



Marketing Kit

PIA NORTHEAST VIRTUAL CONFERENCE

June 8-9, 2021

The Experience

Reach a bigger, broader audience than ever before. Our **EXPANDED 2021 VIRTUAL CONFERENCE** brings together agents, brokers, vendors, companies and more via a virtual platform that makes it easy to **FORGE NEW BUSINESS CONNECTIONS**. Reach beyond the annual conference you have come to know and love.

Join the **5-STATE** insurance community in our **IMMERSIVE 3D UNIQUE SPACE** that emulates a physical conference, including lobbies, ad signage, virtual booths, and theaters.

Why Partner with PIA?

Virtual 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 Northeast Virtual Conference is **YOUR OPPORTUNITY TO ALIGN YOUR BRAND** with agents who are looking to spark change and see immediate results.



pia.org | conferences@pia.org | (800) 424-4244

Sponsorship Packages

Gain visibility and multiple opportunities throughout the live event and beyond to promote your company’s brand, products, and services directly to attendees of this premier virtual event held for the 5-state association community.

Sponsor Level	Silver \$1,000+	Ruby \$2,000+	Sapphire \$3,000+	Emerald \$5,000+	Diamond \$6,000+
Year-long exposure to attendees	✓	✓	✓	✓	✓
Promo prior and after Virtual Conference	✓	✓	✓	✓	✓
Link to company website	✓	✓	✓	✓	✓
Shout outs on Social Media	✓	✓	✓	✓	✓
Company logo listed in digital program book	✓	✓	✓	✓	✓
Complimentary ad in digital program book	Quarter page	Half page	Two half pages <small>(will appear on different pages)</small>	Full page	Two-page spread
Registrations to Virtual Conference	2	10	15	20	25
Virtual exhibit space		✓	✓	✓	✓
Chatting capabilities with attendees		✓	✓	✓	✓
Logo placement in Virtual Conference			✓	✓	✓
Complimentary ad in <i>PIA Magazine</i>			Half page	Full page	Full page
Tickets to Cocktail Mix & Mingle			2	3	4
Company recognition on event promo				✓	✓
Co-branded digital advertising pack				*Add-on sponsorship	*Add-on sponsorship

Additional sponsorship opportunities continued on following page



Want More?

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

Additional sponsorships include:

- Attendee gifts
- Gamification prizes
- Refreshment breaks
- Cocktail Mix & Mingle
- Chocolate Lovers Tasting event
- Keynote and featured speakers
- Welcome videos
- Virtual photo booth
- CE or breakout sessions
- Event rooms and more ...

Digital Ad Retargeting Pack:
\$2,000/company
(Limited number available)
Add on sponsorship for Emerald or Diamond sponsor levels only.

Get your brand in front of more people with digital ad retargeting! Partner with PIA Northeast’s Virtual Conference marketing and rely on us for brand awareness.

What is digital ad retargeting: Ad retargeting is a form of digital advertising that shows co-branded ads to people who have visited PIA’s website and conference platform.

What does that mean? After visiting pia.org, we will show visitors digital ads when they visit other subsequent websites.

This program offers sponsors access to PIA Northeast audience members wherever they are on the web. We will feature your company’s logo on our Virtual Conference ad campaigns. Partner with us today to participate in this highly effective marketing strategy!

Digital Program Book Advertising

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

Size	Rates
Premium full page <small>Limited number available</small>	\$500
Two-page spread	\$550
Full page	\$450
Half page	\$375
Quarter page	\$340

*Ads and payment must be submitted by April 30, 2021

ADDITIONAL AD FEATURE
Member—\$50
Nonmember—\$75

Add interactivity to your program book ad and drive traffic to your company website. For an additional fee we will link your ad to your website.



Virtual Exhibitor

Member—\$1,000 Nonmember—\$1,500

Boost market awareness for your brand and gain valuable insights to your customers’ needs, all while generating valuable leads.

The virtual exhibit hall will provide your company with beneficial data about the leads you gather when attendees navigate virtual content spaces, visit your customizable booth, download your marketing collateral, or participate in personal one-on-one engagement.

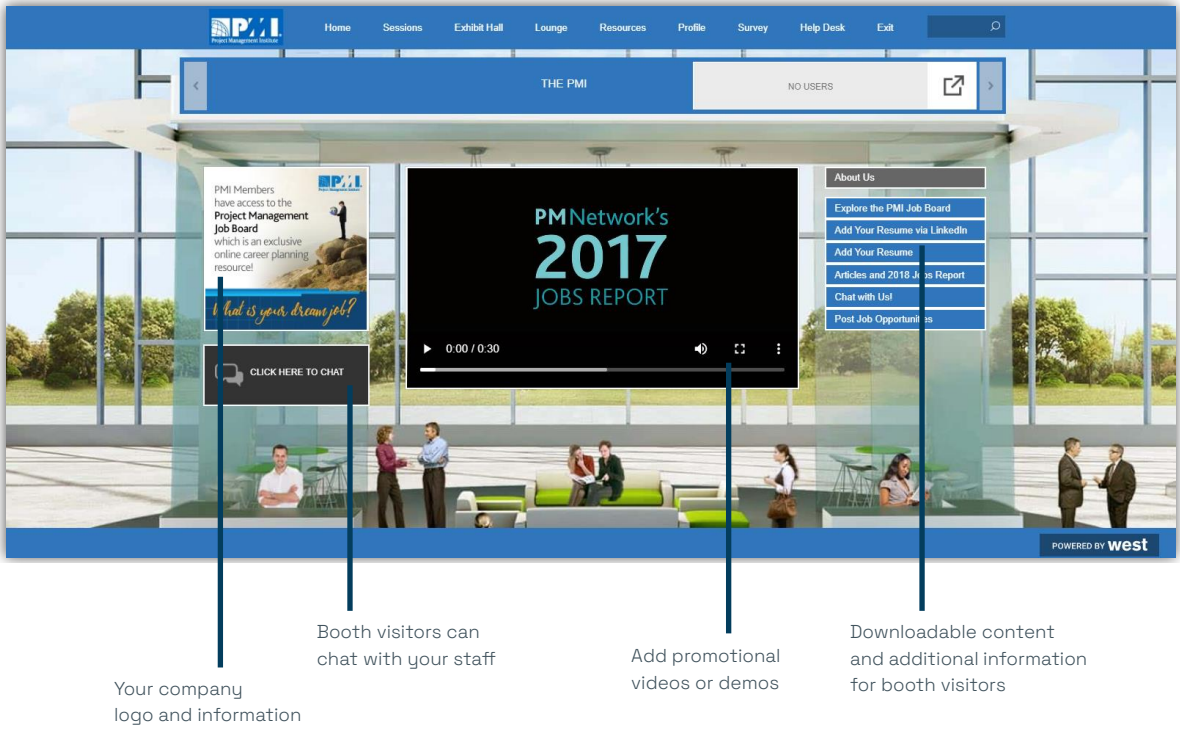
As an exhibitor, you receive:

- Two registrations to Virtual Conference
- Customizable virtual booth with video, product demo and chat capabilities
- Publicity in conference promotional materials
- Recognition in digital program book
- Year-long exposure to attendees
- Post-event data including a list of participants that visited your booth, downloaded assets and recording of booth chats

Digital Exhibitor Booth

Your digital exhibitor booth will be your space to brand and connect directly with PIA Northeast Virtual Conference attendees. You’ll choose from three different layouts, all with the same functionality. Post promotional videos, marketing materials, link your website and social media channels, post your Zoom breakout rooms and engage with attendees through private text chats.

Below is an example of what your booth could look like.



The virtual platform will have a booth-builder tool to walk you through the set-up process. Along with the easy-to-use tool, we will have additional step-by-step directions to guide you.

PRIME EXHIBIT SPACE

(Limited number available)

Member—\$1,575

Nonmember—\$2,100

All the benefits of a virtual exhibit booth plus:

Prime location in virtual exhibit hall

One additional registration to Virtual Conference

Full-page ad in digital program book





Business name: _____

Name and title: _____

Street address: _____

City, state, ZIP: _____

Type of business: _____ PIA member no.: _____

Business phone: _____ Website: _____

Business email: _____

Signature of business representative: _____ Date: _____

Accepted by: _____ Date: _____

(signature of authorized PIA representative)

Check all that apply:

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

Sponsor*

We would like to sponsor at the following level:

☐ Silver: \$1,000+ ☐ Ruby: \$2,000+ ☐ Sapphire: \$3,000+ ☐ Emerald: \$5,000+ ☐ Diamond: \$6,000+

☐ Digital Ad Retargeting Pack: (available to Emerald and Diamond sponsors only): \$2,000/company

Limited number of sponsorships are available

Additional Sponsorships:

We have discussed an additional sponsorship opportunity with Kim Zielinski and we would like to sponsor:

Sponsorship: _____ Amount: \$ _____

Sponsorship: _____ Amount: \$ _____

Sponsorship: _____ Amount: \$ _____

Sponsorships are based on availability. *Company logo is required with contract.

Virtual Exhibitor Fees:

☐ Prime Exhibit space: member \$1,575; nonmember \$2,100 (Limited number available)

☐ Exhibit space: member \$1,000; nonmember \$1,500

Our company represents

☐ N.Y. ☐ N.J. ☐ Conn. ☐ N.H. ☐ Vt. ☐ Other: _____

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 following page for contract terms. Read them carefully. Your signature on this contract binds you to the PIA Northeast virtual trade show.) Confirmation will be sent, via email, when contract is processed.

Advertise in the Digital Program Book

Reserve a space for the following ad size:

- ☐ Premium full page (7"w x 9"h) —\$500
- ☐ 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
- ☐ Link ad to website—\$50 member \$75 non-member

Website link: _____

Check one:

- ☐ Use 2019 ad ☐ Use 2020 ad

Previous event: _____

(Note: If you would like your ad to be in color and/or have a bleed you will need to provide new artwork)

- ☐ Ad attached.
☐ Ad will be submitted by **April 30, 2021**.

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, 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

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

Payment

- ☐ Check is enclosed, payable to PIA

(Note: Program book advertising payment must be received in full by **April 30, 2021**, 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:

Sponsorship (103-104) _____

Exhibit space (103-103) _____

Advertising (103-102) _____

Total: _____

Save filled out pdf and upload to this link:

Submit via secure link

**Or, return form to Kim Zielinski:
Conferences@pia.org | (800) 424-4244**

PIA Education and Conference Department,
25 Chamberlain St., PO Box 997, Glenmont, NY 12077





Terms and Conditions Governing Sponsorship & Virtual Booth Packages

General

1. These terms and conditions form part of the Sponsor/Exhibitor Agreement made between Professional Insurance Agents Northeast (PIA Northeast) and the Exhibitor. The provisions of the licensing agreement between PIA Northeast and the virtual platform provider(Intrado) which refer to or govern exhibitors also form part of these Regulations, including any duty imposed on PIA Northeast by the licensing authority to defend, indemnify or hold harmless the licensing or leasing authority, on a “pass through” basis: that is, to the extent PIA Northeast is obliged to defend, indemnify or hold harmless the licensing authority for the acts of omissions of a sponsor/exhibitor, that sponsor/exhibitor is obliged to defend, indemnify and hold harmless PIA Northeast.
2. Neither the Sponsor/Exhibitor Agreement nor any booth or display space request or allocation will be binding on PIA Northeast unless and until the exhibitor accepts to abide by the Show Rules & Regulations, issues payment in accordance with said agreement, and said agreement is executed by the exhibits staff on behalf of PIA Northeast.
3. If a sponsor/exhibitor fails to abide by the terms and conditions as set forth, herein or any other governing documents, such as PIA Northeast’s license with the virtual platform vendor (but only with respect to those clauses which refer, relate or apply to Sponsors/Exhibitors) or the marketing opportunities contract then the contract between PIA Northeast and the Sponsor/Exhibitor will be terminated. The exhibition regulations constitute a portion of the contract between PIA Northeast and the Sponsor/Exhibitor. Therefore, any failure on the part of the Sponsor/Exhibitor to comply with the regulations represents a default on, and termination, of the contract. Should the contract be terminated in this manner, the Sponsor/Exhibitor shall forfeit, as liquidated damages and not a penalty, the amount paid for space rental regardless of whether or not PIA Northeast enters into a further lease of the space involved. Interpretation and application of the regulations are within the sole discretion of PIA Northeast and decisions by PIA Northeast are final.
4. Any Sponsor/Exhibitor who does not abide by the Terms and Conditions Governing this agreement may be subject to ejection from the conference and/or forfeit the right to sponsor/exhibit in the next conference. No disruption of the conference or any sponsor’s/exhibitor’s right to conduct business will be tolerated.
5. In the event of any inconsistency between the terms and conditions of this agreement and any of the documents referenced herein, the more specific term will take precedence over the more general term.

Eligible Exhibitors

6. All sponsors/exhibits and related demonstrations and presentations shall serve the interests of PIA Northeast members. PIA Northeast reserves the right to determine the eligibility of any company, product, or service for inclusion in the exhibition.
7. PIA Northeast reserves the right to remove or prohibit any exhibit in whole, in part, or any Sponsor/Exhibitor, or its representatives, that in its opinion are not in keeping with the character and purpose of the trade show.

Sponsor Fees/Exhibitor Fees/Payment Schedule/Refund Policy

8. The 2021 Virtual Booth fees and Sponsor Package fees are outlined in the PIA Northeast Marketing kit. Full payment for Sponsorship Package or exhibit space is required when submitting the contract to PIA Northeast. Payment must be received by **April 30, 2021**, or reserved virtual booth/sponsorship package will be released.

Booth Cancellation

9. Should Sponsor/Exhibitor desire to cancel this contract, written notice shall be provided to PIA Northeast. In the event that the notice of cancellation is received by PIA Northeast after **May 21, 2021**, sponsor/exhibitor agrees to pay the full amount of fee, plus any additional expenses incurred by PIA Northeast; payment by sponsor/exhibitor of said amounts shall relieve sponsor/exhibitor of any further obligations under this agreement.

Subletting of Space

10. PIA Northeast strictly prohibits the sharing or “co-opting” of exhibit space unless companies share the same parent company, or one company is the subsidiary of the other. Request must be submitted to PIA Northeast for approval prior to conference and proof is required. Contracted exhibitors shall not assign, sublet, or share any space allocated to them nor advertise or display goods other than those manufactured or sold by them in the regular course of their business. Space assigned to the Exhibitor is for their exclusive use.

Sponsor/Exhibitor Primary Contact

11. The Sponsor/Exhibitor will be responsible for designating an official authorized representative who will be the primary contact to work with PIA Northeast show management. This person will oversee and understand all contract issues, including those relating to registration, payment and submitting assets for the virtual booth set-up. The Sponsor/Exhibitor Primary Contact shall be authorized to enter into service contracts as may be necessary and for which the Sponsor/Exhibitor is responsible. This representative shall receive all official correspondence from PIA Northeast and be responsible for communicating all information to appropriate individuals. Under no circumstances will PIA Northeast be liable, either to the Sponsor/Exhibitor, or to any third party, for any failure of the Sponsor/Exhibitor Primary Contact to fulfill his, her or its obligations under this clause.

Exhibit Staff

12. Exhibits shall be staffed by technical, qualified individuals who are bona fide company employees or legitimate representatives. Exhibitors must open their exhibit on time each day and staff it throughout open hours until show closing. PIA Northeast requires booth personnel to be registered in advance.
13. All personnel who are representatives of the exhibiting company must register as an “Exhibitor”. Exhibitors receive two (2) full conference badges with the Virtual Booth Package. **Note** - Prime Exhibitors receive three (3) full conference badges with their Virtual Booth Package.
14. Exhibitors requiring or desiring additional badges for their personnel may obtain extra badges by purchasing them.

Virtual Booth Package

15. The Virtual Booth Package includes the following: virtual booth template which may be branded with company logo; ability to display and manage all company images, descriptions, product and service details; video upload; brochure upload; scheduled demos; and, ability to capture leads.

Virtual Booth Assets Submission

16. Exhibitor assets for virtual booths are to be uploaded to the vendor no later than **May 28, 2021**.

Photography/Recording

17. Exhibitors may download images or recordings of their own virtual booths. Digital images or recording of the online event in general or other exhibitors' virtual booths is prohibited. Violation of this policy will result in the confiscation of digital images or recordings and could result in expulsion from the show.

Cancellation of Exhibition

18. Neither PIA Northeast, Intrado, their employees, nor their agents shall have any liability or obligation to the Sponsor/Exhibitor for cancellation or deferral of the Conference. In the event that the platform on which the exhibition is to be held cannot be virtually conducted, so that the exhibition cannot be held. The Sponsor/Exhibitor shall have no cause of action or claim for damages or compensation against PIA Northeast except for the return of any amount previously paid, and in such an event, this agreement shall be terminated.

Consent to Intellectual Property

19. Sponsor/Exhibitor represents to PIA Northeast and unconditionally guarantees that any elements of text, graphics, photos, design, copyrights, trademarks or other artwork furnished to PIA Northeast or any recordings of music, videos, movie clips, or audio-visuals that Sponsor/Exhibitor may use in its booth are owned by the Sponsor/Exhibitor or that the Sponsor/Exhibitor has written permission from the rightful owner to use each of these elements, and will hold harmless, protect and defend PIA Northeast from any claim, suit, loss, expense or cost arising from the use of such elements furnished by the Sponsor/Exhibitor, including reasonable attorney's fees.

Indemnification

20. PIA Northeast will not, except in the case of PIA Northeast's sole gross negligence, be liable to the Sponsor/Exhibitor for any injury, loss or damage to Sponsor's/Exhibitor's business in any way related to arising out of the Virtual Exhibit. Sponsor/Exhibitor agrees to defend, indemnify and hold harmless PIA Northeast to the same extent, and on the same terms, that PIA Northeast is required to indemnify the provider of the platform for this virtual exhibit (Intrado).

Amendment of Rules/Other

21. PIA Northeast reserves the right to make changes, amendments and additions to the rules at any time, and all changes, amendments and additions so made shall be binding on the Sponsor/Exhibitor with the provision that all sponsors/exhibitors will be advised of any such changes.
22. All matters and questions not specifically covered by these rules and regulations and the Sponsor/Exhibitor Agreement are subject to the decision of PIA Northeast, whose decisions will be final.