

Western Arts Alliance

715 SW Morrison, Suite 600
Portland, OR 97205-3102
tel. (503) 274-4729
fax (503)-274-4729
staff@westarts.org
www.westarts.org

April 25, 2008

Dear Members,

This letter explains the 2008 Annual Conference exhibit registration process that begins Thursday, May 1. The process is changed from last year, so please read this later carefully and call the office if you have any questions.

WAA uses a ranked seniority system allowing exhibitors to register at an allotted time based on rank. During registration, exhibitors will select their exhibit type and up to three preferred locations. This process gives exhibitors more input on their exhibit location. A true seniority system is the fairest process given the number of exhibit types and a finite inventory (approximately 180 exhibits).

Reduced Inventory

Based on feedback from the 2007 Conference, last fall the Board decided to consolidate exhibits at the Sheraton Seattle in a contiguous space on one floor. This means a 20 percent reduction in exhibit inventory for the Seattle conference. We expect that demand for 8' x 10' and 8' x 8' booths will exceed supply. It is very likely that we will sell out booths early in Round/Rank 3, though there will be plenty of tabletops and mini lounge exhibits. To save space and money, please consider sharing a booth or cooperative exhibits. Email Laura Ricker to find out more about these options.

New Procedure

Each Seniority rank will have its own exhibit registration period, so all Rank 1 exhibits will be placed before registration opens for Rank 2; Rank 2 is placed before Rank 3; and so on. Applications for New exhibitors, Rank 4, will be accepted on a space-available basis.

Exhibitor Seniority Ranks (Registration Period)

An exhibitor's rank or tier is based on a combination of the number of years of continuous membership and conference exhibiting (as below). The advantage of this process is that both exhibit type selection and placement are based on seniority. The lottery will still be used to establish placement order within each rank. If you have any questions about your rank order, please contact the WAA office ASAP.

Seniority Rank 1 (May 1 - 14):

Current WAA members who have exhibited ten or more continuous years.

Seniority Rank 2 (May 19 – June 2):

Current WAA members who have exhibited five to nine continuous years or who have maintained membership* for the past ten or more years but did not exhibit last year.

Seniority Rank 3 (June 4 – 18):

Current WAA members who have exhibited one to four continuous years or who have maintained membership* for five to nine years but did not exhibit last year.

Seniority Rank 4 (June 23 – 27):

Subject to Space Available

New WAA members who joined since the last conference and current members who have maintained a membership* for less than five years but did not exhibit last year.

**A lapse of membership of more than 365 days resets tenure, placing the member in the Fourth Draw.*



Registering

All exhibit registration must be done online at www.westarts.org. Before beginning registration, we strongly recommend reviewing the [floor plan and exhibit descriptions](#).

After logging into the registration system, you will first select an exhibit type and then you may select up to three exhibit space locations from the available inventory of your chosen exhibit type.

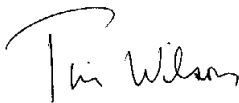
Note: After selecting your preferences in the registration process, you may use the notes field to indicate any location requests (i.e., to be near or away from another exhibitor). We also suggest selecting locations in different areas to increase your chances of receiving one of your selections.

At the close of each round, staff will place exhibitors according to the lottery draw. Staff will make every effort to assign you a space based on your location preferences; however, there is no guarantee if the spaces you have selected are no longer available when staff draws your name in the lottery. If none of your choices are available, we will attempt to place you as close as possible to one of your choices.

Please do not hesitate to contact the office at staff@westarts.org or 503 274-4729 if you have any questions.

We look forward to seeing you in Seattle for the 41st Annual Conference!

Sincerely,

A handwritten signature in black ink that reads "Tim Wilson". The signature is written in a cursive style with a large, sweeping initial "T".

Tim Wilson
Executive Director