

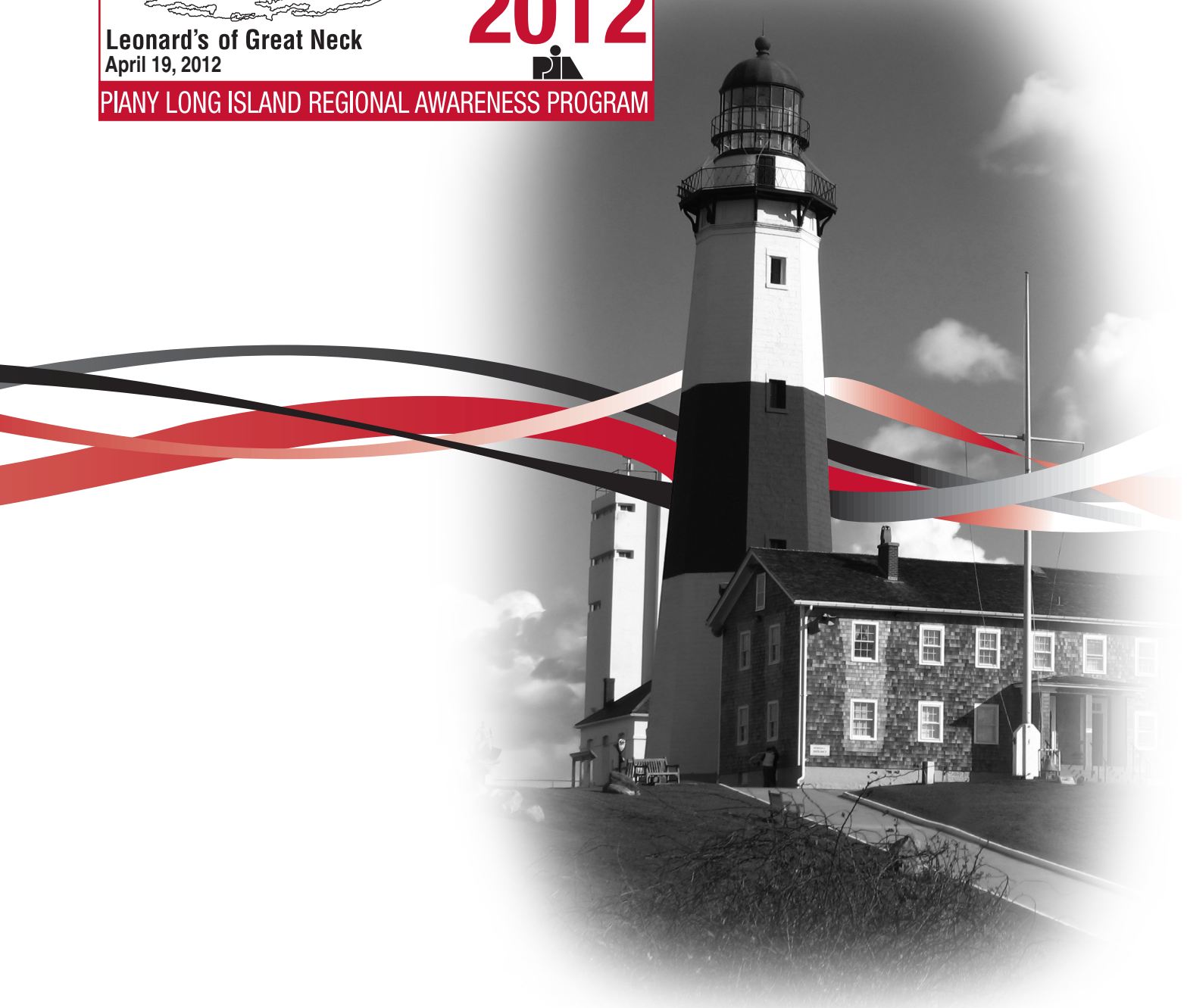
LONG ISLAND RAP 2012 MARKETING KIT



2012
Leonard's of Great Neck
April 19, 2012



PIANY LONG ISLAND REGIONAL AWARENESS PROGRAM



BRINGING YOUR MARKET TO YOU



LONG ISLAND RAP 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 Long Island Regional Awareness Program marketing brochures and the official LI RAP program book. Choose from:

Common sponsorships*

Keynote/awards luncheon

Exclusive sponsor: \$2,000

Continental breakfast

Exclusive sponsor: \$1,300

Registration bags

Exclusive sponsor: \$1,300

Coffee and dessert

Exclusive sponsor: \$1,000

Luncheon centerpieces

Exclusive sponsor: \$1,000

Shoeshine booth

Exclusive sponsor: \$750

Post-it notes

Exclusive sponsor: \$650

Blood pressure booth

Exclusive sponsor: \$600

Education sessions

*Session sponsor: \$500 each
(one available)*

Major door prize

Sponsor: \$500 per company

Note cubes

Exclusive sponsor: \$500

Meeting notepads and pens

Exclusive sponsor: \$500

Meeting refreshments

Exclusive sponsor: \$500

LI RAP badges

Exclusive sponsor: \$500

Welcome treats

Exclusive sponsor: \$500

To-do-list notepads

Exclusive sponsor: \$350

Memo pads

Exclusive sponsor: \$350

Telephone message pads

Exclusive sponsor: \$350

Luncheon table programs

Exclusive sponsor: \$350

Appointment schedules

Exclusive sponsor: \$350

Registration list folders

Exclusive sponsor: \$350

RAP event host

Sponsor: \$350 per company

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.
- LI 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 packages

Package 1—Price: \$900 • Package value \$1,260

- Trade-show booth with electric included
- RAP event host sponsorship
- **Full-page program book ad**
- Door prize \$100
- Two lunch tickets
- Continuing education credits included
- PIA nonmember—add an additional \$75

Package 2—Price: \$625 • Package value \$770

- Trade-show booth
- **Half-page program book ad**
- One lunch ticket
- CE credits included
- PIA nonmember—add an additional \$75

Add \$25 for electric with package 2.

More than just a booth

As an exhibitor, you receive:

- Advance publicity in LI RAP promotional brochures and on PIANY's website.
- Recognition in the official LI 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.

**Sponsorships are based on availability.*

**No fee
increases
for 2012**

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 PIANY by **March 16, 2012**. Payment must be received by **March 16, 2012**.

All exhibitors and sponsors receive a 10 percent discount on program book advertisements.

Size	Rates	Exhibitor/ sponsor rate
Full page (7"w x 9"h)	\$250.....	\$225
Half page (7"w x 4.5"h)	\$150.....	\$135
Quarter page (7"w x 2.25"h)	\$100.....	\$90
Outside back cover	\$300.....	\$270
Inside front or inside back cover	\$300.....	\$270
Two-page ad.....	\$350.....	\$315

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"w x 9"h.
- **No** bleeds
- Black-and-white only
- **No** reverse
- **No** solid black backgrounds

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:

- Email 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—email 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 email 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 advertising questions, please call Athena Cancio 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 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 one complimentary LI RAP registration with each booth space. Additional exhibitors may register at a reduced rate. All exhibitors, including complimentary registrant, must complete an exhibitor registration form. A registration form is enclosed. To obtain additional forms call PIANY toll-free at (800) 424-4244 or (518) 434-3111.

Payment for space—Payment must be received by March 16, 2012, or the space will be released. Space is subject to availability. Confirmation of trade-show area space is subject to LI RAP Committee review and approval. Your signature on this contract binds you to the LI RAP trade-show contract. Please read this contract carefully.

Cancellation of exhibit space—Should an 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 March 16, 2012, 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 LI 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 Leonard's of Great Neck personnel in specially approved booths, and on approval of the LI RAP Committee. 5. Use of booth materials other than those supplied by Leonard's of Great Neck and PIANY, i.e., extra tables, additional booth hardware, draping, etc. will not be permitted without the approval of the LI RAP Committee and at the expense of the exhibitors.

Installation of exhibits—1. The exhibit area at Leonard's of Great Neck will be ready for occupancy Thursday, April 19, 2012. PIANY will contact all exhibitors regarding the earliest setup time possible. 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 will be placed by Leonard's. Outlets are subject to an installation charge at the exhibitor's expense. **Exhibitors must supply their own three-prong adapter.**

Removal of exhibits—No exhibit may be removed prior to the official closing time April 19, 2012. This will be strictly enforced. Exhibitors are responsible for repacking and shipping of their own exhibits as necessary.

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 that 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.

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** reverse
- **No** solid black backgrounds

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:

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

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

- Ad copy—email 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 email 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 any advertisements submitted for inclusion in the program book.

Website: www.pia.org; email: conferences@pia.org



MARKETING OPPORTUNITIES CONTRACT

Sponsorship opportunities • Trade exhibits
Program book advertising
April 19, 2012

Leonard's of Great Neck • Great Neck, N.Y.



Business name: _____

Name and title: _____

Street address: _____

City, state, ZIP: _____

Type of business: _____ PIA member no.: _____

Business phone: _____ Business fax: _____

Business email: _____ Website: _____

Date and signature of business representative: _____

Accepted by: _____ Date: _____

(signature of authorized PIA representative)

Please check all that apply

We would like to:

- Sponsor program event(s)/item(s)
- Exhibit at the trade show
- Advertise in program book *(included with exhibitor packages)*

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.**

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

Exhibitor package plan: _____ **Amount:** _____

Package 1-\$900 • Package 2-\$625 • Nonmembers add \$75

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 when contract is received.

Electricity needs:

Booth electrical outlet required at \$25 additional charge. (103-22) (\$25 fee applies to Package 2 only.)

Bring an extension cord or power strip if outlet required!

To advertise in the program book:

Please reserve a space for the following ad size:

- Two-page ad—\$350
- Full page (7" w x 9" h)—\$250
- Half page (7" w x 4.5" h)—\$150
- Quarter page (7" w x 2.25" h)—\$100
- Outside back cover—\$300
- Inside front or inside back cover—\$300

See reverse side for ad specifications—deadline 3/16/12.

Check one:

- Camera-ready art enclosed.
- Art will be submitted by **March 16, 2012.**

Sponsors receive a 10 percent discount on ad rates.

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 **March 16, 2012**, or the ad will not be run. Program book ads are not commissionable.)

- Bill me Corporate card Personal card
- Charge the following credit card:
 - Visa MasterCard Amex Discover

Acct. no.: _____

Expiration date: _____ Verification code: _____

Print cardholder's name: _____

Cardholder's signature: _____

Amount enclosed:

For sponsorship (103-23): _____ W

For exhibit space (103-22): _____

For advertising (103-20): _____

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.