

Priority Points and Policies for 2026

Scientific Sessions Booth Assignments

How are Points Awarded?

1. An exhibitor accrues one point for each 100 square feet of booth space contracted during the Scientific Sessions, plus one meeting point for each year they exhibit. Only the immediate past three years' points accrue towards priority booth assignments. Exhibitors will forfeit priority points for each 10x10 space canceled or reduced. Points will only be awarded for each 100 square feet of exhibit space utilized during show days.
2. Companies that participated in the 84th ADA Scientific Sessions virtual portion of the meeting with an exhibitor listing were awarded 10 additional points.
3. Companies that participated in the 2025 Clinical Update Conference were awarded five additional points.
4. Companies will also accrue priority points through corporate contributions. The points are based on the contribution level reached for each year during the past three calendar years. Contributions to the Association include all contributions, advertising, program support, etc., at both the national and local levels. The levels of corporate contributions and the points awarded per year for each are:

Corporate Level	Contribution	Points Awarded
Banting Elite	\$ 1,000,000	30
Banting Circle	\$ 500,000	20

In the event, more than one company has the same number of points, assignments will be made in the order in which the contracts, with deposits, are received. An application and fifty (50) percent deposit must be received on or before the priority deadline for a company to benefit from its point status. After the priority deadline, applications will be assigned on a first-come, first-served basis regardless of points accrued.

Policies

Mergers (Two previously separate companies, joined and exhibiting as one): The Association will combine both companies' points that were earned from square footage. However, only the higher number of points of the two companies that were earned from participation, will be added to the new total.

Multiple Divisions (A company with more than one division contracting for separate booths for those divisions):

- Multiple divisions of one parent company may select space at the same time using the highest rated division.
- Each division will submit a separate contract for booth space accompanied by the authorization form requesting ADA to combine their selection with the other divisions.
- The parent company will designate one representative to select space for all divisions that submit the authorization form.
- Multiple divisions must select space adjacent to one another.

- If divisions plan to treat their space as one area by spanning an aisle either with floor or overhead materials, then the divisions must purchase the aisle space for the entire area.
- If a company chooses not to span an aisle with floor or overhead material, and does not purchase the aisle, then the aisle may not be used in any commercial way by any of the divisions.
- Divisions will continue to accrue priority points as separate divisions whether or not they exhibit together.
- Divisions will be permitted individual identity on the exhibit floor as well as in the program exhibitor listings.

Spin-Offs (newly formed separate subsidiaries of an exhibiting parent company): Companies in this situation will be given credit for the exhibit history (number of years exhibiting) but no points will be given for previously booked space of the parent company.

Co-Marketing (two or more companies wishing to be assigned exhibit space adjacent to one another or together): Each company must attach a cover letter to its exhibit space application, explain the request, and copy the other co-market company on the request. The space assignment will then be made by averaging the co-marketing companies' points.

Exhibitor Directory If a company would like to have multiple listings of several divisions, then each division must have their own booth.

NOTE: The Association reserves the right to restrict or deny booth assignments that would compromise the integrity or desirability of the exhibition floor.