

Points System Booking

LEaT con



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Introduction of the new points system

Starting now, the booth booking process for our LEaT trade fair formats is becoming even more transparent and fair!

Our points system is designed to make booth booking fair and clear. It rewards exhibitors who participate regularly while offering fair entry opportunities for newcomers. The goal is to strengthen long-term partnerships and make it easier for new exhibitors to successfully join the trade fair.

The points system allows you to collect points for your participation, which determines your booking phase. This means loyal exhibitors benefit from early access to the best booth locations. At the same time, we aim to foster collaboration and welcome new exhibitors with opportunities to establish themselves.

You will find a detailed explanation of how the points system works on the next pages.

1.2. Opportunities for new exhibitors

Why New Exhibitors Benefit

Even without points, as a new exhibitor, you enjoy many advantages:

Joining a Growing Network

LEaT has become a central platform in the industry, growing from 17 exhibitors in 2021 to over 220 in 2024. Take this opportunity to position yourself in a dynamic and rapidly expanding environment.

Direct Target Audience Access

Reach a wide professional audience – from decision-makers to users – and gain valuable feedback on your products or services.

Visibility and Opportunities

The trade fair is the perfect place to gain visibility as a new player and showcase innovative ideas.

Long-Term Perspective

Your first participation marks the start of building your points and establishing a long-term presence with better booking opportunities in the future.

Support for New Exhibitors

Our team supports you throughout the entire process – from booking to preparing for the trade fair.

2. The Points System

How It Works

Participation in LEaT con:

- 120 points per participation as a main exhibitor.
- 50 points per participation as a sub-exhibitor, provided a representative of the brand is present.

Participation in LEaT X:

- 50 points per participation as a main exhibitor.
- No points for sub-exhibitors.

Examples

Participation in LEaT con 2022, 2023, and 2024:

--> $120p + 120p + 120p = 360p$

Participation in LEaT con 2023, 2024, and LEaT X 2024:

--> $120p + 120p + 50p = 290p$

3.1. Booking Phases

LEaT con Booking Groups

Exhibitors are divided into four groups based on their points:

Group 1: Min. 360 points

- Participation in all previous LEaT cons – at least 360 points.

Group 2: Min. 240 points

- At least 240 points (participation in the last two LEaT cons or equivalent point total).

Group 3: Minimum 50 points

- Participation at least one format

Group 4: New exhibitors (0 points)

Each phase lasts approximately 4 weeks. After one phase ends, the booking process opens for the next group.

3.2. Booking Phases

AVcon & Studioszene Booking Groups

Simplified booking phases apply for AVcon and Studioszene

Group 1: Existing exhibitors.

Group 2: New exhibitors.

3.3. Booking Groups

Explanation Group Allocation

The allocation of groups is based on the points an exhibitor can collect through participation in the various LEaT formats. Below is a transparent explanation of how the group allocation is determined:

Group 1 – Loyalty through Continuous Participation

The minimum score of 360 points is achieved by participating in all three previous LEaT cons or through a combination of LEaT con and LEaT X participations, as each participation earns 120 points (LEaT con) or 50 points (LEaT X).

Group 2 – Participation in the Last Two LEaT cons

To qualify for Group 2, participation in the last two LEaT cons is sufficient. These two participations add up to 240 points, which is the qualification threshold for this group.

Group 3 – Participation in at Least One Format

Group 3 is open to any exhibitor who has participated in at least one previous LEaT format. The exact number of points collected depends on the previously explained participation rules (e.g., main or sub-exhibitor at LEaT con).

3.3. Booking Groups

Future Adjustments to Point Thresholds

In the coming years, the point thresholds for Groups 1 and 2 will increase by 120 points annually.

This accounts for the additional participation opportunities in future LEaT cons. For example, qualifying for Group 1 in 2025 will require at least 480 points (participation in four LEaT cons), while Group 2 will require 360 points (participation in the last three LEaT cons).

This adjustment ensures fair group allocation, recognizing the loyalty of long-term partners while maintaining opportunities for new exhibitors. If you have any questions about group allocations or your current point total, our team is always available to assist you.

4. Booth Reservations

Unbinding Reservations

Booths can be reserved for up to 4 business days.

Double Requests

If another exhibitor requests the same booth or position during the 4-day period, the first applicant has a 2-business-day decision window to confirm or release the reservation.

Important Notes

- Only one booth can be reserved per exhibitor.
- Extensions of the reservation period are not possible.
- After the deadline, the booth will either be assigned to the next applicant or released again.

Fair and Transparent for All

Our points system rewards long-term participation and offers new exhibitors a fair chance to succeed. Take this opportunity to join LEaT – whether as a long-standing partner or a new player in the industry!

Team Sales

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