



Connecticut Convention

March 27-28, 2024 | Foxwoods Resort Casino, Mashantucket, Conn.

Marketing Kit



Sponsorships

Tier 1

Networking reception	SOLD	\$2,100
Buffet lunch		\$2,100
Digital gift cards		\$2,000
Tote bag booth	SOLD	\$2,000
(includes booth located in a prime location)		
Email sponsor (per company)		\$2,000
Entertainment		\$1,500
Bloody Mary/Mimosas	SOLD	\$1,500
Wine & cheese social	SOLD	\$1,500
Charging station	SOLD	\$1,500
Continental breakfast	SOLD	\$1,400
Badge lanyards	SOLD	\$1,200
Convention badge	SOLD	\$1,200

Tier 2

Mini hand sanitizer	SOLD	\$1,000
Floor decals (per company)		\$1,000
Convention video promo		\$1,000
Lunch table flowers		\$900
Education sessions ^(1 available) (3 available)		\$800
Social media cover photo ^(2 available)		\$800

Tier 3

Mobile website (per company)		\$700
Convention host (per company)		\$600
Grand door prize	SOLD	\$600
Meeting refreshments	SOLD	\$600
Coffee & dessert (per company)		\$550
Meeting rooms (per room)		\$500
Cash giveaways	SOLD	\$500

Sponsorships are open to all businesses. If you are a PIACT Strategic Partner log on to www.pia.org/CT/strategic for details on which tier level you qualify for.

**Promote your
business:**
www.pia.org/conn



Booth exhibits

Member—\$750

~~Non-member—\$975~~

As an exhibitor, you receive:

- Publicity in promotional materials and on webpage.
- Recognition in the digital program book.
- Approximately 8' x 10' space with a 6' draped table and two chairs.
- One registration including education, continental breakfast, drink ticket, buffet lunch and networking reception. *Additional exhibitors can register at a discount.*
- Six trade-show-only passes to invite clients and customers. *(No meal functions included.)*

An additional \$100 charge is assessed for vendors requiring electricity. Bring an extension cord or power strip. This is a direct charge from Foxwoods.

Advertising

Digital program book

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 March 8, 2024.

Connecticut Convention

March 27-28, 2024

Foxwoods Resort Casino, Mashantucket, Conn.

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 digital 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.

Advertise in the digital program book

Reserve a space for the following ad size:

- ☐ Two-page ad—\$450
- ☐ Premium full page (7"w x 9"h)—\$350
- ☐ 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

☐ Link ad to website—\$25 member; \$50 nonmember

Website link: _____

See reverse side for ad specifications.

- Check one: ☐ Use 2023 ad.
- ☐ Ad attached.
- ☐ Art will be submitted by **March 8, 2024.**

Exhibitor fees (choose one option):

- ☒ Member: \$750
- ☐ Nonmember: \$875

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.

*This is a separate fee. Must pay for a exhibitor booth.

Electricity needs:

- ☐ Booth electrical outlet required at **\$100 additional charge**
Bring an extension cord or power strip if outlet is required!
- ☐ I do NOT require electricity.

Payment

- ☐ Check is enclosed, payable to PIA of Connecticut.
(Note: Program book advertising payment must be received in full by **March 8, 2024**, 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 (103-204) _____

For exhibit space (103-203) _____

For advertising (103-202) _____

Return to: Kim Zielinski

PIA Education and Conference Department

PO Box 997, Glenmont, NY 12077-0997

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

Trade show contract

Exhibitor registration—All persons who attend must register. Exhibitors receive one complimentary convention registration that includes education tickets, continental breakfast, drink ticket, buffet lunch and networking reception. 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 PIACT toll-free in Connecticut—(800) 424-4244—or at (518) 434-3111.

Payment for space—Payment must be received by March 8, 2024, or the space will be released. Space is subject to availability. Confirmation of trade show area space is subject to Convention Committee review and approval. Your signature on this contract binds you to the PIACT trade show. Please read this contract carefully.

Cancellation of exhibit space—Should exhibitor desire to cancel this contract, written notice shall be provided to PIACT. In the event that notice of cancellation is received by PIACT after **March 8, 2024**, exhibitor agrees to pay the full amount of exhibit fee, plus any additional expenses incurred by PIACT; payment by exhibitor of said amounts shall relieve exhibitor of any further obligations under this agreement.

Should PIACT 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, PIACT agrees to refund exhibitor only the amounts paid by exhibitor to PIACT for the exhibit fee. Payment by PIACT of said amounts shall relieve PIACT 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 PIACT 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 PIACT with no refund of any amount to exhibitor.

Rules governing exhibits—1. Exhibit space is on a space available basis. 2. Crowd-drawing devices, such as games of chance, motion pictures, broadcasting, etc. may be employed only after approval of the Convention Committee. 3. Distribution by exhibitors of any printed matter, souvenirs or other articles shall be restricted to the space occupied by their booth exhibit only. 4. Throwing souvenirs, loud shouting, obstructing aisles or other exhibits, etc., will not be permitted. 5. Service of alcoholic beverages in booths will not be permitted except by hotel personnel in specially approved booths, and on approval of the Convention Committee. 6. Use of booth materials other than those supplied by the hotel and PIACT, i.e., extra tables, additional booth hardware, draping, etc., will not be permitted without the approval of the Convention Committee and at the expense of the exhibitors.

Installation of exhibits—1. The exhibit area at Foxwoods will be ready for occupancy at 8 a.m., on March 27, 2024. Exhibitors are required to have booth setup completed by 10:30 a.m., on March 27, 2024. PIACT will contact all exhibitors regarding the earliest setup time possible. A block of rooms at the special convention rate will be available on Tuesday for exhibitors wishing to stay overnight. The PIACT room rate is \$139 single or double, plus taxes/night. The reservation cutoff date is March 5, 2024.

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 PSAV. Electrical outlets are subject to an installation charge of \$100 at the exhibitor's expense. Telephone installations must be arranged through PSAV. All additional outlets and audio visual installations are subject to an installation charge at the exhibitor's expense.

3. Exhibitors will be advised by PIACT in advance how drayage may be arranged.

4. Refer to Exhibitor confirmation for important installation information.

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

Exhibit hours—Exhibitors will be advised of show hours by PIACT 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 Connecticut 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 PIACT for any and all liability under which PIACT 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. Ad file in a PDF format.
Do not send Microsoft® Word® files.

We can create an ad for you for an additional fee. Provide the ad copy and logos in an .eps format to 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.

