

CONNECTICUT CONVENTION 2012 MARKETING KIT

2012 MARCH 15-16, 2012
Connecticut
P i c o n v e n t i o n
MGM GRAND AT FOXWOODS
MASHANTUCKET, CONN.



Bringing your market to you



CONNECTICUT CONVENTION 2012 MARKETING KIT

Sponsorships

Put your company in the spotlight at one of the many program events, or on one of the items given to (and kept by) all attendees.

There are a variety of sponsorship opportunities to fit any budget. As a sponsor, your company name and information will be listed in all PIACT marketing brochures and the official PIACT Convention program book. Choose from:

Common sponsorships

- * **Opening gala dinner**
Exclusive sponsor: \$1,800
- * **Awards luncheon**
Exclusive sponsor: \$1,800
- * **Registration bags**
Exclusive sponsor: \$1,400
- * **Beer, wine and cheese reception**
Exclusive sponsor: \$1,300
- * **Continental breakfast**
Exclusive sponsor: \$1,300
- + **Badge holders**
Exclusive sponsor: \$850
- + **Dinner and luncheon table flowers**
Exclusive sponsor: \$850
- + **Education sessions**
Session sponsor: \$800 each (five available)
- + **Blood pressure booth**
Exclusive sponsor: \$750
- + **A.M. meeting refreshments**
Exclusive sponsor: \$700
- √ **Convention host**
Sponsor: \$600 per company
- √ **Grand door prize**
Exclusive sponsor: \$600
- √ **Post-it notes**
Exclusive sponsor: \$575
- √ **Convention badges**
Exclusive sponsor: \$525
- √ **Nitecap reception**
Sponsor: \$525 per company
- √ **Registration list folders**
Exclusive sponsor: \$525
- √ **P.M. meeting refreshments**
Exclusive sponsor: \$525
- √ **Note pads and pens**
Exclusive sponsor: \$525
- √ **Note cubes**
Exclusive sponsor: \$525
- √ **Pocket schedule**
Exclusive sponsor: \$525
- √ **Dinner table programs**
Exclusive sponsor: \$425
- √ **Luncheon table programs**
Exclusive sponsor: \$425
- √ **Memo pads**
Exclusive sponsor: \$425
- √ **Telephone message pads**
Exclusive sponsor: \$425
- √ **Appointment schedule**
Exclusive sponsor: \$425
- √ **To-do-list pads**
Exclusive sponsor: \$425
- √ **Cash giveaways**
Exclusive sponsor: \$425

Sponsorships are based on availability.

- * Tier 1 sponsorship option for PIACT Strategic Partners.
- + Tier 2 sponsorship option for PIACT Strategic Partners.
- √ Tier 3 sponsorship option for PIACT Strategic Partners.

Logon to <http://pia.org/CT/strategic/> for details about PIACT's Strategic Partner Program

Booth exhibits

Your company will have exclusive trade-show time when no other activities occur, **paving the way for heavier traffic flow to your booth.**

Why should you exhibit?

- Hundreds of decision-making professionals will be on hand—show them what you can do for their business.
- Touch base with current customers and network with prospects to boost your bottom line.
- PIACT's program is designed to promote steady trade-show traffic. Exclusive trade-show time is planned.
- Prime location, spacious booths and good exhibit floor layout.

Exhibitor fees

Exhibitor fee: \$650

With your PIA membership discount, the fee is **\$525.**

Due to labor costs, an additional \$75 charge is assessed for vendors requiring electricity. You should bring an extension cord or power strip with you. Please indicate electricity needs on the contract and add \$75 to your booth fee. This is a direct charge from MGM Grand.

More than just a booth

As an exhibitor, you receive:

- Advance publicity in PIACT promotional brochures and on PIACT's website.
- Recognition in the official PIACT Convention program book.
- Approximately 8' x 10' space with a 6' draped table and two chairs.
- Two complimentary exhibitor registrations, which include education tickets; beer, wine and cheese reception; and continental breakfast. (Tickets for other meal functions can be purchased separately.) Additional exhibitors can register at a discounted price.
- Five trade show passes that can be used to invite clients and potential customers to the PIACT trade show. (These passes are good for the trade show only. No meal functions are included.)



DON'T MISS THESE GREAT OPPORTUNITIES.

Program book advertising

Bring more attention to your booth and your business by placing an ad in the official program book. You won't believe how reasonable the rates are. Attendees also take the book back to the office as a reference, giving your ad an even longer life.

*Program book ads must be submitted to PIACT by **Jan. 20, 2012**. Payment must be received by **Feb. 3, 2012**.*

Rates

Full page (7" w x 9" h)	\$250
Half page (7" w x 4.5" h)	\$225
Quarter page (7" w x 2.25" h)	\$175
Outside back cover	\$350
Inside front or inside back cover	\$350
Two-page ad	\$450

Ad specifications

To ensure the quality of your advertisement in the program book, please adhere to the following guidelines for submitting ads:

- Maximum dimensions for a full page ad are 7" x 9".
- **No bleeds.**
- Black- and-white only.
- No solid black backgrounds.
- No reverse.

We cannot use the following:

- Faxed or photocopied art
- 72 DPI web images
- Images placed in Microsoft Word® or any other Microsoft Office™ program

File formats we accept:

Vector

- Adobe Illustrator® “.ai” files
- EPS files from Illustrator®, FreeHand® or CorelDraw®
- Note: When sending Vector art, please convert all fonts to outlines.

Raster

- Adobe Photoshop® files with fonts outlined (.tif, .psd, 300 dpi print resolution or higher)
- Adobe InDesign®
- Include **ALL** images and fonts used.
- Adobe Acrobat® PDF
- Please embed all fonts.

Media we accept:

- E-mail is preferred. Send files to: **acancio@pia.org**.
- CD-ROM
- Note: Include all elements for your ad, including fonts and images.

We gladly will create an ad for you if necessary. Please provide the following:

- Ad copy—e-mail to the address listed above.
- Any logos you wish to include—see above for file formats.

Please include the following with your art:

- Your name, organization name, phone number and e-mail address.
- If sending a CD, please include a hard copy print.
- Save art created in programs other than those listed above in .eps format.
- Unless you are sending only text, do not send word processing files.

PIA reserves the right to refuse advertisements submitted for inclusion in the program book.

If you have specific advertising questions, please call Athena in the Education and Conference Department at (800) 424-4244, ext. 235.

PIA helps you make a major impact!

Free sample postcards—Contact your best prospects and customers by mail before the show—PIA provides the professionally written and designed sample postcards for you to send.

Listing/link on PIA's website—We list all sponsors, exhibitors and advertisers on our popular website. Plus, we'll link to your business' website if you'd like. Just provide us with the appropriate address



Trade show contract

Exhibitor registration—All persons who attend must register. Exhibitors receive two complimentary convention registrations that include Thursday's beer, wine and cheese reception and Friday's continental breakfast. Additional exhibitors may register at a reduced rate. All exhibitors, including complimentary registrants, must complete an exhibitor registration form. You will receive your complimentary registration and discounted forms when we confirm receipt of this contract. To obtain additional forms call PIACT toll-free in Connecticut—(800) 424-4244—or at (518) 434-3111.

Payment for space—Payment must be received by **Feb. 3, 2012**, or the space will be released. Space is subject to availability. Confirmation of trade show area space is subject to Convention Committee review and approval. Your signature on this contract binds you to the PIACT trade show. Please read this contract carefully.

Cancellation of exhibit space—Should exhibitor desire to cancel this contract, written notice shall be provided to PIACT. In the event that notice of cancellation is received by PIACT after **Feb. 16, 2012**, exhibitor agrees to pay the full amount of exhibit fee, plus any additional expenses incurred by PIACT; payment by exhibitor of said amounts shall relieve exhibitor of any further obligations under this agreement.

Should PIACT desire to cancel this contract or be unable to provide exhibit space or perform this contract for any reason, written notice shall be provided to exhibitor. In the event of such cancellation, PIACT agrees to refund exhibitor only the amounts paid by exhibitor to PIACT for the exhibit fee. Payment by PIACT of said amounts shall relieve PIACT of any further obligation under this agreement. Exhibitor hereby agrees that any amounts expended by exhibitor in reliance, advancement or execution of this contract, other than the exhibit fees noted in this paragraph, are solely the responsibility and obligation of exhibitor and in no instance shall PIACT be responsible for any loss incurred by exhibitor resulting from cancellation of this contract.

Exhibitor agrees that failure to adhere to the stipulations stated herein on the decorum of a business exposition could result in the closing of an exhibit and cancellation of this contract by PIACT with no refund of any amount to exhibitor.

Rules governing exhibits—1. Exhibit space is on a space available basis. 2. Crowd-drawing devices, such as games of chance, motion pictures, broadcasting, etc. may be employed only after approval of the Convention Committee. 3. Distribution by exhibitors of any printed matter, souvenirs or other articles shall be restricted to the space occupied by their booth exhibit only. 4. Throwing souvenirs, loud shouting, obstructing aisles or other exhibits, etc., will not be permitted. 5. Service of alcoholic beverages in booths will not be permitted except by hotel personnel in specially approved booths, and on approval of the Convention Committee. 6. Use of booth materials other than those supplied by the hotel and PIACT, i.e., extra tables, additional booth hardware, draping, etc., will not be permitted without the approval of the Convention Committee and at the expense of the exhibitors.

Installation of exhibits—1. The exhibit area at MGM Grand will be ready for occupancy at noon on March 15, 2012. Exhibitors are required to have booth setup completed by 4 p.m. on March 15, 2012. PIACT will contact all exhibitors regarding the earliest setup time possible. A block of rooms at the special convention rate will be available on Thursday for exhibitors wishing to stay overnight. Call the MGM Grand Hotel at (866) 646-0050, ask for the PIACT room rate of \$149 single or double, plus taxes. Be sure to identify yourself with PIACT. **The room cutoff date is Feb. 15, 2012.**

2. Exhibitors must provide all tools necessary for unpacking, setting up and repacking their exhibits and may do their own work with one exception: all electrical installations must be done by MGM Grand. Electrical outlets are subject to an installation charge of \$75 at the exhibitor's expense. Telephone installations must be arranged through Demers Exposition Services at (860) 344-9919. All additional outlets and telephone installations are subject to an installation charge at the exhibitor's expense.

3. Exhibitors will be advised by PIACT in advance how drayage may be arranged.

4. Refer to special insert for important installation information.

Removal of exhibits—No exhibit may be taken down during the show hours of the convention. Exhibitors are responsible for repacking and shipping of their own exhibits.

Exhibit hours—Exhibitors will be advised of show hours by PIACT in advance. All exhibits are by contract, mandated to be functional and participating throughout the show hours. Details will be forwarded with confirmation of your contract when the program is finalized.

Exhibit liability and insurance—The Professional Insurance Agents of Connecticut Inc. shall not be liable to an exhibitor for any damage to or for the loss or destruction of an exhibit or the property of an exhibitor or injuries of any type from any cause to persons conducting or otherwise participating in the show or to invitees, guests or employees of exhibitor. All claims for any such loss, damage or injury, being expressly waived by exhibitor. It is expressly agreed that exhibitor will be liable for any and all injuries to any person or property which may occur as a result of any act or omission by the exhibitor or anyone acting on behalf of exhibitor. Exhibitors will maintain such area in a clean and orderly fashion. Any and all insurance for any such injuries must be purchased by exhibitor.

Exhibit hold harmless—Exhibitor hereby expressly agrees that it will defend, indemnify and hold harmless PIACT for any and all liability under which PIACT may incur as a result of exhibitor's negligence or failure to conform to the terms of this contract.

Right to refuse—PIA reserves the right to refuse participation by any exhibitor if the association believes the business or service to be promoted would conflict with or compete with any PIA programs, products or services.

Advertising specifications

To ensure the quality of your advertisement in the program book, please adhere to the following guidelines for submitting ads:

- Maximum dimensions for a full page ad are 7" x 9".
- **No bleeds.**
- Black- and-white only.
- No solid black backgrounds.
- No reverse.

We cannot use the following:

- Faxed or photocopied art
- 72 DPI web images
- Images placed in Microsoft Word® or any other Microsoft Office™ program

File formats we accept:

Vector

- Adobe Illustrator® “.ai” files
- EPS files from Illustrator®, FreeHand® or CorelDraw®
- Note: When sending Vector art, please convert all fonts to outlines.

Raster

- Adobe Photoshop® files with fonts outlined (.tif, .psd, 300 dpi print resolution or higher)
- Adobe InDesign®
- Include **ALL** images and fonts used.
- Adobe Acrobat® PDF
- Please embed all fonts.

Media we accept:

- E-mail is preferred. Send files to: acancio@pia.org.
- CD-ROM
- Note: Include all elements for your ad, including fonts and images.

We gladly will create an ad for you if necessary.

Please provide the following:

- Ad copy—e-mail to the address listed above.
- Any logos you wish to include—see above for file formats.

Please include the following with your art:

- Your name, organization name, phone number and e-mail address.
- If sending a CD, please include a hard copy print.
- Save art created in programs other than those listed above in .eps format.
- Unless you are sending only text, do not send word processing files.

PIA reserves the right to refuse advertisements submitted for inclusion in the program book.

If you have specific advertising questions, please call Athena in the Education and Conference Department at (800) 424-4244, ext. 235.

E-mail: conferences@pia.org • Website: www.pia.org