

Exhibitor Priority Point

ATA Membership

10 Points: Current and paid ATA membership (account must not be in arrears)

ATA Exhibit Application

1 Point: Signed contract for exhibit space with a deposit of 25% or more for the following year ON SITE at the preceding event. An ONSITE registration is one that is considered as having occurred between the exhibit dates. It will be ATA SOP the payment must be entered at the time of registration. If the payment is provided at any other time the points will not be earned. Any cancellation or change is subject to loss of these points.

OR

2 Points: Signed contract after preceding year's expo with full payment by March 1, 2026

Exhibiting

1 Point: For each 100 square feet of booth space

Hotel Room Block

5 Point: Exhibitors are awarded 5 points for booking hotel rooms in the room block through ATA's official housing bureau.

Organization's Total Cash Receipts Spent with ATA

Includes total of all membership, exhibit, subscriptions, sponsorship expenditures during ATA's fiscal year (6/1–5/31)

1 Point: \$1–\$5,000

2 Points: \$5,001–\$20,000

3 Points: \$20,001–\$50,000

4 Points: \$50,001–\$99,999

5 Points: \$100,000+

**IF AN EXHIBITOR MISSES 3 CONSECUTIVE YEARS OF EXHIBITING,
ALL PREVIOUSLY EARNED POINTS ARE FORFEITED.**