

# Annual Conference 2020

PIA of New Jersey and New York

June 7-9 | Harrah's Resort and Casino, Atlantic City

Marketing kit



# 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.

**1700+**  
Attendees

**50%**  
Decision  
makers

**50+**  
Sponsorship  
Opportunities

## 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!”

“Great turnout, great attendees, and great exhibitors. Overall, a fantastic tradeshow!”



# Sponsorships

## Common sponsorships

Poolside reception	\$7,800
Monday luncheon	\$6,300
Networking lounge/reception	\$4,700
Nitecap reception	\$4,700
Badge lanyards	\$3,600
Professional digital headshots	\$3,500
Continental breakfast	\$3,150
Beer/soda garden	\$3,150
Hot dog booth	\$3,150
Table centerpieces	\$2,100
Charging station	\$2,100
Pretzel booth	\$2,100
Wine and cheese reception	\$2,100
Caricaturist booth	\$2,100
Tarot-card reader booth	\$2,100
Conference badges	\$2,100
Popcorn booth	\$2,100
Neck and shoulder massage booth	\$2,100
Coffee booth	\$2,100
Shoe shine booth	\$2,100
Meeting refreshments	\$1,800
Grand door prize	\$1,575
Education sessions (6 available)	\$1,575
Conference app (5 available)	\$800
Monday lunch table programs	\$650

## NJ sponsorships

Survival kits	\$2,100
Registration bags	\$1,900
Post-it notes	\$1,575
Note pads and pens	\$1,050
Registration list folders	\$900
Pocket schedule	\$900
Telephone message pads	\$650
Memo pads	\$650
To-do list notepads	\$650

## NY sponsorships

Survival kits	\$2,100
Registration bags	\$1,900
Post-it notes	\$1,575
Note pads and pens	\$1,050
Registration list folders	\$900
Pocket schedule	\$900
Telephone message pads	\$650
Memo pads	\$650
To-do list notepads	\$650

Sponsorships are based on availability.

## RESERVE A CABANA

### Reserve a cabana during the Poolside Reception for \$500

Only 10 cabanas available.

- One Poolside Reception ticket
- Reserved seating in a semi-private cabana
- Company logo on cabana monitor
- Personal waitstaff
- Cabanas seat six people

Call Kim Zielinski,  
Conference Manager, to reserve  
your cabana today:  
(800) 424-4244, ext. 230



# Hosts

	Silver <b>\$1,000</b>	Gold <b>\$3,500</b>	Platinum <b>\$5,000</b> (limited number)
Company name listed in Monday's lunch table program	✓	✓	✓
Company listed in program book and on website	✓	✓	✓
Company logo displayed at trade show entrance	✓	✓	✓
Tickets to Monday's lunch	2	5	10
Education/trade show passes to hand out to your agents/brokers	2	5	10
Reserved table for 10 at Monday's lunch		✓	✓
Full-page program book ad <i>Ad deadline is April 17, 2020</i>		✓	✓
Company logo prominently displayed in the trade show			✓
Full-page ad in <i>PIA magazine</i> Your choice of state/issue must appear <i>before</i> the conference. <i>Ad deadline is March 6, 2020</i>			✓

# Annual Conference 2020

June 7-9 | Harrah's Resort and Casino, Atlantic City

[pia.org](http://pia.org) | [conferences@pia.org](mailto:conferences@pia.org) | (800) 424-4244

# Booth exhibits

**Member—\$1,000**

**Nonmember—\$1,500**

As an exhibitor, you receive:  
Publicity in promotional materials  
and webpage;

Recognition in the 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 \$100 charge is assessed for vendors requiring electricity. Bring an extension cord or power strip. This is a direct charge from Harrah's

## PRIME EXHIBIT SPACE

**Member—\$1,575**

**Nonmember—\$2,100**

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



# Advertising

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

Size	Rates
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Full page	\$350
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Half page	\$290
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Quarter page	\$260
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Outside back cover

Inside front or back cover	\$400
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Two-page spread	\$450
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\*Ads and payment must be submitted by **April 17, 2020**



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

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

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

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

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

Business phone: \_\_\_\_\_ Business fax: \_\_\_\_\_

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. \*Company logo is required with contract.

### Exhibitor fees:

- Prime exhibit space:**  
member \$1,575; nonmember \$2,100
- Exhibit space:**  
member \$1,000; nonmember \$1,500

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

### 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.

### Advertise in the program book

Reserve a space for the following ad size:

- Two-page ad—\$450
- Full page (7" w x 9" h)—\$350
- Half page (7" w x 4.5" h)—\$290
- Quarter page (7" w x 2.25" h)—\$260
- Inside front or inside back cover (color)—\$400
- Outside back cover (color)—\$350

### See reverse side for ad specifications.

- Check one:  Use 2019 ad.  
 Camera-ready art enclosed.  
 Art will be submitted by **April 17, 2020.**

### Payment

- Check is enclosed, payable to PIA of New York.  
(Note: Program book advertising payment must be received in full by **April 17, 2020**, 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) \_\_\_\_\_

# 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 **April 17, 2020**, 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 21, 2020, 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 Harrah's Resort will be ready for occupancy on June 7, 2020. Exhibitors are required to have booth setup complete by June 7, 2020, at 4 p.m. PIA will contact all exhibitors regarding the earliest setup time possible. A block of rooms at the special conference rate will be available for exhibitors wishing to stay overnight. Call Harrah's at (888) 516-2215.

1. Ask for the PIA room rate of \$99, plus taxes and resort fees, single or double occupancy. The room cutoff date is **May 11, 2020**.
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 (\$100).
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:

- No bleeds
- No solid black backgrounds
- No reverse
- **Black and white only**

We **cannot** use the following:

- Faxed or photocopied art
- 72 dpi web images
- Images placed in Microsoft® Word® or any Microsoft® Office program

File formats we accept:

Adobe Acrobat® PDF - Embed all fonts.

Email ad files to: **kzielinski@pia.org**

Include the following:

- Your name, organization name, phone number, email address
- Ad file in a PDF format. Unless you are sending only text, do not send Microsoft® Word® files.

We can create an ad for you if necessary.

Provide the following:

- Ad copy—email to the address listed above
- Any logos in an .eps file format you wish to include

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.