



MUSE Commercial Member Priority Points System

MUSE appreciates the support provided by its community of Commercial Members. As such, MUSE has implemented a “points” strategy to recognize member companies for their loyalty and generosity. MUSE would not be a successful independent user group without the collaboration of its Commercial Members.

How will the points be used?

Those Commercial Members with the greatest number of points will be given priority for conference booth selection and advertisement placement. MUSE also plans to provide suitable recognition on its website and at certain events. See the sample points table below:

Company	Year joined	Age	Advertising	Articles	Workshops	Sponsorship	Total
ABC Systems	1989	18			5	5	28
Health Systems	2004	3	2			10	15
XYZ Corporation	2003	4	8	1			13
AAA Software	1994	13					13
Interface Inc	2006	1		1		5	7
Health Hardware	2006	1				2.5	3.5
XXX Consulting	2003	4			2		6
Help Group	2007	0					0

- MUSE accepts booth payments online. This is the booth payment process. It differs from the booth selection process. MUSE controls the conference booth assignments. Only after a Commercial Member pays for a booth will MUSE contact that Commercial Member to assign a booth.
- Should one Commercial Member company be purchased by a second Commercial Member company and chose to only pay one MUSE Membership fee, the parent company will be assigned the Priority Points of the pre-merger company with the highest number of Priority Points. The new post-merger company will then accumulate all new Priority Points as they are earned.
- In a situation where the opportunity to purchase booth space is offered prior to the year that the Conference is in, and a Member purchases booth space, the Commercial Member is required to have paid membership by January 31st of the year that the conference will be held in. If the Commercial Member's membership dues are not paid by January 31st, the booth registration fee will be refunded and that booth space will become available for purchase by other Commercial Members with an up to date membership.

- The Priority Points system for exhibitor booth assignment will work as follows:
 - The MUSE Commercial Member Coordinator will announce (via email) to Commercial Members when the booth payment process can begin. The announcements will be sent to Commercial Members based on their Priority Points total. Generally, more senior members will be offered the opportunity to pay for a booth before less senior members. Email announcements will be issued regularly to ensure that all Commercial Members are notified in a timely manner.
 - This electronic announcement will contain the web link to the online booth payment page. The link will not be made available on the MUSE website in order to control the order of booth sale opportunities. This link cannot be shared or forwarded to other Commercial Members; a Commercial Member will only be allowed to purchase booth space after the link has been sent directly to them by a MUSE representative.
 - MUSE will offer and assign booths sequentially based on the order in which booths were purchased.
 - It is important to note that MUSE assigns booths based on payments, not on points/seniority. It is the responsibility of each Commercial Member to secure booth space.

For example, using the points table above (and random dates):

Nov 01 – MUSE emails ABC Systems to inform them that they can now pay for booth space.

Nov 03 – MUSE emails Health Systems to inform them that they can now pay for booth space.

Nov 05 – MUSE emails XYZ Corporation and AAA Software to inform them that they can now pay for booth space.

Nov 07 – MUSE emails Interface Inc to inform them that they can now pay for booth space.

This process continues until all Commercial Members have been notified.

The booth payments are processed as they are received (chronologically), and MUSE contacts each Commercial Member – in order – to assign actual booth space. This process continues sequentially until all booths have been sold.

Note:

- Timing is key. The Priority Points are used only for notification of booth payment, not booth assignment. It is the responsibility of each Commercial Member to secure booth space. If a Commercial Member delays purchasing booth space, the availability of booths will become more limited.
- If a Commercial Member wishes to pay by check, the check must be mailed to the MUSE address. The Commercial Member will be appended to the list of those Commercial Members who have already purchased booth space. This occurs on the date that the check is received by the MUSE Canadian office. To ensure that there are no delays, checks should be directed to the MUSE Canadian office at:

MUSE International
101 - 1865 Dilworth Dr, Suite 350
Kelowna, BC V1Y 9T1 Canada

- For the MUSE Regional Conferences, A Commercial Member can pay for multiple booths, at multiple Regional Conferences, via one transaction.

How can points be earned?

Like many recognition systems, MUSE will award points based on a number of criteria. Again, the basis is to acknowledge loyalty and various manners of support. Below are the current Priority Points categories. MUSE may add new categories at any time.

Year joined – MUSE has been active for more than two decades. And, some Commercial Members have been participants for almost as long! Earn a point for each year of sustained membership.

Advertising – *MUSE Matters*, the MUSE magazine offers relevant industry information and MUSE material to more than 4,000 subscribers. Points are determined by the total revenue received from magazine advertising in one calendar year divided by 1,000. This award is issued at the end of each calendar year.

Articles – MUSE welcomes topical, educational articles for its magazine, *MUSE Matters*. Earn a point for an article that is accepted for publication in the MUSE magazine. Points are awarded after each issue is published.

All of these categories below are applicable to both regional and international conferences:

Workshops / Webcasts – Along with networking and education, training is one of the pillars of the MUSE organization. MUSE welcomes instructors to provide quality workshops. Earn one point for each workshop offered. Thus, a half-day workshop at a conference, a full day conference workshop, or an hour-long webcast will earn one point.

Sponsorship – MUSE events are generously supported financially by the Commercial Members. And recognition is due. Points are determined by the total sponsorship dollars received divided by 1,000. Points are awarded once payment has been received. Points are rewarded for those sponsorship opportunities available outside of conference events too.

Recruitment – MUSE's commitment to bringing value to all MEDITECH hospitals is demonstrated by rewarding Commercial Members who are key in recruiting new Facility Members. Commercial Members who are listed on a Facility Member's application as being how the new facility was introduced to MUSE, will receive 5 priority points per new MUSE member.

Can points be deducted?

Yes. Priority Points can be deducted in accordance with the [MUSE Conference Rules and Regulations](#). Should a Commercial Member contravene a bylaw, rule or regulation, the applicable penalty will be applied against the Commercial Member's total points. Any questions regarding rules, regulations or bylaws should be discussed with a MUSE representative prior to any action being taken.

Will the points table be available for viewing?

Yes, the table will be posted to the Library section in the Members Only area of the MUSE website. Only the points per category for each Commercial Member will be displayed (as shown in the above table example). No other information (such as specific advertising arrangements or sponsorship agreements) will be available.

- Note that the MUSE Board reserves the right to add, edit, or delete point categories. Commercial Members will be informed of any changes to the system.
- Any award discrepancies can be appealed directly to the MUSE Executive Director and MUSE Board of Directors.