

METRORAP 2012 MARKETING KIT



HILTON NEW YORK

1335 AVENUE OF THE AMERICAS • NEW YORK, N.Y.



BRINGING YOUR MARKET TO YOU



METRORAP 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 Metropolitan Regional Awareness Program marketing brochures and the official MetroRAP program book. Choose from:

Common sponsorships*

Keynote luncheon

Exclusive sponsor: \$2,500

Buffet luncheon

Exclusive sponsor: \$1,700

Continental breakfast

Exclusive sponsor: \$1,700

Registration bags

Exclusive sponsor: \$1,700

Coffee and dessert reception

Exclusive sponsor: \$1,500

Luncheon table flowers

Exclusive sponsor: \$1,500

Coat check

Exclusive sponsor: \$1,200

Bottled water

Exclusive sponsor: \$1,000

Exhibitor refreshments

Exclusive sponsor: \$1,000

Granola bars

Exclusive sponsor: \$1,000

Meeting refreshments

Exclusive sponsor: \$1,000

Shoe shine booth

Exclusive sponsor: \$850

Blood pressure booth

Exclusive sponsor: \$800

Education session

Session sponsor: \$750 each
(two available)

MetroRAP badges

Exclusive sponsor: \$700

Post-it notes

Exclusive sponsor: \$700

To-do-list note pads

Exclusive sponsor: \$600

Pens

Exclusive sponsor: \$600

Note cubes

Exclusive sponsor: \$600

Note pads

Exclusive sponsor: \$600

Major door prizes

Sponsor: \$500 per company

Luncheon table programs

Exclusive sponsor: \$500

Registration list folders

Exclusive sponsor: \$450

Telephone message pads

Exclusive sponsor: \$450

Memo pads

Exclusive sponsor: \$450

Appointment schedule

Exclusive sponsor: \$450

RAP event host

Sponsor: \$425 per company

Cash giveaways

Exclusive sponsor: \$300

*Sponsorships are based on availability.

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.
- MetroRAP'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 includes one complimentary ticket, which includes lunch. Additional exhibitors can register at a reduced registration fee (\$100).

PIA member—\$600 Nonmember—\$750



Early-bird member price—\$550

Payment must be received by 11/4/11 to take advantage of discount. *Discount does not apply to nonmembers.*

Due to labor costs, an **additional \$160 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 \$160* to your booth fee. * *This is a direct charge from The Hilton.*

More than just a booth

As an exhibitor, you receive:

- **Complimentary wireless Internet.**
- **Easy access for loading and unloading booth materials. Freight elevator direct to trade-show floor at no additional cost.**
- Advance publicity in MetroRAP promotional brochures and on PIANY's website.
- Recognition in the official MetroRAP 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 MetroRAP trade show. *(These passes are good for the trade show only. No meal functions are included.)*

Special offer

Platinum host—\$2,500 (per company) (limited number available)

Sponsorship includes:

- Exhibit space (including electricity)
- Full-page program book ad
- Three complimentary registrations
- Podium recognition during the MetroRAP luncheon
- A sign with your company logo prominently displayed at the MetroRAP registration desk
- Large sign featuring your company logo prominently displayed in the trade show
- Special mention in all MetroRAP promotional materials and on the MetroRAP web page.

Gold host—\$2,000 (per company) (limited number available)

Sponsorship includes:

- Exhibit space (including electricity)
- Half-page program book ad
- Two complimentary registrations
- Podium recognition during MetroRAP Luncheon
- A sign with your company logo prominently displayed at the MetroRAP registration desk
- Large sign featuring your company logo prominently displayed in the trade show
- Special mention in all MetroRAP promotional materials and on the MetroRAP web page.

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 PIA NY by Dec. 16, 2011. Payment must be received by Dec. 16, 2011.*

Size	Rates	Exhibitor/ sponsor rate
Full page (7" w x 9" h)	\$250.....	\$225
Half page (7" w x 4.5" h)	\$225.....	\$200
Quarter page (7" w x 2.25" h)	\$175.....	\$160
Outside back cover	\$350.....	\$315
Inside front or inside back cover	\$350.....	\$315
Two-page ad.....	\$450.....	\$405

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.



Follow us on Twitter
@MetroRapNYC



Scan QR code
to link up with us
on Facebook



JAN. 18, 2012





Marketing opportunities contract



Sponsorship opportunities • Trade exhibits • Program book advertising
Wednesday, Jan. 18, 2012 • Hilton New York • Avenue of the Americas

Business name: _____

Name and title: _____

Street address: _____

City, State, ZIP: _____

Type of business: _____ PIA member no.: _____

Business phone: _____ Business fax: _____

Business e-mail: _____ Website address: _____

Date and signature of business representative: _____

Accepted by: _____ (signature of authorized PIA representative) Date: _____

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—\$550* nonmember—\$750

- 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.

 *** Early-bird discount**—Payment must be received by **Nov. 4, 2011**, for discount. **After Nov. 4, 2011**, the member fee is \$600. Discount does *not* apply to nonmembers.

Electricity needs:

- Booth electrical outlet required at **\$160 additional charge.** (103-34) *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 *Sponsors and exhibitors receive a 10 percent discount on program book rates. See kit for prices.
- 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—deadline 12/16/11.

Check one:

- Use 2011 ad. Camera-ready art enclosed.
- Art will be submitted by **Dec. 16, 2011.**

Method of payment

- My check is enclosed, payable to PIA of New York.

(Note: Program book advertising payment must be received in full by Dec. 16, 2011, 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.: _____

Exp. date: _____ Verif code: _____

Print cardholder's name: _____

Cardholder's signature: _____

Amount enclosed:

For sponsorship (103-35) _____ WR

For exhibit space (103-34) _____

For advertising (103-32) _____

Trade show contract

Exhibitor Registration—All persons who attend must register. Booth fee includes ONE complimentary all-day ticket. Additional exhibitors can register for \$100 each. Please indicate your lunch choice and number of people attending each lunch. (You must complete the Exhibitor Registration Form for each exhibitor attending.) 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 Jan. 6, 2011, 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 MetroRAP 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 MetroRAP 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 MetroRAP Committee and at the expense of the exhibitors.

Installation of exhibits—1. The exhibit area at Hilton New York will be ready for occupancy Wednesday, Jan. 18, 2012, at 6 a.m. Exhibitors are required to have booth set up by 8 a.m., Wednesday, Jan. 18, 2012. PIANY will contact all exhibitors regarding the earliest setup time possible. A block of rooms at the special conference rate will be available on Tuesday for exhibitors wishing to stay overnight. Call the Hilton New York at (212) 586-7000; ask for the PIA room rate of \$199 plus taxes, single or double occupancy. **The room cut-off date is Dec. 27, 2011.**

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.

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:

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- 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:

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

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

- 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.
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Website: www.pia.org

E-mail: conferences@pia.org

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