

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!

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TIMELINE

Advance Sales | Early March 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.

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

Exhibitors who are not eligible for Advance or Second Round Sales periods can submit a booth application in Spring 2021. These contracts will be reviewed in order of receipt after Advance and Second Round Sales are completed.

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 (for new exhibitors)

- Member rate = \$41 per square foot, plus \$250 per corner
 - Non-Member rate = \$48.50 per square foot, plus \$250 per corner
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PAYMENT SCHEDULE & CANCELLATION POLICY

Payment Schedule

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.

Full payment of the balance is due no later than June 30, 2021. *(This date was moved from May 31 to June 30 to provide exhibitors with more flexibility.)*

Cancellation Policy

Exhibitors cancelling or reducing space reservations by June 30th 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.

Should WEF cancel the in-person component of WEFTEC 2021, WEF will refund 100% of booth fees paid at the time of WEF's notification of cancellation. WEF will not refund any exhibitor's cancellation or reduction fees incurred prior to WEF's cancellation of in-person WEFTEC.

[View the full Exhibitor License Agreement.](#)

PROCESS

Advance Sales | Early March 2021

- The first approximate 150 appointments will be scheduled in early March.
 - 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 in April.

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.
- In 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 in Spring 2021. These contracts will be reviewed in order of receipt after Advance and Second Round Sales are completed.

CONTACT

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