

2008

Annual Conference



A premier event brought to you by PIANJ & PIANY

TRUMP TAJ MAHAL CASINO RESORT
ATLANTIC CITY, N.J. • JUNE 8-10, 2008

OPPORTUNITY

guaranteed



BEST RETURN ON YOUR INVESTMENT



PIANJ/PIANY JOINT ANNUAL CONFERENCE 2008 MARKETING KIT



SPONSORSHIPS

Put your company in the spotlight at one of the many program events or on one of the items given to (and kept by) all attendees. There are a variety of sponsorship opportunities to fit any budget. As a sponsor, your company name and information will be listed in all conference marketing brochures and the official conference program book. Choose from:

COMMON SPONSORSHIPS*

Annual recognition banquet

Exclusive sponsor: \$6,000

Monday luncheon

Exclusive sponsor: \$5,000

Opening reception

Exclusive sponsor: \$4,000

Nitecap reception

Exclusive sponsor: \$4,000

Continental breakfast

Exclusive sponsor: \$2,500

Room key cards

Exclusive sponsor: \$2,500

Beer/soda garden

Exclusive sponsor: \$2,500

Hot dog booth

Exclusive sponsor: \$2,500

Badge holders

Exclusive sponsor: \$2,000

Pretzel booth

Exclusive sponsor: \$1,500

Caricaturist booth

Exclusive sponsor: \$1,500

Tarot card reader booth

Exclusive sponsor: \$1,500

Table flowers

Exclusive sponsor: \$1,500

Popcorn booth

Exclusive sponsor: \$1,500

Survival kits

Exclusive Sponsor: \$1,500

Neck and shoulder massage

Exclusive sponsor: \$1,500

Coffee booth

Exclusive sponsor: \$1,500

Meeting refreshments

Exclusive sponsor: \$1,500

Shoe shine booth

Exclusive sponsor: \$1,500

Blood pressure booth

Exclusive sponsor: \$1,500

Wine and cheese reception

Exclusive sponsor: \$1,500

Education sessions

Sponsor: \$1,350 each

10 available

Grand door prize

Exclusive sponsor: \$1,000

Conference badges

Exclusive sponsor: \$1,000

Newspapers

Exclusive sponsor: \$750

Monday lunch table programs

Exclusive sponsor: \$500

Monday banquet table programs

Exclusive sponsor: \$500

PLATINUM HOST

\$3,500 each (a limited number available)

- Company logo will scroll on the screen during the seating period at Monday's lunch and banquet
- Large sign featuring your company logo prominently displayed in the trade show
- A sign with your company logo displayed at the conference registration desk
- Complimentary full-page program book ad[†]
- Complimentary full-page ad in *PIA magazine* to appear in the state/issue of your choice *before the conference—ad deadline March 14, 2008*
- Ten free education/trade-show passes to hand out to your agents brokers
- Reserved table for 10 at Monday's lunch and banquet (*Meals not included*)
- Company name listed in Monday's lunch and banquet table programs
- Company name and logo listed in conference program book and on the conference Web page

GOLD HOST

\$2,500 each

- Company logo will scroll on the screen during the seating period at Monday's lunch and banquet
- A sign with your company logo displayed at the conference registration desk
- Five free education/trade-show passes to hand out to your agents brokers
- Complimentary full-page program book ad[†]
- Reserved table for 10 at Monday's lunch and banquet (*Meals not included*)
- Company name listed in Monday's lunch and banquet table programs
- Company name and logo listed in conference program book and on the conference Web page

SILVER HOST

\$600 each

- A sign with your company logo displayed at the conference registration desk
- Company name listed in Monday's lunch and banquet table programs
- Company name and logo listed in conference program book and on the conference Web page

STATE-SPECIFIC SPONSORSHIPS*

There will be both a New Jersey and a New York version of the following items:

Canvas registration bags

Exclusive N.J. sponsor: \$1,500

Exclusive N.Y. sponsor: \$1,500

Post-it notes

Exclusive N.J. sponsor: \$1,000

Exclusive N.Y. sponsor: \$1,000

Registration list folders

Exclusive N.J. sponsor: \$750

Exclusive N.Y. sponsor: \$750

Note pads and pens

Exclusive N.J. sponsor: \$750

Exclusive N.Y. sponsor: \$750

Pocket schedule

Exclusive N.J. sponsor: \$750

Exclusive N.Y. sponsor: \$750

Telephone message pads

Exclusive N.J. sponsor: \$500

Exclusive N.Y. sponsor: \$500

Appointment schedule

Exclusive N.J. sponsor: \$500

Exclusive N.Y. sponsor: \$500

Memo pads

Exclusive N.J. sponsor: \$500

Exclusive N.Y. sponsor: \$500

To-do-list note pads

Exclusive N.J. sponsor: \$500

Exclusive N.Y. sponsor: \$500

* Sponsorships are based on availability.

BOOTH EXHIBITS

Exhibitor Fee—\$950 per 10' x 10' space.

With your **PIA membership discount**, the fee is \$850.

Due to labor costs, **an additional \$56 charge** is assessed for vendors requiring electricity. You should bring an extension cord or power strip with you. Please indicate electricity needs on the contract and add \$56 to your booth fee. This is a direct charge from the Taj Mahal.

- Hundreds of decision-making professionals will be on hand—show them what you can do for their business
- Touch base with current customers and network with prospects to boost your bottom line.
- Prime location, spacious booths and an excellent exhibit floor layout

- Advance publicity in promotional brochures and on PIA's Web site based on receipt of contract
- Recognition in the official conference program book
- A 10' x 10' piped and draped space with 6' draped table, two chairs and carpeting
- Three complimentary registrations (not hotel or meals). Additional exhibitors may register at a reduced rate.
- Please call PIA for double/triple booth discounts.

PROGRAM BOOK ADVERTISING

Bring more attention to your booth and your business by placing an ad in the official program book. You won't believe how reasonable the rates are.

† Program book ads must be submitted to PIA by **April 11, 2008**.

Payment must be received by **April 11, 2008**.

RATES:

Full page (7" w x 9" h)	\$325
Half page (7" w x 4.5" h)	\$275
Quarter page (3.5" w x 4.5" h)	\$250
Two-page ad	\$425
Inside front or inside back cover	\$375
Outside back cover	\$375

Please see reverse side for ad specifications.

PIA HELPS YOU MAKE A MAJOR IMPACT!

Free postcards—contact your best prospects and customers by mail before the show—PIA provides professionally written and designed postcards for you to send.

Listing/link on PIA's Web site—We list all sponsors, exhibitors and advertisers on our popular Web site. Plus, we'll link to your Web site if you'd like. Just provide us with the appropriate Web address.

DON'T MISS THESE GREAT OPPORTUNITIES. COMPLETE THE ENCLOSED FORM.



TRUMP TAJ MAHAL CASINO RESORT
ATLANTIC CITY, N.J. • JUNE 8-10, 2008

PROGRAM BOOK ADVERTISING (CONT'D)

AD SPECIFICATIONS:

To ensure the quality of your advertisement in the program book, please adhere to the following guidelines for submitting ads:

- Maximum dimensions for a full-page ad are 7" x 9".
- **No** bleeds.
- Black and white only

We *cannot* use the following:

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

File formats we accept:

Vector

- Adobe Illustrator® “.ai” files
- EPS files from Illustrator®, FreeHand® or CorelDraw®
- Note: When sending vector art, please convert all fonts to outlines.

Raster

- Adobe Photoshop® files w/ fonts outlined (.tif, .psd, 300 dpi print resolution or higher)

Adobe InDesign®

- Include *all* images and fonts used.

Adobe Acrobat® PDF

- Please embed all fonts.

Media we accept:

- E-mail is preferred. Send files to: ahoesten@pia.org
- CD-ROM
- Note: Include all elements for your ad, including fonts and images.

We will gladly create an ad for you if necessary. Please provide the following:

- Ad copy—e-mail to the address listed above.
- Any logos you wish to include—see above for file formats.

Please include the following with your art:

- Your name, organization name, phone number, e-mail address.
- If sending a CD, please include a hardcopy print.
- Save art created in programs other than those listed above in .eps format.
- Unless you are sending only text, do not send word processing files.

If you have specific advertising questions, please call Athena in the PIA Education and Conference Department at (800) 424-4244, ext. 235.

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

Professional Insurance Agents

25 Chamberlain St.
P.O. Box 997
Glenmont, NY 12077-0997
Phone: (800) 424-4244
Fax: (888) 225-6935



E-mail: conferences@pia.org
Web site: www.pia.org



Marketing opportunities contract

Sponsorship opportunities • Trade exhibits • Program book advertising

June 8-10, 2008

Trump Taj Mahal • Atlantic City, N.J.

Business name _____

Name and title _____

Address _____

City _____ State _____ ZIP _____

Type of business _____ PIA member no. _____

Business phone _____ Business fax _____

Business e-mail _____ Web site address _____

Date and signature of business representative _____

Please check all that apply

We would like to:

- Sponsor program event(s)/items
- Exhibit at the trade show
- Advertise in program book

To sponsor:*

We would like to sponsor: (See list of available sponsorships.)

First choice: _____

Second choice: _____

Third choice: _____

Sponsorships are based on availability.

***A current logo is required along with contract.**

To exhibit: Member - \$850 Nonmember - \$950

- Please reserve a space for us in the trade show. Exhibit space is based on availability.

All mailings will be directed to the person and address indicated above unless otherwise specified. Please 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 PIANJ/PIANY trade show.) Confirmation will be sent when contract is received.

Our company represents:

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

Electricity needs:

- Booth electrical outlet required at a **\$56 additional charge.** (103-103)
Bring an extension cord or power strip if outlet is required!
- I do **not** require electricity.

To advertise in the program book:

Please reserve a space for the following ad size:

- Full page (7" w x 9" h)—\$325
- Half page (7" w x 4.5" h)—\$275
- Quarter page (3.5" w x 4.5" h)—\$250
- Two-page ad—\$425
- Inside front or inside back cover—\$375
- Outside back cover—\$375

See reverse side for ad specifications.

Check one:

- Use 2007 ad
- Camera-ready art enclosed
- Art will be forwarded by **April 11, 2008**

Method of payment

- My check is enclosed, payable to PIA.
(Please note: Program book advertising payment must be received in full by April 11, 2008, or ad will not run. Program book ads are not commissionable.)

- Bill me

- Charge the following credit card: Corporate card Personal card
 Visa MasterCard Amex

Account number: _____

Expiration date: _____ Verification code: _____

Print cardholder's name: _____

Cardholder's signature: _____

Return to: Kim Zielinski, PIA Education and Conference Department,
25 Chamberlain St., P.O. Box 997, Glenmont, NY 12077-0997

By phone: (800) 424-4244

By fax: (888) 225-6935

By e-mail: Conferences@pia.org

Amount enclosed:

For sponsorship (104-103) _____ W

For exhibit space (103-103) _____

For advertising (102-103) _____

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 11, 2008**, 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 23, 2008, 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, (i.e., extra tables, additional booth hardware, draping, etc.) will not be permitted without the approval of the Conference Committee and at the expense of the exhibitors.

Installation of exhibits—1. The exhibit area at the Trump Taj Mahal will be ready for occupancy on June 8, 2008. Exhibitors are required to have booth set up complete by June 8, 2008, at 4:30 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 the Taj Mahal at (800) 825-8888. *Group code: BPIA08.*

1. Ask for the PIA room rate of \$125, plus taxes, single or double occupancy. The room cutoff date is May 7, 2008. *Please note: The rate for Saturday night is \$150 plus taxes.
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 (\$56).
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—The 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 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 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.

Advertising specifications

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- Adobe Photoshop® files w/ fonts outlined (.tif, .psd, 300 dpi print resolution or higher)

Adobe InDesign®

- Include **all** images and fonts used.

Adobe Acrobat® PDF

- Please embed all fonts.

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