Priority Point System FAQ’s

What are priority points and what are they used for? The NACUFS Priority Point System provides a fair and transparent method for determining the order in which companies may select their exhibit space during the initial assignment of the national showcase. This is the only current use of the priority points.

The adjustment to the priority point system is intended to honor the commitment of companies who have been long-time supporters of NACUFS, while making it possible for new companies to gain access to national showcase.

Why is there a priority point system? The priority point system exists to provide clarity in how space will be assigned for national showcase and eliminate the possibility of bias.

How are priority points calculated? Within the NACUFS Priority Point System, companies earn:

- 1 point for annual membership in NACUFS
- 1 point for exhibiting in national showcase
- 1 point for each $1,000 of sponsorship of any NACUFS program, such as the national and regional conferences, ChefNet, Institutes, and Operator Roundtable.

The Priority Point Total is calculated as a rolling three-year total of the above categories.

This seems different. Has the calculation method changed? Based upon a decision by the Board of Trustees, the method of calculating priority points has changed beginning in 2019.

Changes to the system include:

- Simplified calculation for sponsorship investment
- Sponsorship of all NACUFS programs included
- 3 year rolling total vs. cumulative points for membership and exhibiting
- Removal of volunteer point category

How long are points good for? Companies will now have the advantage of a 3-year rolling total of priority points. This means that a company’s 2019 Priority Point Total will include engagement with NACUFS during 2017, 2018, and 2019. When the association calculates your company’s point total in 2020, the points earned in 2017 will roll off your total and the 2020 points will be added. At that point, your 2020 Priority Point Total will include engagement with NACUFS during 2018, 2019, and 2020.
How does this impact me? For the majority of NACUFS priority point holders, there will be no significant change to your company’s space selection ranking. However, those companies that are highly supportive of NACUFS will be able to raise their position within the ranking.

Let’s look at some examples:

<table>
<thead>
<tr>
<th>Company</th>
<th>Annual membership and exhibits each year</th>
<th>National Conference Exhibit</th>
<th>Sponsorship (1 pt. per $1000)</th>
<th>Annual Sponsorship</th>
<th>Total 2019 Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Annual membership</td>
<td>1</td>
<td>0</td>
<td>$3,500</td>
<td>2</td>
</tr>
<tr>
<td>B</td>
<td>and exhibits each year. Small sponsorships.</td>
<td>1</td>
<td>1.5</td>
<td>$15,000</td>
<td>5.5</td>
</tr>
<tr>
<td>C</td>
<td>Great supporter with increasing sponsorships.</td>
<td>1</td>
<td>15</td>
<td>$34,000</td>
<td>17.5</td>
</tr>
<tr>
<td>D</td>
<td>with on and off exhibits each year. Strong, yet decreasing sponsorships.</td>
<td>1</td>
<td>34</td>
<td>$74,000</td>
<td>35</td>
</tr>
<tr>
<td>E</td>
<td>Annual membership and exhibits each year. Very strong supporter with high levels of engagement and multiple sponsorships.</td>
<td>1</td>
<td>74</td>
<td></td>
<td>76</td>
</tr>
</tbody>
</table>

Total 2019 Points: 2, 5.5, 17.5, 35, 76

When will the updated system go into effect? The updated system went into effect for the 2019 calendar year. This means that 2019 points will be calculated using the formula outlined above. These points will be used for the initial assignment of the 2021 national showcase in the fall of 2020.

Why did the priority point calculation formula change? NACUFS leadership is always working to meet the needs of our members and improve the user experience. With significant feedback received about access to national showcase from the industry member community, it was decided that this was the time to update the priority point system.

The adjustment to the priority point system is intended to honor the commitment of companies who have been long-time supporters of NACUFS while making it possible for new companies to gain access to national showcase.

Why was the point for volunteer service removed? As the priority point system was reviewed, feedback related to access and opportunities was considered. With only a limited number of volunteer opportunities available each year, there were companies and individuals who were interested in volunteering but unable to secure an opportunity and thus a valuable point.
**What do I need to do going forward?** You do not need to do anything at this time. Once the 2019 calendar year closes, NACUFS will pull the priority points and create the 2019 Priority Points Totals for each company that has either been a member of NACUFS, exhibited at national showcase, or sponsored a NACUFS program in 2017, 2018, or 2019.

Knowledge of the calculation formula will allow those companies that would like to improve their ranking for space selection a method to do so over the course of a couple years.

**How can we find out what our points total is?** NACUFS staff will continue to send the official letter to the main membership contact within your company confirming your priority point total for the upcoming space selection process each Spring. If you have questions at other times, you may contact us at natl_conference@NACUFS.org.

**How can I accumulate more points?** The priority point system has always rewarded the support of, and investment in, NACUFS programs. Your company’s commitment to the association in the form of sponsorship of NACUFS programs will help you to escalate your Priority Point Total. Sponsorship points are earned for support of national and regional conferences, ChefNet, Institutes, and Operator Roundtable at this time.

**Who “owns” the priority points?** Priority points are earned by the company/entity that holds the NACUFS membership and/or signs the exhibit space application and sponsorship contract. Points do not roll up to a parent company if the transaction is contracted in the name of a brand or subsidiary.

**What happens if we buy another company? Do we get their points too?** If your company purchases another company that has accumulated NACUFS priority points, your company will be able to use the higher total points. The priority point totals will not be combined.