

Scoring System 2025

LEaT con/AVcon



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1.1. Introduction

Why we are updating the scoring sytem

In our previous system, points were awarded based on participation as a main or sub-exhibitor at LEaTcon, AVcon, Studioszene, and LEaT X. The current rate of returning exhibitors leads a to minimal change in the ranking, and these will continue to be limited.

To make the booking process fairer, more transparent, and more dynamic for all exhibitors, we have updated the system.

Points are now additionally awarded based on booth size and total revenue, including any additional services booked.

The ranking will determine the order in which exhibitors can book their stands for 2026. Existing points (if available) from past participation will be fully transferred.

1.2. Comparison

Old vs. New System

Old system:

- Points were only awarded based on previous participation. 120 points for LEaT con, 50 points for LEaT X.
- No flexibility for new exhibitors to rise in the ranking or influence their position based on engagement.
- Booth size or spending on additional services or media sales were not considered.

New system:

- **Booth size:** Exhibitors now receive 1 point per square meter of their booth
- **Total revenue:** 1 point for every 350 EUR revenue from booth size, additional services, and media sales
- **Previous points:** Points from past participation will be fully carried over, so long-standing exhibitors will continue to benefit from their history with LEaT for a certain time

2. Scoring System

How the New System Works

Points are awarded through participation in all LEaT events, including LEaT con, AVcon, and LEaT X.

Booth Size:

1 point for each square meter of booked booth space.

Revenue:

1 point for every 350 EUR revenue from:

- Booth space
- Additional services (e.g., furniture, electricity, tickets)
- Media sales (e.g., advertising in LEaT magazines, Professional System)

Previous Points (if available):

Points from past participation are fully carried over and transferred.

Example Calculation:

An exhibitor with 360 existing points books:

- **Booth space: 24 m² → 24 points**
- **Revenue:**
 - **Booth cost: 10,229 EUR**
 - **Additional orders: 850 EUR**
 - **Media sponsorship revenue: 2,200 EUR**
 - **Total revenue: 13,279 EUR → 38 points (1 point per 350 EUR)**

Total points after booking: 360 + 24 + 38 = 423 points

3. Booking Process

Structured Booking Process

To ensure fairness and transparency in the booking process, we are implementing a group-based approach for exhibitors, where specific booking periods are assigned based on their ranking.

Group Structure:

Exhibitors are divided into groups of about 20 based on their current ranking. Each group will receive a specific booking week during which they can complete their booth bookings.

Booking Process:

Group 1 (top 20 in ranking) will have access to the booking system during their assigned week. Once Group 1 completes their bookings, Group 2 (the next 20 exhibitors) will gain access the following week.

Each exhibitor will have the opportunity to secure their preferred booth space based on their ranking, ensuring a transparent process.

The number of exhibitors per group can be higher than 20 if more than 20 exhibitors have an equal score.

3.1. Reservations

Unbinding reservations

Booths can be reserved free of charge for up to 4 working days.

Competing Requests:

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

Important Notes:

- Only one reservation per exhibitor is allowed.
- Extensions of the reservation period are not possible.
- After the reservation period ends, the booth will either be assigned to the next applicant or released back to availability.

FAQ:

Q: How can I view my current point balance?

A: We will send out the current point balance shortly. To include revenue from LEaT con and AV con, we will provide an updated overview for the 2026 booking start by the end of October.

Q: When will bookings for LEaT con 2026 begin?

A: We will consider all revenue up to October 24, 2025, to create the new ranking for bookings. The booking process will begin in the first week of November 2025.

Q: Which revenues will be considered?

A: All revenue generated through LEaT-related activities with Ebner Media Group will be considered. Revenue generated through third parties will not be considered.

Q: Will my media sales revenue before the change in the points system be considered?

A: Yes, all revenue from the period of January 1 to October 17, 2025, will be considered.

FAQ:

Q: Which period will be considered for the revenue for the respective rebooking?

A: LEaT con takes place every year, but not always on the same date. Therefore, the period for considering the revenue varies. For 2025, the revenue from January 1, 2025, to October 17, 2025, will be considered.

Q: What happens with the previous points?

A: The previous points (if available) will be carried over.

Q: A shared booth with sub-exhibitors has been booked. Who will receive the points?

A: Points will only be credited to the main booker/contract partner. However, the main exhibitor and sub-exhibitors can agree on a points split.

Q: I am exhibiting for the first time this year. How many points do I have or will I get?

A: As a new exhibitor, you will start with zero points, but you will receive points for your participation this year, based on the size of your booth and your expenditures.

FAQ:

Q: Will the revenue and booth size from LEaT X 2025 be considered?

A: No, as points for LEaT X 2025 have already been awarded under the old system, they will not be included in the new ranking.

Q: What additional opportunities are there to collect extra points?

A: There are several ways to collect additional points, such as:

- Additional orders from the exhibitor shop (e.g., electricity, furniture, booth extensions)
- Orders from the sponsorship brochure
- Media bookings, e.g. LEaT magazine or Professional System

Team Sales

Any questions? Please contact us!



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