



# ANNUAL CONFERENCE

**JUNE 11-13, 2017**

Harrah's Resort and Casino | Atlantic City, N.J.

## MARKETING KIT



**BRINGING YOUR MARKET TO YOU!**

# 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's a sponsorship for *any* budget! Sponsor's

company name and information will appear in all conference marketing brochures and the official conference program book.

Choose from common and state-specific below.

## Common sponsorships\*

**Poolside reception**

Exclusive sponsor: \$7,500

**Monday luncheon**

Exclusive sponsor: \$6,000

**Networking lounge/reception**

Exclusive sponsor: \$4,500

**Nitecap reception**

Exclusive sponsor: \$4,500

**Badge lanyards**

Exclusive sponsor: \$3,500

**Continental breakfast**

Exclusive sponsor: \$3,000

**Beer/soda garden**

Exclusive sponsor: \$3,000

**Hot dog booth**

Exclusive sponsor: \$3,000

**Photo booth**

Exclusive sponsor: \$3,000

**Table centerpieces**

Exclusive sponsor: \$2,000

**Phone charging station**

Exclusive sponsor: \$2,000

**Pretzel booth**

Exclusive sponsor: \$2,000

**Wine and cheese reception**

Exclusive sponsor: \$2,000

**Caricaturist booth**

Exclusive sponsor: \$2,000

**Tarot card reader booth**

Exclusive sponsor: \$2,000

**Conference badges**

Exclusive sponsor: \$2,000

**Popcorn booth**

Exclusive sponsor: \$2,000

**Neck and shoulder massage**

Exclusive sponsor: \$2,000

**Coffee booth**

Exclusive sponsor: \$2,000

**Shoe shine booth**

Exclusive sponsor: \$2,000

**Blood pressure booth**

Exclusive sponsor: \$2,000

**Meeting refreshments**

Exclusive sponsor: \$1,750

**Grand door prize**

Exclusive sponsor: \$1,500

**Education sessions**

Sponsor: \$1,500 each

Six available

**Conference app**

Sponsor: \$750 per company

**Monday lunch table programs**

Exclusive sponsor: \$600

**WiFi in trade show**

Exclusive sponsor: \$600

\*sponsorships are based on availability

## State-specific sponsorships\*

There will be both New Jersey and New York versions of:

**Survival kits**

Exclusive N.J. sponsor: \$2,000

Exclusive N.Y. sponsor: \$2,000

**Registration bags**

Exclusive N.J. sponsor: \$1,800

Exclusive N.Y. sponsor: \$1,800

**Post-it notes**

Exclusive N.J. sponsor: \$1,500

Exclusive N.Y. sponsor: \$1,500

**Note pads and pens**

Exclusive N.J. sponsor: \$1,000

Exclusive N.Y. sponsor: \$1,000

**Registration list folders**

Exclusive N.J. sponsor: \$850

Exclusive N.Y. sponsor: \$850

**Pocket schedule**

Exclusive N.J. sponsor: \$850

Exclusive N.Y. sponsor: \$850

**Telephone message pads**

Exclusive N.J. sponsor: \$600

Exclusive N.Y. sponsor: \$600

**Memo pads**

Exclusive N.J. sponsor: \$600

Exclusive N.Y. sponsor: \$600

**To-do list notepads**

Exclusive N.J. sponsor: \$600

Exclusive N.Y. sponsor: \$600

\*sponsorships are based on availability

## Cabana Rentals

**Reserve a Cabana during the Monday Night Poolside Reception for \$350.**

- Reserved seating in a semi-private cabana
  - Company logo scrolling on monitor in cabanas
  - Personal wait staff
  - Bottle service (additional cost)
  - Appetizer menu available (additional cost)
  - Cabanas seat six people
  - Call Kim Zielinski, PIA's Conference Manager, to reserve your cabana today at (800) 424-4244, ext. 230
- Reserve today! Only 6 cabanas available.*

# HOSTING AND EXHIBITING

## Platinum host

**\$4,000 each** (a limited number available)

- Company logo will scroll on the screen during the seating period at Monday's lunch
- Large sign featuring your company logo prominently displayed in the trade show
- A sign with your company logo displayed at the conference registration desk
- Complimentary full-page program book ad†
- Complimentary full-page ad in *PIA magazine* to appear in the state/issue of your choice *before* the conference—**ad deadline is March 3, 2017**
- Ten free education/trade-show passes to hand out to your agents/brokers
- Reserved table for 10 at Monday's lunch (*Meals not included*)
- Company name listed in Monday's lunch table program
- Company name and logo listed in conference program book and on the conference website

## Gold host

**\$3,000 each**

- Company logo will scroll on the screen during the seating period at Monday's lunch
- A sign with your company logo displayed at the conference registration desk
- Five free education/trade-show passes to hand out to your agents/brokers
- Complimentary full-page program book ad†
- Reserved table for 10 at Monday's lunch (*Meals not included*)
- Company name listed in Monday's lunch table program
- Company name and logo listed in conference program book and on the conference website

## Silver host

**\$750 each**

- A sign with your company logo displayed at the conference registration desk
- Company name listed in Monday's lunch table program
- Company name and logo listed in conference program book and on the conference website

## Booth exhibits

### Prime exhibit space!

**PIA member \$1,500**

**Nonmember \$2,000**

Prime spaces are centrally located around the bar and lounge area and near the trade-show entrance.

**Limited number available.**

**Exhibitor fee—\$1,450 per 10' x 10' space.**

**With your PIA membership discount, the fee is \$950.**

⚡ Due to labor costs, **an additional \$85 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 \$85 to your booth fee. This is a direct charge from Harrah's.

- 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.
- Prime location, spacious booths and an excellent exhibit floor layout.
- Advance publicity in promotional brochures and on PIA's website based on receipt of contract.
- Recognition in the official conference program book.
- A 10' x 10' piped and draped space with 6' draped table, two chairs and carpeting.
- Complimentary internet access (one connection per booth).
- Three complimentary registrations (not hotel or meals). Additional exhibitors may register at a reduced rate.
- **Please call PIA for double/triple/quad booth discounts!**

**SPECIAL**

### Attract more agents to your booth

Order exhibitor locator signs above your booth for more visibility. Refer to the AEX Convention Services kit for discounted rates. (AEX kit will be provided by PIA with exhibitor confirmation materials.)

## ADVERTISING OPPORTUNITIES

*See info on back 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.

† Program book ads must be submitted to PIA by **April 21, 2017**.

Payment must be received by **April 21, 2017**.

## Ad specifications

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

## Rates

Full page (7" w x 9" h) .....	\$325
Half page (7" w x 4.5" h) .....	\$275
Quarter page (3.5" w x 4.5" h) .....	\$250
Two-page ad .....	\$425
Inside front or inside back cover .....	\$375
Outside back cover .....	\$375

- 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 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

## Ad submissions

- Email files to: [kzielinski@pia.org](mailto:kzielinski@pia.org)

*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.
- 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 PIA's Communication Department at (800) 424-4244.*



*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.

## A listing/link on PIA's website

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

## Professional Insurance Agents

25 Chamberlain St. • P.O. Box 997 • Glenmont, NY 12077-0997  
(800) 424-4244 • Fax: (888) 225-6935 • [conferences@pia.org](mailto:conferences@pia.org) • [pia.org](http://pia.org)

# Marketing opportunities contract

Sponsorship opportunities • Trade exhibits • Program book advertising  
June 11-13, 2017 • Harrah's Resort • Atlantic City, N.J.

Business name \_\_\_\_\_

Name and title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Type of business \_\_\_\_\_ PIA member no. \_\_\_\_\_

Business phone \_\_\_\_\_ Business fax \_\_\_\_\_

Business email \_\_\_\_\_ Website address \_\_\_\_\_

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)/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.

**\*A current logo is required along with contract.**

**Exhibitor fees (choose one option)**

- Prime exhibit space:** member \$1,500; nonmember: \$2,000
- Exhibit space: member \$950; nonmember: \$1,450

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 PIANJ/PIANY trade show.) Confirmation will be sent when contract is received.

**Our company represents**

- N.Y. only
- N.J. only
- Both N.Y. and N.J.

**Electricity needs**

- Booth electrical outlet required at a **\$85 additional charge.**  
*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:

- Full page (7" w x 9" h)—\$325
- Half page (7" w x 4.5" h)—\$275
- Quarter page (3.5" w x 4.5" h)—\$250
- Two-page ad—\$425
- Inside front or inside back cover—\$375
- Outside back cover—\$375

*See reverse side for ad specifications.*

**Check one**

- Use 2016 ad
- Camera-ready art enclosed
- Art will be forwarded by **April 21, 2017**

**Method of payment**

- My check is enclosed, payable to PIA.  
(Please note: Program book advertising payment must be received in full by **April 21, 2017**, or ad will not run. Program book ads are not commissionable.)
- Bill me.

Credit card:  Visa  MasterCard  AmEx  Discover  
 Corporate card  Personal card

Account number: \_\_\_\_\_

Expiration date: \_\_\_\_\_ Verification code: \_\_\_\_\_

Print cardholder's name: \_\_\_\_\_

Cardholder's signature: \_\_\_\_\_

Return to: Kim Zielinski  
PIA Education and Conference Department  
25 Chamberlain St., P.O. Box 997  
Glenmont, NY 12077  
(800) 424-4244 ; fax: (888) 225-6935; conferences@pia.org

**Amount enclosed:**

For sponsorship (103-104) \_\_\_\_\_

For exhibit space (103-103) \_\_\_\_\_

For advertising (103-102) \_\_\_\_\_

## Trade-show contract

**Exhibitor registration**—All persons who attend must register. Exhibitors receive **three** complimentary conference registrations (not hotel or meals) with each booth space. 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 PIA toll-free—(800) 424-4244.

**Payment for space**—Payment must be received by **April 21, 2017**, or the space will be released. Space is subject to availability. Confirmation of trade show area space is subject to Conference Committee review and approval. Your signature on this contract binds you to the PIA trade show contract. Please read this contract carefully.

**Cancellation of exhibit space**—Should exhibitor desire to cancel this contract, written notice shall be provided to PIA. In the event that notice of cancellation is received by PIA after May 25, 2017, exhibitor agrees to pay the full amount of exhibit fee, plus any additional expenses incurred by PIA; payment by exhibitor of said amounts shall relieve exhibitor of any further obligations under this agreement.

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

5. Use of booth materials other than those supplied by the hotel and PIA, (e.g., extra tables, additional booth hardware, draping) will not be permitted without the approval of the Conference Committee and at the expense of the exhibitors.

**Installation of exhibits**—1. The exhibit area at Harrah's Resort will be ready for occupancy on June 11, 2017. Exhibitors are required to have booth setup complete by June 11, 2017, at 4 p.m. PIA will contact all exhibitors regarding the earliest setup time possible. A block of rooms at the special conference rate will be available for exhibitors wishing to stay overnight. Call Harrah's at (888) 516-2215.

1. Ask for the PIA room rate of \$99, plus taxes and resort fees, single or double occupancy. The room cutoff date is **May 9, 2017**.
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. Electrical outlets are subject to a hotel installation charge at the exhibitor's expense (\$85).
3. Exhibitors will be advised by PIA in advance how drayage may be arranged.

**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. Any exhibit that breaks down early will be omitted from next year's mailing list.

**Exhibit hours**—Exhibitors will be advised of show hours by PIA 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 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 exhibitors. All claims for any such loss, damage or injury, being expressly waived by exhibitor. It expressly is 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 PIA for any and all liability under which PIA 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
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*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.

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