



**PRIORITY POINT  
EXPLANATION**

**WESTERN ROOFING EXPO 2017**  
WSRCA's 43rd Annual Convention & Tradeshow  
June 11-13, 2017  
Paris Las Vegas  
Las Vegas, Nevada

Priority Points are used to determine the location of an exhibiting company's booth at the Western Roofing Expo. Priority Points will be accumulated over a three-year period. The convention of 1999 was the introduction of the new system. For 2018 we will be accumulating points from the years 2015-2016-2017. This means all areas below will be counted during those three years. Priority Points are based on dollars spent in the following areas:

Membership	Exhibitors will receive 100% credit of dollars spent on membership dues for the past three years
Exhibit Space	Exhibitors receive 100% credit of nonmember dollars spent on exhibit space for the past three years (Explanation: A WSRCA member would pay the member price, but receive credit at a nonmember rate.)
Advertising & Sponsorships	Exhibitors will receive 100% credit of dollars spent on sponsorships for the past three years
Hospitality Parties	Since exhibiting companies contribute to the overall attendance and activities of the convention by hosting hospitality parties, 5000 Priority Points will be given to each exhibiting company having a party at a Caesar's Entertainment property.
Social Media	If your company invites followers to visit your booth or event at the WRE on your social media account (Facebook, LinkedIn, Twitter, Instagram), WSRCA will award your company with 1,000 Priority Points! (You must send a screen shot to <a href="mailto:joel@wsrca.com">joel@wsrca.com</a> to receive credit).
Mail	If your company mails a hard copy invitation to your customer list to visit your booth or event at the Western Roofing Expo, WSRCA will award your company with 2,500 Priority Points! (You must mail one to Joel Viera at the address in my signature.)
E-Mail	If your company sends an HTML e-blast to their customer list inviting them to visit your booth or event at the Western Roofing Expo, WSRCA will award your company with 5,000 Priority Points! (You must include <a href="mailto:joel@wsrca.com">joel@wsrca.com</a> to receive credit).

**What to Sponsor? Where to Advertise?**

Here is a link to find a list of activities which are worth priority points. These points will increase your chances of receiving the booth location you have requested. It will eliminate the possibility of ties for booth requests:

[http://wsrca.com/wp-content/uploads/2016/12/2017\\_WRE\\_Sponsorships.pdf](http://wsrca.com/wp-content/uploads/2016/12/2017_WRE_Sponsorships.pdf)

**PRIORITY POINT TOTALS WILL BE SENT TO ALL EXHIBITORS IN MAY**