

CAPITAL RAP

Thursday, Nov. 2, 2023
Capital Center, Albany, NY

Marketing Kit



Sponsorships



Keynote Luncheon	\$2,000
Charging station booth	\$1,500
Networking Reception	\$1,500
Tote bag booth	\$1,500
Badge lanyards	\$1,200
Continental breakfast	\$1,000
Digital gift cards	\$1,000
Capital RAP badges	\$900
Luncheon table flowers	\$900
Mini hand sanitizers	\$900
Meeting refreshments	\$800
Mobile website for event (per company)	\$800
Major door prize (per company)	\$625
Luncheon table programs	\$550
RAP event host (per company)	\$500
Social media cover photo (per company)	\$500

*Sponsorships are based on availability.



Platinum host* \$2,500

Sponsorship includes:

Prime exhibit space including electricity
Premium full-page digital program book ad
Three complimentary registrations
Podium recognition during luncheon
Reserved luncheon table for ten (meals not included)
Logo displayed during event
Special mention in promotional materials

Gold host* \$1,750

Sponsorship includes:

Exhibit space including electricity
Half-page digital program book ad
Two complimentary registrations
Podium recognition during luncheon
Reserved luncheon table for ten (meals not included)
Logo displayed during event
Special mention in promotional materials

*per company; limited number

Booth exhibits



PIA member—\$700

Nonmember—\$800

As an exhibitor, you receive:

- Publicity in promotional materials
- Recognition in the program book
- Approximately 8' x 8' space with a 6' draped table and two chairs
- One registration including one lunch ticket
- Additional exhibitors can register at a discounted price (\$100)
- Six trade-show-only passes to invite clients and customers (No meal functions included.)

An additional \$65 charge from the Albany Capital Center is assessed for exhibitors requiring electricity. Bring an extension cord or power strip.



Save \$100

Early Bird \$600

Payment must be received by Friday, Sept 8, 2023, to take advantage of the discount. Discount does not apply to nonmembers.

Advertising

Bring attention to your booth and business by placing an ad in the digital program book.

Size

Rates

Full page \$250

Half page \$225

Quarter page \$175

Premium full page \$350

Two-page spread \$450

Ads and payment must be submitted by Oct. 13, 2023



www.pia.org | conferences@pia.org | (800) 424-4244



CAPITAL RAP

Nov. 2, 2023 | Capital Center, Albany, NY

Sponsor, Advertiser, Exhibitor Contract

Business name: _____

Name and title: _____

Street address: _____

City, state, ZIP: _____

Type of business: _____ PIA member no.: _____

Business phone: _____ Business email: _____

Website: _____

Date and signature of business representative: _____

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

Check all that apply:

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

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% of the amount of the sponsorship. *Company logo is required with contract.

Exhibit:

Member—\$600* Nonmember—\$800

- ☐ Reserve a space 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. 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 email, when contract is processed.

***Early-bird discount—Payment must be received by Sept. 8, 2023, for discount.** After Sept. 8 2023, the member fee is \$700. Discount does not apply to nonmembers.

Electricity needs:

- ☐ Booth electrical outlet required at **\$65 additional charge.**
Bring an extension cord or power strip if outlet is required!
- ☐ I do **not** require electricity.

Advertise in the digital program book:

Reserve a space for the following ad size:

- ☐ Two-page ad—\$450
- ☐ Full page (8.5"w x 11"h)—\$250
- ☐ Half page (7"w x 5.5"h)—\$225
- ☐ Quarter page (7"w x 2.25"h)—\$175
- ☐ Premium full-page—\$350

See reverse side for ad specifications.

- Check one: ☐ Camera-ready art enclosed.
☐ Art will be sent to PIA by Oct. 13, 2023.

Payment

- ☐ Check is enclosed, payable to PIA of New York.
Program book advertising payment must be received in full by **Oct. 13, 2023**, 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) _____

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. All exhibitors, including complimentary registrant, must complete an Exhibitor Registration Form. To obtain additional forms call PIANY 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 **Oct. 6, 2023**, 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 Capital 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 facility personnel in specially approved booths, and on approval of the Capital RAP Committee.
5. Use of booth materials other than those supplied by the facility and PIANY (i.e., extra tables, additional booth hardware, draping, etc.) will not be permitted without the approval of the Capital RAP Committee and at the expense of the exhibitors.

Installation of exhibits

1. The exhibit area at the Albany Capital Center will be ready for occupancy on Thursday, Nov. 2, 2023, at 7 a.m. Exhibitors are required to have booth setup completed by 9 a.m., Thursday, Nov. 2, 2023. PIANY will contact all exhibitors regarding the earliest setup time possible.

A block of rooms at the special conference rate will be available. More information coming soon.

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 Albany Capital Center.**

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 adhere to the following ad guidelines:

- Provide us an Adobe Acrobat® PDF with all fonts embedded
- Ads can be full color in RGB
- Ads can include a bleed (7.5" w x 9.5" h) with bleed marks
- Live area for type falls 1/8" from document edges
- We cannot use faxed or photocopied art

Email ad files to: kzielinski@pia.org

Include the following:

- Your name, organization name, phone number, and email address
- Ad file in a PDF format
- Do not send Microsoft® Word® files.

We can create an ad for you for an additional fee. Contact kzielinski@pia.org.

Questions? Contact PIA's Conferences Department at (800) 424-4244; conferences@pia.org.

PIA reserves the right to refuse advertisements submitted for inclusion in the program book.

