

## WEFTEC 2021 Online Booth Sales Process

This is your guide to the WEFTEC 2021 booth space contracting process. This guide details the timeline, new contract process, exhibit rates, payment schedule, and cancellation policy.

We know this is a shift from the historical WEFTEC space selection process with which you are familiar, however we have designed this process to meet the needs of our entire WEF community. We look forward to moving forward together, and we hope to welcome you back to WEFTEC 2021 in person!

### Table of Contents

- [Timeline](#)
- [Exhibit Space Rates](#)
- [Payment Schedule & Cancellation Policy](#)
- [Booth Selection Process](#)

## **TIMELINE**

### **Advance Sales | February 2021**

Advance Sales replaces onsite sales. Advance Sales is for WEFTEC Connect 2020 exhibitors and exhibiting partners who transferred booth fees to WEFTEC 2021 following the cancellation of WEFTEC 2020's in-person event. Companies select their space in order of priority points, from highest to lowest, through an online space selection process.

Priority point lists are available, both in chronological and alphabetical order. View them under the "Priority Points Information" tab at [www.weftec.org/exhibit2021](http://www.weftec.org/exhibit2021).

### **Second Round Sales | April 2021**

Second round sales invites 2019 and 2020 WEFTEC exhibiting partners to select their exhibit space in order of priority points, from highest to lowest, through online an online space selection process.

### **General Sales | May 2021**

Following Advance and Second Round Sales, exhibit space is available for purchase by all other interested companies through an online reservation process on a first-come, first-served basis.

---

## **EXHIBIT SPACE RATES**

In appreciation of your loyalty and continued business, WEF is holding exhibit rates at the 2020 rates for WEFTEC 2021.

### **Advance Sales (Onsite Rate)**

- Member rate = \$39.50 per square foot, plus \$250 per corner
- Non-Member rate = \$47.00 per square foot, plus \$250 per corner

### **Second Round Sales (For 2019 & 2020 WEFTEC exhibitors)**

#### **and General Sales**

- Member rate = \$41 per square foot, plus \$250 per corner
  - Non-Member rate = \$48.50 per square foot, plus \$250 per corner
- 

## **PAYMENT SCHEDULE & CANCELLATION POLICY**

A 25% deposit is due with your signed booth contract. Exhibitors with a WEFTEC 2021 credit on file may use this towards their 25% deposit and will be invoiced for the remaining balance, if applicable.

Exhibitors will have the option to make a credit card payment online, or send a check, ACH, or wire transfer once they submit their application. 25% deposits are due within 45 days of contract submission, and booth reservations will be released for deposits not received by this time.

Full payment of the balance is due no later than June 30, 2021. Exhibitors cancelling or reducing space reservations by June 30<sup>th</sup> are subject to liquidated damages of 10% of total booth fees of the cancelled space. Cancellations/reductions on July 1 or later are subject to liquidated damages of 100% of total booth fees. Once contracted, any cancellations or reductions in booth space must be received in writing to [WEFTECSales@wef.org](mailto:WEFTECSales@wef.org).

## **PROCESS**

### **Advance Sales | February 2021**

- The first 150 appointments will be scheduled in early to mid-February.
  - These first appointments will receive their appointment time at least 10 business days in advance of the appointment time/date.
  - A link to the online floorplan will be sent at least 5 business days in advance.
  - Appointments will be scheduled at a specific time, Monday – Friday. No concurrent appointments will take place.
  - If an exhibitor is unable to participate in their appointment, a proxy can be completed, and WEF sales staff will select a booth on their behalf at their appointment time.
- Exhibiting companies ranked 150 or higher will be contacted weekly in blocks of 100 (estimated):
  - On Thursday, a group will be emailed notifying them they will have the opportunity to submit their application the following week.
  - On Monday, the group will be emailed to access the Exhibitor Portal with a passcode. They will have until COB Tuesday to complete their application with booth size requests, booth location choices, and special requests, including if they would like to be called when we assign their space.
  - Wednesday – Friday, WEF sales staff will assign space in priority point order.
  - The process repeats itself. Advance Sales is projected to be completed by end March.

### **Second Round Sales | April 2021**

- As WEF is moving through the Advance Sales round, the Exhibit Sales Team will notify Second Round eligible exhibitors as we are nearing their timeframe to select space.
- Beginning April, WEF will email eligible exhibitors with a 3-day period to submit their booth space contracts.
- WEF will review/assign booth contracts in priority point order.

### **General Sales | May 2021**

- Exhibitors who are not eligible for Advance or Second Round Sales periods can submit a booth application at any time once we open online sales. These contracts will not be reviewed until after we complete Advance and Second Round Sales.

## **CONTACT**

For WEFTEC exhibit sales questions, please contact:

#### **North America**

Kate Hawley  
Senior Manager, Exhibition Sales  
[khawley@wef.org](mailto:khawley@wef.org) | +1.703.684.2423

#### **Outside North America**

Nic Christy,  
Director, International Business Development  
[nchristy@wef.org](mailto:nchristy@wef.org) | +44 (0) 789 992 7926