



PIA New Jersey | PIA New York

# ANNUAL CONFERENCE

JUNE 8-10, 2025 | HARD ROCK, ATLANTIC CITY, N.J.

## WHY PARTNER WITH PIA?

Annual Conference attendees are focused on one thing:  
**BUILDING THEIR BUSINESS.**

To realize this goal, we partner with the industry's best services that enable agents to be more **EFFICIENT AND SUCCESSFUL.**

The PIA Annual Conference is **YOUR OPPORTUNITY** to align your brand with agents who are looking to **SPARK CHANGE AND SEE IMMEDIATE RESULTS.**

### The Partner Experience

"We saw more engaged and excited attendees, and we had a great booth experience!"

"Attendees had serious inquiries and the quality of the interactions were high. Brokers came ready to do business, which is nice to see."

"This conference has been fantastic every year. Very good show with a strong draw!"



# SPONSOR PACKAGES

Promote your company's brand, products, and services directly to attendees of this premier event held exclusively for the insurance community.

Sponsor Level	Silver \$2,000	Gold \$4,500	Platinum \$6,000 <small>(Limited availability)</small>
Company logo listed in digital program book	✓	✓	✓
Link to company website on conference website	✓	✓	✓
Company logo displayed at trade-show entrance	✓	✓	✓
Professional development sessions/ trade-show passes to hand out to your agents/brokers	2	5	10
Tickets to Monday's lunch	2	5	10
Reserved table for 10 at Monday's lunch		✓	✓
Digital program book ad <small>(Ad deadline is May 2, 2025)</small>		Half page	Full page
Company logo prominently displayed in the trade show		✓	✓
Shout-outs on social media			✓
Full-page ad in <i>PIA Magazine</i> <small>(Your choice of state/issue must appear before the conference. Ad deadline is April 4, 2025)</small>			✓
Company recognition on event promo			✓

# WANT MORE?

Additional sponsorship opportunities are available. Contact Kim Zielinski at (800) 424-4244 or [conferences@pia.org](mailto:conferences@pia.org)

## ADDITIONAL SPONSORSHIPS INCLUDE:

Beach Party at <del>SOLD</del> Shark \$8,500	Shoe Shine Booth \$3,500
Monday Luncheon <del>SOLD</del> \$7,000	Coffee Booth \$3,500
Networking Reception/Dance <del>SOLD</del> \$5,000	Recovery Station \$3,500
Nitecap Reception \$5,000	Digital Gift Cards (per company) \$3,200
Badge Lanyards <del>SOLD</del> \$5,000	Conference Badges <del>SOLD</del> \$3,000
Tote Bag Booth <del>SOLD</del> (Prime space) \$5,000	Wine & Cheese Reception <del>SOLD</del> \$3,000
Continental Breakfast <del>SOLD</del> \$3,500	Bloody Mary/Mimosas Bar <del>SOLD</del> \$3,000
Beer/Soda Garden <del>SOLD</del> \$3,500	Table Centerpieces \$2,500
Hot Dog Booth \$3,500	Meeting Refreshments \$2,000
Charging Station \$3,500	Grand Door Prize <del>SOLD</del> \$2,000
Pretzel Booth \$3,500	Education Sessions (X available) (1 available) \$1,650
Caricaturist Booth \$3,500	Trade-Show Networking Lounge \$1,500
Tarot Card Reader Booth \$3,500	Carpet/Floor Decals \$1,500
Popcorn Booth \$3,500	Company Video Spotlight \$1,000
Neck and Shoulder <del>SOLD</del> Massage Booth \$3,500	Monday Lunch Programs \$1,000

# EXHIBITORS

Member—\$1,600

Nonmember—\$2,100

## As an exhibitor, you receive:

Publicity in promotional materials and on webpage;

Recognition in the digital program book;

Approximately 10' x 10' space with a 6' draped table and two chairs;

Complimentary internet access; and three registrations (meal functions and hotel not included)

Additional exhibitors can register at a discount.

An additional \$125 charge is assessed for vendors requiring electricity. Bring an extension cord or power strip. This is a direct charge from the Hard Rock Hotel.



## PRIME EXHIBIT SPACE

Member—\$2,125

Nonmember—\$2,650

**SOLD OUT**

Prime exhibit space is located in high-traffic areas. Securing your booth space in a prime location ensures visibility and maximum attendee traffic. Take advantage of these coveted, limited spaces to showcase your organization's products and services.

(Limited number available)

# ADVERTISERS

## Digital Program Book

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

Size	Rates
Premium full page	\$500
Two-page spread	\$550
Full page	\$450
Half page	\$375
Quarter page	\$340

## Additional Ad Feature

Member—\$50

Nonmember—\$75

Add interactivity to your program book ad and drive traffic to your company website by having your website linked to your ad.

\*Ads and payment must be submitted by May 2, 2025



# ANNUAL CONFERENCE

## SPONSOR, ADVERTISER, EXHIBITOR CONTRACT JUNE 8-10, 2025 | HARD ROCK, ATLANTIC CITY, N.J.

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 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. \*Company logo is required with contract.*

### EXHIBITOR FEES:

Prime exhibit space  
member \$4,125; nonmember \$2,600

Exhibit space:  
member \$1,600; nonmember \$2,100

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.

### OUR COMPANY REPRESENTS:

N.J. only     N.Y. only     N.J. and N.Y.

### ELECTRICITY NEEDS:

- Booth electrical outlet required at **\$125 additional charge**  
*Bring an extension cord or power strip if outlet is required!*
- I do **NOT** require electricity.

### ADVERTISE IN THE PROGRAM BOOK

Reserve a space for the following ad size:

- Two-page ad—\$550
  - Full page (7" w x 9" h)—\$450
  - Half page (7" w x 4.5" h)—\$375
  - Quarter page (7" w x 2.25" h)—\$340
  - Premium full page (7" w x 9" h)—\$500
- See reverse side for ad specifications.

Link ad to website—\$50 member; \$75 nonmember

Website link: \_\_\_\_\_

- Check one:
- Use 2024 ad.
  - Ad attached.
  - Art will be submitted by **May 2, 2025.**

### PAYMENT

Check is enclosed, payable to PIA

*(Note: Program book advertising payment must be received in full by May 2, 2025, 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 (103-104) \_\_\_\_\_

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

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

Return to Kim Zielinski,  
PIA Education and Conference Department,  
25 Chamberlain St., PO Box 997, Glenmont, NY 12077-0997  
(800) 424-4244 | conferences@pia.org

**---SOLD OUT---**

# 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 **May 2, 2025**, 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 16, 2025**, 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**—The exhibit area at Hard Rock Hotel will be ready for occupancy on June 8, 2025. Exhibitors are required to have booth setup complete by June 8, 2025, at 4 p.m. PIA will contact all exhibitors regarding the earliest setup time possible. A block of rooms at the special conference rate is available for exhibitors wishing to stay overnight. Reserve your room online at <https://book.passkey.com/go/GPIA25Z> Or call the Hard Rock at (609) 449-6860.

1. Ask for the PIA room rate of \$115, plus taxes and resort fees, single or double occupancy. The room cutoff date is **May 23, 2025**.

**Note: Saturday room rate is \$159+**

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 (\$125).
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**—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.

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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

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. Provide the ad copy and logos in an .eps format to [kzielinski@pia.org](mailto:kzielinski@pia.org).

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

Questions, contact PIA's Conference 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.

