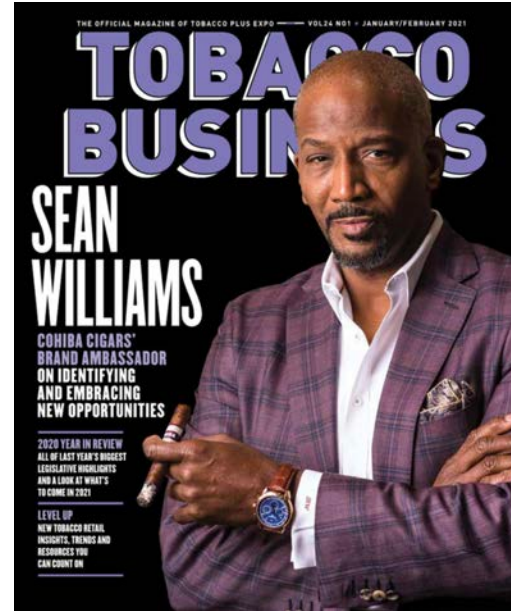
- Lounge Sponsorship
- Party Sponsorship
- Branded Photo Booth
- Product Spotlight
- Front & Center Vehicle Showcase
- And Much More!



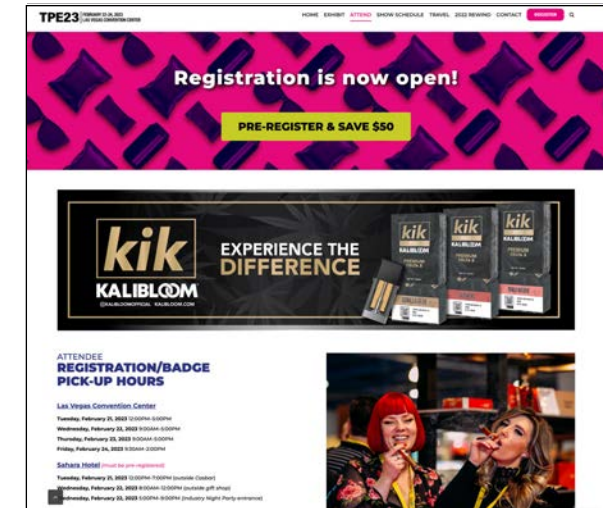
TPE & TMG Advertising

Take advantage of year-round advertising opportunities to increase global brand recognition with our industry known publications.

- Magazine Print Ads
- Online Banners
- Email Blasts
- Social Media Posts
- And Much More!



We have short-term solution and long-term plans to reach your marketing and sales goals, as well as a variety of options to get you in front of your target audience!



TPE24

From our unique show sponsorship opportunities to our widely read online and printed publications, we can help elevate your brand for years to come.

Ready to get started?

[VIEW SPONSORSHIPS](#)