



# PARTNERSHIP ATTRIBUTION PROCESS & RANKING FOR CORPORATE MEMBERS

## INTRODUCTION

In our constant efforts to improve industry relations and experiences amongst partners, ESPEN has decided to introduce a point system for all exhibitors and sponsors of the ESPEN Congresses.

Starting with the 2019 Congress in Krakow, a clear and straightforward point system will be introduced that will allow future (from 2020) attributions of exhibiting space, satellite symposia slots and other sponsorship items to be handled according to a points system which will be calculated as described in this document.

This system will reward the most loyal and important partners of ESPEN by providing everyone with a transparent priority order for all partners to know where they stand in the rankings.

## POINT ATTRIBUTION SYSTEM

Starting after Krakow, the points for the ESPEN Congress will be attributed as follows (i.e., the first year's investment points will be calculated **per ESPEN 2019 investments**):

<p><b>Total investment</b></p>	<p>1 point for every EUR 2'000 (VAT excluded) invested in either exhibition space, satellite symposia or sponsorship items from immediate past edition ESPEN. Only full amounts will be calculated.</p> <p><i>Example: when calculating points for 2020, if a partner has invested EUR 57,600 during 2019, their points would be <math>57,600/2000 = 28.8</math> thus, 28 points.</i></p>
<p><b>Loyalty</b></p>	<p>10 points to every partner that has supported ESPEN, either through exhibition, satellite and/or sponsorship items - for <b>all</b> of the past 4 editions of ESPEN.</p> <p><i>Example: when calculating points for 2020, the past 4 editions will be 2016-2019.</i></p>
<p><b>Paying delegates</b></p>	<p>1 point per each 5 paying delegates registered (group or individual) under your company name for the immediate last edition.</p> <p><i>Example: when calculating points for 2020, only sponsored delegates from 2019 will be calculated.</i></p>

For future years, starting with ESPEN 2020, a portion of all partners' investments in the 3 previous editions will be added to the total score and further reward loyalty.\*

<b>100% points from Y-1</b>	<p>Points accrued in the immediate last edition will be calculated at 100 %</p> <p><i>Example: for 2022 calculation, points earned in 2021 will be valued at 100% and added to total points.</i></p>
<b>50% points from Y-2</b>	<p>Points accrued in the edition 2 years prior will be added to calculation at 50% their value.</p> <p><i>Example: for 2022 calculation, points earned in 2020 will be valued at 50% and added to total points.</i></p>
<b>25% of points Y-3</b>	<p>Points accrued in the edition 3 years prior will be added to calculation at 25% their value.</p> <p><i>Example: for 2022 calculation, points earned in 2019 will be valued at 25% and added to total points.</i></p>

**\*Please note the Y-3 points will only count starting with the 2022 calculations & the Y-2 starting with the 2021 calculations**

## PUBLICATION OF RANKING

After the ESPEN Congress, the total number of points for each company will be calculated and the total number of points will be communicated individually to all partners.

From this point on, partners will have 2 weeks to contest the number of points and ask for a revision, specifying clearly what total is being calculated.

After this deadline, the official ranking will be published on the ESPEN Congress website for complete transparency.

## ATTRIBUTION OF ITEMS

The top 15 companies will be contacted and asked to provide their top three choices for **one** of each\*\* of the following:

- Exhibition space
- Satellite Symposium slot
- Sponsorship opportunity

The first choice of the first ranked partner will be granted, proceeding in order all the way to number 15.

After the top 15 companies have selected their items, the sales will be open to all the other partners on a first come first served basis.

**\*\* Should a partner wish to take more than one of any item, it will be granted after the first round of attribution to the top 10 partners.**