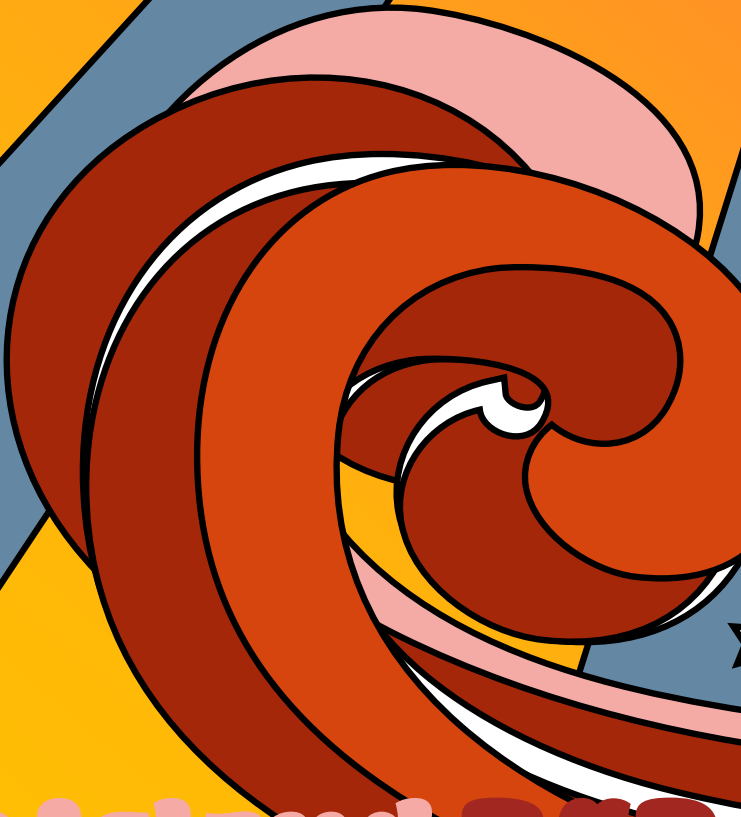




# Marketing Kit



**Long Island PIA**

APRIL 27 |

WOODBURY

CREST HOLLOW COUNTRY CLUB

**2023**

# Sponsorships

Luncheon <b>SOLD</b>	\$2,500	Major door prize (per company)	\$750
Keynote speaker	\$2,000	Education session (1 available) <b>SOLD</b>	\$625
Continental breakfast	\$1,500	Lunch Table Programs <b>SOLD</b>	\$625
Tote bag booth <b>SOLD</b> (includes prime exhibit space)	\$1,500	Mobile website (per company)	\$625
Luncheon centerpieces	\$1,200	Social media cover photo (2 available)	\$625
Neck and shoulder massage (includes exhibit space)	\$1,200	Welcome trays <b>SOLD</b>	\$625
Badge lanyards	\$1,200	YIP Ice Cream Social (per company)	\$525
Charging station <b>SOLD</b> (includes exhibit space)	\$1,200	RAP event host (per company)	\$525
Shoeshine booth <b>SOLD</b> (includes exhibit space)	\$1,200		
LI RAP badges <b>SOLD</b>	\$1,000		
Digital gift cards (per company)	\$1,000		
Mini hand sanitizer <b>SOLD</b>	\$925		
Meeting refreshments <b>SOLD</b>	\$825		

*Sponsorships are based on availability.*

**Promote your  
business:  
[www.pia.org](http://www.pia.org)**

# Booth exhibits

## Package 1

**Member \$1000/Nonmember \$1075**

- Trade-show booth with electric
- RAP event host sponsorship
- Two lunch tickets
- CE credits included

## Package 2\*

**Member \$750/Nonmember \$825**

- Trade-show booth
- One lunch ticket
- CE credits included

*\*Add \$60 for electric with Package 2*

## As an exhibitor, you receive:

- Publicity in promotional materials and on website
- Recognition in the digital program book
- Approximately 8' x 8' space with a 6' draped table and two chairs
- Complimentary internet access
- One registration including one lunch ticket. *(Additional exhibitors can register at a discount.)*
- Six trade-show only passes to invite clients and customers. *(No meal functions included.)*

# Advertising

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

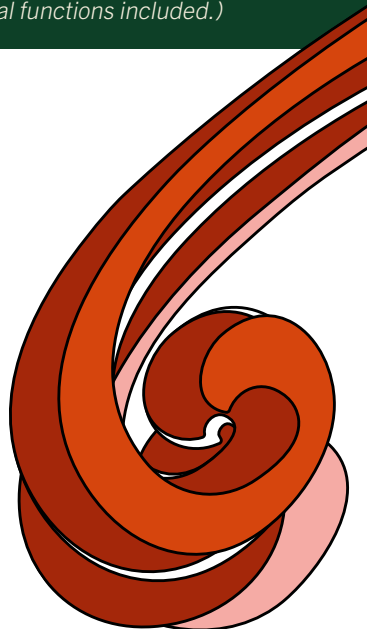
## Size

- Full page (7" w x 9" h)
- Half page (7" w x 4.5" h)
- Quarter page (7" w x 2.25" h)
- Premium full page (7" w x 9" h)
- Two-page ad

## Rates

- \$250
- \$225
- \$175
- \$350
- \$450

Ads and payment must be submitted by April 7, 2023.



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

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

Street address: \_\_\_\_\_

City, state, ZIP: \_\_\_\_\_

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

Business phone: \_\_\_\_\_ Cell 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.

### 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 2022 ad.\*  
 Ad attached.  
 Art will be submitted by **April 7, 2023.**

### Exhibitor fees:

(choose one option)

- Package 1:**  
member \$1000; nonmember \$1075
- Package 2:**  
member \$750; nonmember \$825

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.

### Electricity needs:

- Booth electrical outlet required at **\$60 additional charge applies to Package 2 only.** Bring an extension cord or power strip if outlet is required!
- I do **NOT** require electricity.

### Payment

- Check is enclosed, payable to PIA of New York.  
(Note: Program book advertising payment must be received in full by **April 7, 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 (103-23) \_\_\_\_\_

For exhibit space (103-22) \_\_\_\_\_

For advertising (103-20) \_\_\_\_\_

## Trade show contract

### Exhibitor registration

All persons who attend must register. Exhibitors receive one complimentary LI RAP registration with each booth space. Additional exhibitors may register at a reduced rate. All exhibitors, including complimentary registrant, must complete an exhibitor registration form. A registration form is enclosed. To obtain additional forms call PIANY toll-free at (800) 424-4244 or (518) 434-3111.

**Payment for space**—Payment must be received by **April 7, 2023**, or the space will be released. Space is subject to availability. Confirmation of trade show area space is subject to LI RAP Committee review and approval. Your signature on this contract binds you to the LI RAP trade-show contract. Please read this contract carefully.

**Cancellation of exhibit space**—Should an 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 **April 7, 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 LI 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 Crest Hollow personnel in specially approved booths, and on approval of the LI RAP Committee. 5. Use of booth materials other than those supplied by Crest Hollow and PIANY, i.e., extra tables, additional booth hardware, draping, etc. will not be permitted without the approval of the LI RAP Committee and at the expense of the exhibitors.

**Installation of exhibits**—1. The exhibit area at Crest Hollow will be ready for occupancy Thursday, April 27, 2023. PIANY will contact all exhibitors regarding the earliest setup time possible. 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 will be placed by Crest Hollow. Outlets are subject to an installation charge at the exhibitor's expense. **Exhibitors must supply their own three-prong adapter.**

**Removal of exhibits**—No exhibit may be removed prior to the official closing time April 27, 2023. This will be strictly enforced. Exhibitors are responsible for repacking and shipping of their own exhibits as necessary.

**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.

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## 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](mailto: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](mailto:kzielinski@pia.org).

**Questions, contact PIA's Conferences Department at (800) 424-4244; [conferences@pia.org](mailto:conferences@pia.org).**

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