



# USGIF PRIORITY POINT SYSTEM



The United States Geospatial Intelligence Foundation (USGIF) utilizes a priority point system to determine the order of selection for booth space, sponsorships and advertising at its events. The system was developed in an effort to be as equitable as possible to all companies/organizations and to reward those companies/organizations that have provided the most significant financial support to the USGIF. The point system is an ongoing calculation. The point totals began with initial membership of the foundation and will continue indefinitely. USGIF will maintain the master list of priority points and will make them available to any company/organization at any time. Priority points are currently earned by supporting the GEOINT Symposium, USGIF Tech Days, USGIF Workshop Series Events, sponsorship of holes at USGIF hosted golf tournaments, or via a USGIF membership. As new events are created that offer sponsorship/exhibiting opportunities, they will be incorporated into the priority point system. Points earned throughout the year will be tallied on January 1<sup>st</sup> of each year, which allows companies to benefit from the previous years' investment.

A break down of the priority point system is listed below.

## **CHARTER MEMBERSHIP POINTS**

The first 45 members of USGIF gained points based on their initial date of membership. The first 3 companies that joined USGIF received 15 points. The next 3 companies that joined received 14 points. The next 3 companies received 13 points etc.

## **MEMBERSHIP LEVEL POINTS**

Member companies/organizations receive points based on their level of membership.

Strategic Partner Member	15 points	Associate Patron Member	6 points
Partner Member	12 points	Sponsor Member	3 points
Patron Member	9 points	Individual/Non Member	0 points

## **MEMBERSHIP ANNIVERSARY POINTS**

Members of USGIF will gain one point per year of continuous membership. These points will be added at each 5 year interval of membership. (5 year, 10 year etc.)

## **PROCESS**

The current priority point system is applied to all events and “opportunities” throughout the year. The process allows for the top company to select their exhibit space, up to 2 sponsorships, meeting rooms and advertising they want before moving to the next company in the priority point sequence. The second company then gets to make its selections (up to 2 sponsorships) before the next company in line is allowed to select. Once everyone on the priority point list has had the opportunity to select 2 sponsorships, the sponsorships opportunities are then offered on a first-come, first served basis.

## **GEOINT SYMPOSIUM POINTS**

Companies/organizations can gain points at GEOINT by exhibiting, sponsoring, advertising, buying a meeting room or by participating in the hospitality night.

**Exhibiting Points** – Companies that exhibit will receive 10 points for exhibiting plus 1 point for each 100 sq. ft of exhibit space. Several examples are listed below:

Company A – 10 x 10 (100 sq. ft) booth receives 11 points.

Company B – 20 x 20 (400 sq. ft) booth receives 14 points.

**Sponsorship/Advertising/Meeting Room Points** – Companies receive ½ point for each \$1000 of sponsorship/advertising/meeting room rental money spent. Several examples are listed below:

Company A – spends \$25,000 on sponsorship/advertising/meeting rooms and receives 12.5 points.

Company B – spends \$1,500 on sponsorship/advertising/meeting rooms and receives .75 points.

**Hospitality Night Sponsor** – Companies that sponsor a portion of the hospitality night receive 10 points for their sponsorship.

### **USGIF TECH DAYS POINTS**

Tech Days is a member only event. Companies can gain points at the USGIF Tech Days by exhibiting, purchasing dinner tables for the GEOGALA or sponsoring.

**Exhibiting Points** – Companies that exhibit will receive ½ point per \$1000 spent on exhibiting. For example, a company that spends \$8,000 on exhibit space will receive 4 points.

**GEOGALA Dinner Table Points** – Companies that purchase dinner tables will receive ½ point per \$1000 spent on dinner tables. For example, a company that spends \$5,000 on GEOGALA dinner tables will receive 2.5 points.

**Sponsorship Points** – Companies that sponsor an event (i.e. GEOGALA, Breakfast, Lunch, etc.) receive ½ point per \$1000 spent PLUS 3 points for being a sponsor. For example, a company that sponsors the GEOGALA for \$25,000 will receive 12.5 points (based on dollars spent) and an additional 3 points for being a sponsor. In this scenario, the total points earned are 15.5.

### **USGIF WORKSHOP SERIES POINTS**

Organizations that sponsor a “Workshop Series” event will receive ½ point per \$1,000 spent. Additionally, if a member companies’ facilities are utilized for the workshop, they will receive the same number of points the sponsoring organizations receive.

### **USGIF INVITATIONAL AND ALLDER GOLF CLASSIC POINTS**

Organizations that either sponsor the tournament, specific sponsorships or hole co-sponsorships will receive ½ point per \$1,000 spent.

### **ACQUISITIONS**

In the event a company acquires another company the priority points will be combined except for the charter member points and points for membership level (points default to the points set

by the company conducting the acquisition). All other points resulting from dollars spent on advertising, exhibiting and sponsoring will be combined.