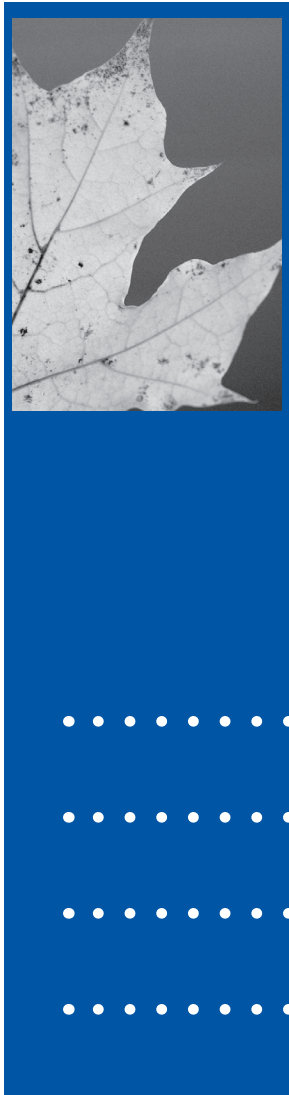




OCT. 23, 2008
HUDSON VALLEY RAP
 DOUBLETREE HOTEL, TARRYTOWN, N.Y.

OPPORTUNITY

guaranteed



BEST RETURN ON YOUR INVESTMENT

HUDSON VALLEY RAP 2008 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 Hudson Valley Regional Awareness Program marketing brochures and the official Hudson Valley RAP program book. Choose from:

COMMON SPONSORSHIPS*

Awards luncheon

Exclusive sponsor: \$1,500

Continental breakfast

Exclusive sponsor: \$850

Coffee and dessert reception

Exclusive Sponsor: \$800

Registration bags

Exclusive sponsor: \$700

Luncheon table flowers

Exclusive sponsor: \$700

Meeting refreshments

Exclusive sponsor: \$600

Education sessions

*Session sponsor: \$600 each
(one available)*

Major door prize

Exclusive sponsor: \$500

Note cubes

Exclusive sponsor: \$500

Hudson Valley RAP badges

Exclusive sponsor: \$500

Note pads

Exclusive sponsor: \$400

Registration list folders

Exclusive sponsor: \$400

Telephone message pads

Exclusive sponsor: \$400

Luncheon table programs

Exclusive sponsor: \$400

Memo pads

Exclusive sponsor: \$400

Appointment schedule

Exclusive sponsor: \$400

RAP event host

Sponsor: \$350 per company

*Sponsorships are based on availability.

*Please note crossed out items have been sold.

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.
- Hudson Valley RAP'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

Exhibit fees include one complimentary ticket, which includes lunch. Additional exhibitors can register at a reduced registration fee (\$65).

PIA member—\$475 Nonmember—\$600

Due to labor costs, an **additional \$55 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 \$55* to your booth fee.

* This is a direct charge from Doubletree Hotel.

MORE THAN JUST A BOOTH

As an exhibitor, you receive:

- Advance publicity in Hudson Valley RAP promotional brochures and on PIANY's Web site.
- Recognition in the official Hudson Valley RAP program book.
- Approximately 8' x 8' space with a 6' draped table and two chairs.
- One complimentary registration including one lunch ticket. Additional exhibitors can register at a discounted price.
- Five trade show passes that can be used to invite clients and potential customers to the Hudson Valley RAP trade show. (These passes are good for the trade show only. No meal functions are included.)



PLATINUM HOST-\$2500

(per company) (limited number available)

Sponsorship includes:

- * Exhibit space;
- * Full-page program book ad;
- * Two complimentary registrations;
- * A sign with your company logo prominently displayed at the Hudson Valley RAP registration desk;
- * Large sign featuring your company logo prominently displayed in the trade show; and
- * Special mention in all Hudson Valley RAP promotional materials and on the Hudson Valley RAP Web page.



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 PIANY by **Sept. 5, 2008**. Payment must be received by **Sept. 5, 2008**.

SIZE	RATE
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.

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 w/ 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: ahoesten@pia.org
- CD-ROM
- Zip disks
- 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 hardcopy 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 questions, please call Athena in the Education and Conference Department at (800) 424-4244, ext. 235.



PIA HELPS YOU MAKE A MAJOR IMPACT!

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

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

DON'T MISS THESE GREAT OPPORTUNITIES. COMPLETE THE ENCLOSED FORM.

Professional Insurance Agents

25 Chamberlain St.
P.O. Box 997
Glenmont, NY 12077-0997
Phone: (800) 424-4244
Fax: (888) 225-6935



E-mail: conferences@pia.org
Web site: www.pia.org



Marketing opportunities contract

Sponsorship opportunities • Trade exhibits • Program book advertising
Thursday, Oct. 23, 2008 • Doubletree Hotel • Tarrytown, N.Y.



Business name: _____

Name and title: _____

Street address: _____

City, state, ZIP: _____

Type of business: _____ PIA member no.: _____

Business phone: _____ Business fax: _____

Business e-mail: _____ Web site: _____

Date and signature of business representative: _____

Please check all that apply:

We would like to:

- Sponsor program event(s)/items
- Exhibit at the trade show
- Advertise in program book

To sponsor:*

We would like to sponsor: (See list of available sponsorships.)

First choice: _____

Second choice: _____

Third choice: _____

Sponsorships are based on availability. For cancellation of a sponsorship commitment, your company agrees to pay 50 percent of the amount of the sponsorship.

*A current company logo is required along with contract.

To exhibit: member—\$475 nonmember—\$600

- Please reserve a space for us in the trade show. Exhibit space is based on availability.

All mailings will be directed to the person and address indicated above unless otherwise specified. Please keep a copy of this contract for your files. (See reverse side for contract terms. Read them carefully. Your signature on this contract binds you to the PIA trade show.)

Confirmation will be sent, via e-mail, when contract is processed.

Electricity needs:

- Booth electrical outlet required at **\$55 additional charge.** (103-52)
Bring an extension cord or power strip if outlet is required!
- I do **not** require electricity.

To advertise in the program book:

Please reserve a space for the following ad size:

- Two-page ad—\$450
- 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

See reverse side for ad specifications.

Check one:

- Use 2007 ad.
- Camera-ready art enclosed.
- Art will be forwarded by **Sept. 5, 2008.**

Method of payment

- My check is enclosed, payable to PIA of New York.
(Please note: Program book advertising payment must be received in full by Sept. 5, 2008, or ad will not be run. Program book ads are not commissionable.)

- Bill me

- Charge the following credit card:

- Visa MasterCard Amex Personal Corporate

Acct no.: _____

Verification code: _____ Expiration date: _____

Print cardholder's name: _____

Cardholder's signature: _____

Amount enclosed:

For sponsorship (103-53) _____

For exhibit space (103-52) _____

For advertising (103-51) _____

Return to Kim Zielinski, PIA Education and Conference Department, 25 Chamberlain St., P.O. Box 997, Glenmont, NY 12077-0997.

By phone: (800) 424-4244. By fax: (888) 225-6935. By Web site: www.pia.org

Trade show contract

Exhibitor registration—All persons who attend must register. Booth fee includes ONE complimentary all-day ticket. Additional exhibitors can register for \$65 each. All exhibitors, including complimentary registrant, must complete an Exhibitor Registration Form. To obtain additional forms call PIANY toll-free at (800) 424-4244 or (518) 434-3111.

Cancellation of exhibit space—Should exhibitor desire to cancel this contract, written notice shall be provided to PIANY. In the event that notice of cancellation is received by PIANY after Sept. 19, 2008, exhibitor agrees to pay the full amount of exhibit fee, plus any additional expenses incurred by PIANY. Payment by exhibitor of said amounts shall relieve exhibitor of any further obligations under this agreement.

Should PIANY 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, PIANY agrees to refund exhibitor only the amounts paid by exhibitor to PIANY for the exhibit fee. Payment by PIANY of said amounts shall relieve PIANY 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 PIANY 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 PIANY with no refund of any amount to exhibitor.

Rules governing exhibits—

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

Installation of exhibits—

1. The exhibit area at the Doubletree Hotel will be ready for occupancy on Thursday, Oct. 23, 2008, at 7 a.m. Exhibitors are required to have booth setup completed by 10 a.m., Thursday, Oct. 23, 2008. PIANY will contact all exhibitors regarding the earliest setup time possible.

A block of rooms at the special conference rate will be available on Wednesday for exhibitors wishing to stay overnight. Call the Doubletree Hotel at (914) 631-5700; ask for the PIA room rate of \$189 plus taxes, single or double occupancy. The room cut off date is Sept. 20, 2008. Reservation code: HUD

2. Exhibitors must provide all tools necessary for unpacking, setting up and re-packing their exhibits and may do their own work with one exception: **All electrical installations must be done by the hotel.**

Removal of exhibits—No exhibit may be taken down during the show hours of the conference. Exhibitors are responsible for re-packing and shipping of their own exhibits.

Exhibit hours—Exhibitors will be advised of show hours by PIANY 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 New York State 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 PIANY for any and all liability, under which PIANY may incur as a result of exhibitor's negligence or failure to conform to the terms of this contract.

Advertising specifications

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

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- **No** bleeds.
- Black and white only

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 w/ 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: ahoesten@pia.org.
- CD-ROM
- Note: Include all elements for your ad, including fonts and images.

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