



APIC Priority Point Policy

The APIC priority point policy was revamped in 2024 to help award exhibitors who continue to support the APIC Annual Conference and Exposition. The greater your support, the more points your company can earn.

Points earned in accordance with this policy are accumulated and applied toward your 2027 assignment. The factors considered when determining priority points include an exhibitor's booth size, participation consecutively over the last three years, and total sponsorship spend (over \$5,000). Additional priority points are earned for being part of the APIC Strategic Partner program. These points do not roll over year after year except for points earned through "consecutive years exhibited".

2027 Priority Points

Area	Points Earned
APIC Strategic Partner Program	25 (Strategic Partner Plus) 16 (Strategic Partner) (does not carry over year to year)
Booth Size	1 (per 10' x 10') – current year
Sponsorship	2 (per \$5,000) – current year
Consecutive Years Exhibited	1 2024, 2025, and 2026 only

- Exhibitors earn points per 10' x 10' (or 100 sq ft) space purchased for the current year.
 - These points are based on the current year's booth size only.
- Companies having a history of exhibiting at the APIC Annual Conference & Exposition in 2024, 2025, and 2026 will earn points, which are cumulative. (Example: Exhibited in 2024, 2025, and 2026 = 3 PP, Exhibited in 2025 and 2026 = 2 PP)
- Exhibitors who secure sponsorships (valued at \$5,000 or more) each year will earn priority points.
 - These points are based on the current year's sponsorship spend only.
- Strategic Partner Plus and Strategic Partners earn points for their partnership with APIC.
 - These points do not carry over year after year.
- Exhibitors receive 5 priority points for filling out the post-show survey.