

Sheraton New York Times Square Hotel

MetroRAP

Thursday, Feb. 1, 2024



Marketing Kit



Sponsorships

Buffet lunch	SOLD	\$4,000
Continental breakfast		\$2,500
Tote bag booth (includes exhibit space)	SOLD	\$2,000
Coat check	SOLD	\$2,000
Badge lanyards	SOLD	\$2,000
Charging station (includes exhibit space)	SOLD	\$2,000
Professional Digital Photo Booth (includes exhibit space)	SOLD	\$2,000
Shoe shine booth	SOLD	\$2,000 (includes exhibit space)
MetroRAP badges	SOLD	\$1,500
Mini hand sanitizers	SOLD	\$1,500
Exhibitor refreshments		\$1,200
Mobile website for exhibitors	SOLD	\$1,000
Education session	SOLD	\$1,000
A.M. meeting refreshments		\$800
P.M. meeting refreshments		\$800
Grand door prize (per company)		\$750
RAP event host		\$700
Social media cover photo		\$700
Cash giveaways		\$700

*Sponsorships are based on availability.

Platinum host- \$3,500

(per company; limited number)

Sponsorship includes:

- Prime exhibit space including electricity
- Full-page program book ad
- Three complimentary registrations
- Logo displayed during conference
- Special mention in promotional materials

Gold host- \$2,750

(per company; limited number)

Sponsorship includes:

- Exhibit space including electricity
- Half-page program book ad
- Two complimentary registrations
- Logo displayed during conference
- Special mention in promotional materials

Promote your business: www.pia.org/metroRAP

Booth exhibits

Member—\$900

Nonmember—\$1,100

As an exhibitor, you receive:

- Publicity in promotional materials and webpage.
- 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.)

An additional \$225 charge is assessed for vendors requiring electricity. Bring an extension cord or power strip. This is a direct charge from the Sheraton.

Prime exhibit space

Member price—\$1,100
Nonmember—\$1,300

Prime space is located in high-traffic areas. Limited number available.

New this year: Best in (trade) show!

MetroRAP attendees will vote for their favorite booth for overall booth experience. The winner will take home a \$150 Amazon gift card. So start planning now and get creative.

Advertising

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

Size	Rates
Two-page spread	\$450
Premium full page	\$350
Full page	\$250
Half page	\$225
Quarter page	\$175

Ads and payment must be submitted by **Jan. 5, 2024**.



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.

Exhibitor fees (choose one option):
☒ ~~Prime exhibit fee~~ **SOLD OUT**

☐ **Exhibit space:**
member \$900; nonmember \$1,100

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 **\$225 additional charge**
Bring an extension cord or power strip if outlet is required!
- ☐ I do **NOT** require electricity.

Internet needs:

- ☐ Internet access required (complimentary).
- ☐ I do **NOT** require internet access.

Advertise in the program book

Reserve a space for the following ad size:

- ☐ Two-page ad—\$450
- ☐ Premium full page—\$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

See reverse side for ad specifications.

- Check one: ☐ Camera-ready art enclosed.
- ☐ Art will be submitted by **Jan. 5, 2024**.

Payment

- ☐ Check is enclosed, payable to PIA of New York.
(Note: Program book advertising payment must be received in full by **Jan. 5, 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 (103-35) _____

For exhibit space (103-34) _____

For advertising (103-32) _____

Trade show contract

Exhibitor registration—All persons who attend must register. Booth fee includes ONE complimentary all-day ticket. Additional exhibitors can register for \$225 each. (You must complete the Exhibitor Registration Form for each exhibitor attending.) 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 **Jan. 5, 2024**, 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 MetroRAP 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 MetroRAP Committee.

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

Installation of exhibits—1. The exhibit area at Sheraton Times Square will be ready for occupancy Thursday, Feb. 1, 2024, at 7:30 a.m. Exhibitors are required to have booth set up by 10 a.m., Thursday, Feb. 1, 2024. PIANY will contact all exhibitors regarding the earliest setup time possible. A block of rooms at the special conference rate will be available on Wednesday for exhibitors wishing to stay overnight. Call The Sheraton Times Square at (212) 581-1000; ask for the PIA room rate of \$219 plus taxes, single or double occupancy. The room cut-off date is Jan. 10, 2024.

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.

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.