

APRIL 29-30, 2008

2008 Joint
Education Conference

RADISSON HOTEL, MANCHESTER, N.H.

*O*ppportunity guaranteed



*B*est return on your investment



2008 JOINT EDUCATION CONFERENCE 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 marketing brochures and the official PIANH/IIABNH Joint Conference program book. Choose from:

Common sponsorships*

Awards luncheon (4/29)

Exclusive sponsor: \$2,000

Industry luncheon (4/30)

Exclusive sponsor: \$2,000

Cocktail reception in trade show

Exclusive sponsor: \$1,500

Continental Breakfast

Sponsor: \$1,000 per company
(two available)

Pre-lunch receptions

Sponsor: \$1,000 per company
(two available)

General session

Exclusive sponsor: \$1,000

Meeting refreshments

Exclusive sponsor: \$850

Education sessions

Session sponsor: \$1,000 each
(six available)

Grand door prize

Sponsor: \$800 per company
(two available)

Conference host

Sponsor: \$700 per company

Conference badges

Exclusive sponsor: \$500

Notepads

Exclusive sponsor: \$500

Pocket schedule

Exclusive sponsor: \$500

Registration list folders

Exclusive sponsor: \$500

Door prizes

Sponsor: \$500 per company

Memo pads

Exclusive sponsor: \$500

Telephone message pads

Exclusive sponsor: \$500

Luncheon table programs

Exclusive sponsor: \$500

*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?

At this Joint Conference, you will have access to independent insurance agents and brokers who are eager to bring the latest products, services and markets into their agencies. You can help them meet that need.

These agents already have indicated their willingness and interest in learning more about your products and services and how to use them to their advantage. Get the attention of these potential customers—participate in this event as an exhibitor.

Exhibitor fees

Exhibitor fee: \$600

With your **PIANH or IIABNH membership** discount, the fee is \$400.

Due to labor costs, **an additional \$15 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 \$15 to your booth fee. This is a direct charge from The Radisson.

More than just a booth

As an exhibitor, you receive:

- Advance publicity in all conference promotional brochures and on the conference Web site.
- Recognition in the official conference program book.
- An approximately 8' x 8' space, with a 6' draped table and two chairs.
- Two complimentary registrations, which include education tickets, continental breakfast and lunch on both days of the conference. (Tickets for other meal functions may be purchased separately.) Additional exhibitors may register at a discounted price.
- Five trade show passes that can be used to invite clients and potential customers to the PIANH/IIABNH trade show. (These passes are good for the trade show only. No meal functions are included.)

Please note: exhibit space is limited.

**TRADE SHOW BOOTH SPACE
IS SOLD OUT AS OF 4/15/08!**

Please call to be placed on the waiting list.



PIANH is running this conference in conjunction with IIABNH. All checks and correspondence should be directed to PIANH.



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 PIANH by **March 28, 2008**. Payment must be received by **March 28, 2008**.

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 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.

PIA helps you make a major impact!

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

 **Don't miss these great opportunities.**
Complete the enclosed form.

Rates

Full page (7" w x 9" h)	\$300
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

Media we accept:

- E-mail is preferred. Send files to: ahoesten@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 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 questions, please call Athena in the PIANH Education and Conference Department at (800) 424-4244, ext. 235.

Listing/link on PIANH'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.





Marketing opportunities contract



Sponsorship opportunities • Trade exhibits

Program book advertising

April 29-30, 2008 • Radisson Hotel • Manchester, N.H.

Business name: _____

Name and title: _____

Street address: _____

City, State, ZIP: _____

Type of business: _____ Member no.: _____ PIA IIAB

Business phone: _____ Business fax: _____

Business e-mail: _____ Web site address: _____

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-\$400 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/IIAB trade show.) Confirmation will be sent when a contract is received.

Electricity needs:

- Booth electrical outlet required at a **\$15 additional charge.** (105-004)
Bring an extension cord or power strip if outlet is required!
- I do **not** require electricity.

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

By phone: (800) 424-4244. By fax: (888) 225-6935

By e-mail: conferences@pia.org

PIANH is running this conference in conjunction with IIABNH. All checks and correspondence should be directed to PIANH.

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)—\$300
- 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 March 28, 2008

Check one:

- Use 2007 PIANH ad. Camera-ready art enclosed.
- Art will be submitted by **March 28, 2008**

Method of payment

My check is enclosed, payable to PIA of New Hampshire.

(Note: Program book advertising payment must be received in full by March 28, 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.: _____

Exp. date: _____ Verif. code: _____

Print cardholder's name: _____

Cardholder's signature: _____

Amount enclosed:

For sponsorship (105-003) _____ WP

For exhibit space (105-004) _____

For advertising (105-002) _____

TRADE SHOW BOOTH SPACE IS SOLD OUT AS OF 4/15/08!
Please call to be placed on the waiting list.

Trade show contract

Exhibitor registration—All persons who attend must register. Exhibitors receive two complimentary registrations, which include education tickets, continental breakfast and lunch on both days of the conference. 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 the Professional Insurance Agents of New Hampshire Inc. 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 PIANH. In the event that notice of cancellation is received by PIANH after April 7, 2008, exhibitor agrees to pay the full amount of exhibit fee, plus any additional expenses incurred by PIANH. Payment by exhibitor of said amounts shall relieve exhibitor of any further obligations under this agreement.

Should PIANH 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, PIANH agrees to refund exhibitor only the amounts paid by exhibitor to PIANH for the exhibit fee. Payment by PIANH of said amounts shall relieve PIANH 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 PIANH 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 PIANH 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 PIANH Conference 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 PIANH Conference committee.

5. Use of booth materials other than those supplied by the Hotel and PIANH (i.e., extra tables, additional booth hardware, draping, etc.) will not be permitted without the approval of the PIANH Conference committee and at the expense of the exhibitors.

Installation of exhibits—1. The exhibit area at the Radisson Hotel will be ready for occupancy on Tuesday, April 29, 2008, at 6 a.m. Exhibitors are required to have booths set up by 8 a.m., Tuesday, April 29, 2008. PIANH will contact all exhibitors regarding their earliest possible setup time.

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 the hotel. Electrical outlets are subject to an installation charge of \$15 at the exhibitor's expense.

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

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

PIANH is running this conference in conjunction with IABNH. All checks and correspondence should be directed to PIANH.

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- Images placed in Microsoft Word® or any other Microsoft Office™ program

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- 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 resolution or higher)

Adobe InDesign®

- Include *all* images and fonts used.

Adobe Acrobat® PDF

- Please embed all fonts

Media we accept:

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