

# About the 2010 Trade Show

Exhibiting in the Trade Show offers the all important **face-to-face encounter**. Exclusive Trade Show hours provide uninterrupted time for convention registrants to visit each exhibit booth to learn about your company and the products it has for independent insurance agencies.

## Exhibit Booth Fee

\$675.00 for companies with a membership in PIA of Tennessee  
\$775.00 for non-members

The exhibit booth fee provides:

- Name badges for all exhibit booth representatives
- Registration list of attendees
- Identification and company description in the Convention program
- Trade Show refreshments
- Pre-convention registrant list

## Trade Show Schedule

### Open Hours

*Monday, June 7*

10:00 am — 1:00 pm

*Tuesday, June 8*

10:15 am — 12:30 pm

### Move-in and Setup

*Sunday, June 6*

3:30 — 6:00 pm; or

*Monday, June 7*

7:00 — 9:30 am

### Dismantle and Move out

*Tuesday, June 8*

12:30 — 2:00

## Exhibit Booth Features

A 10' wide x 8' deep booth with draped side rails 3' high and a draped back wall 8' high. One skirted table, one chair, one wastebasket. The area is carpeted. Electricity and/or Internet connection is additional.

## Booth Assignment and Confirmation

Booth space is assigned by PIA based upon our receipt of your paid Application for Exhibit Booth. You may identify four preferred locations, and PIA will make every effort to assign one of your preferences. A confirmation packet with your assigned exhibit space and complete details will be mailed to the contact person identified on the application.

## Servicing of Trade Show

Gulf Coast Audio Visual will set the Trade Show and provide drayage service (receiving and holding of exhibit material). Exhibiting firms also will go through GCAV for additional booth furniture, electricity and Internet connections. Details on these services will be sent in the Exhibitor Service Manual.

## Registration of Booth Representatives

All representatives in the booth are required to register; there are two registration options:

- **Full Registration:** for booth representatives who want to participate in all the activities of the Convention. This includes all meals, admission to the education sessions, and participation in the company grand door prize drawing.
- **Trade Show Only Registration:** for booth representatives who only participate in the Trade Show. No meals are provided and ineligible to participate in the company grand door prize drawing.

## Exhibitors' Door Prizes

PIA offers incentives for maximum trade show traffic. All fully registered attendees receive a Grand Door Prize card that they are required to present to each exhibit booth in order to be eligible for the Grand Door Prize drawing. In addition, PIA will hold random drawings for cash awards during the Trade Show. At the close of the Trade Show on Tuesday, exhibitors' door prizes will be awarded. While you are not required to award a door prize, it is a great way to get your firm's name mentioned one last time before the convention adjourns.



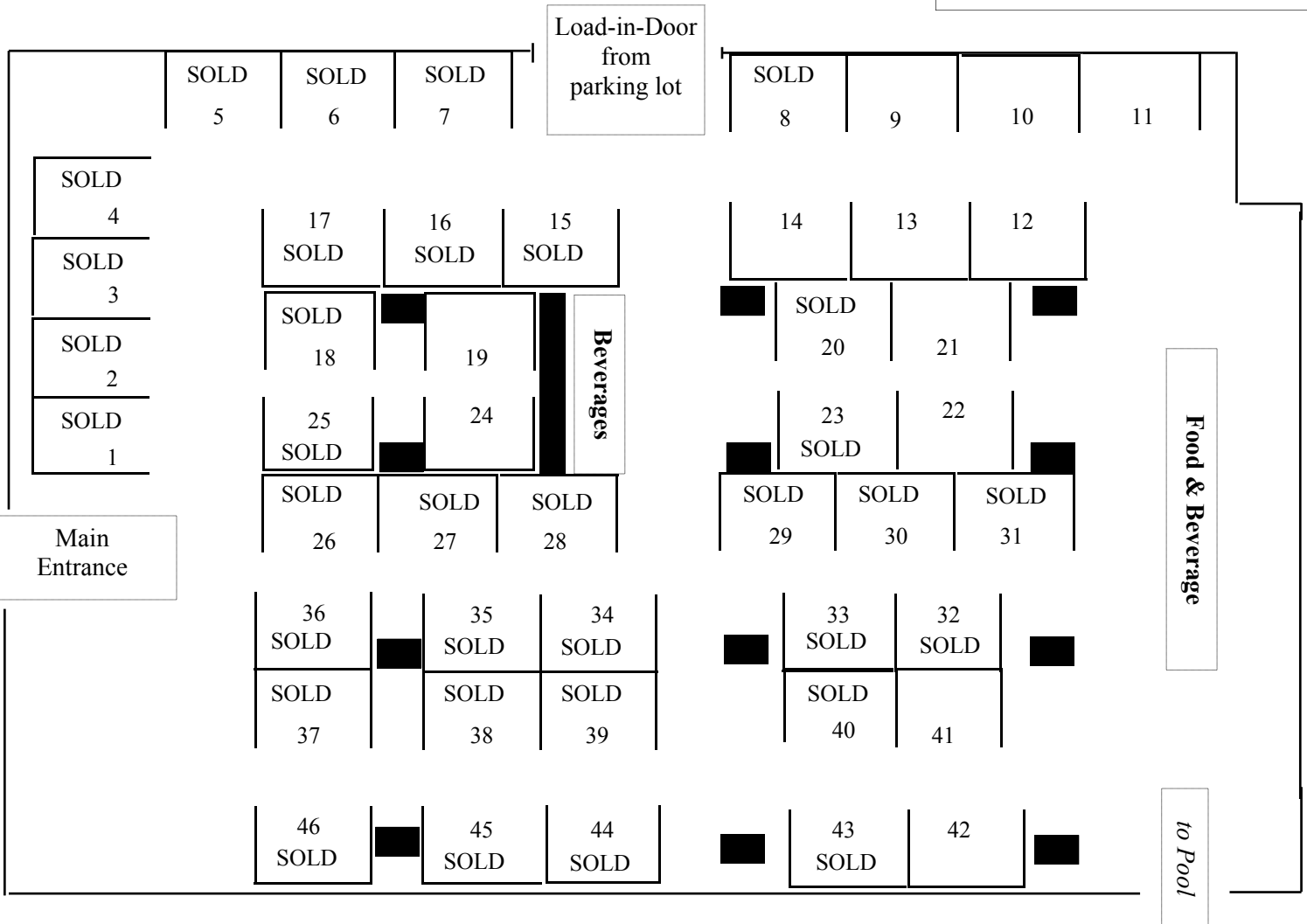
# 2010 PIA of Tennessee Trade Show

## Exhibit Hall Floor Plan

Booths are 10' wide by 8' deep

PIA of Tennessee reserves the right to re-assign booth location for technical reasons.

■ denotes a column



- |  |   |   |
|--|---|---|
| 1. <a href="#">Agency Resources</a>                | 19.   | 37. <a href="#">National Security Fire &amp; Casualty Co.</a> |
| 2. <a href="#">Southern Insurance Underwriters</a> | 20. <a href="#">Southern Cross Underwriters</a>       | 38. <a href="#">Universal Insurance Company</a>               |
| 3. <a href="#">PIA Advantage Premium Finance</a>   | 21.   | 39. <a href="#">Servpro</a>                                   |
| 4. <a href="#">Alfa Alliance Insurance Corp.</a>   | 22.   | 40. <a href="#">NAI</a>                                       |
| 5. <a href="#">The Argos Group</a>                 | 23. <a href="#">Crump Insurance Services</a>          | 41.   |
| 6. <a href="#">James Allen Insurance Brokers</a>   | 24.   | 42.   |
| 7. <a href="#">National Community Foundation</a>   | 25. <a href="#">Thomco</a>                            | 43. <a href="#">American Commerce Insurance</a>               |
| 8. <a href="#">Genesee General</a>                 | 26. <a href="#">Parthenon Insurance Services, LLC</a> | 44. <a href="#">South &amp; Western</a>                       |
| 9.   | 27. <a href="#">Allstar</a>                           | 45. <a href="#">Sagamore Insurance</a>                        |
| 10.  | 28. <a href="#">Main Street America Group</a>         | 46. <a href="#">Burns &amp; Wilcox, Ltd.</a>                  |
| 11.  | 29. <a href="#">Consumers Insurance</a>               |   |
| 12.  | 30. <a href="#">Five Star Insurance Services</a>      |   |
| 13.  | 31. <a href="#">Preferred Auto Insurance Company</a>  |   |
| 14.  | 32. <a href="#">CBIP Management</a>                   |   |
| 15. <a href="#">Applied Systems</a>                | 33. <a href="#">Amerisafe</a>                         |   |
| 16. <a href="#">Allstate / Encompass Insurance</a> | 34. <a href="#">Braun Construction Services</a>       |   |
| 17. <a href="#">U.S. Risk Insurance Group</a>      | 35. <a href="#">Alfa Companies</a>                    |   |
| 18. <a href="#">EZLynz</a>                         | 36. <a href="#">Appalachian Underwriters Inc.</a>     |   |

# 2010 Trade Show Rules and Regulations

## **Exhibit Setup and Move-out**

Exhibits must be set up by 9:30 am, Monday, June 7, 2010. Exhibits are required to remain open for the duration of the show. No exhibit may be dismantled before the close of show on Tuesday, June 8, 2010 at 12:30 pm Exhibits must be dismantled and moved out by 2:00 pm.

## **Cancellation Policy**

A request to cancel exhibit space must be received in writing by PIA of Tennessee. Cancellation of exhibit space on or prior to May 7, 2010 is subject to a cancellation fee of \$150. No refund will be given for cancellation of exhibit space after May 7, 2010.

## **Exhibit Booth**

No signs or displays may extend above eight (8) feet. No screws, nails or bracing wire attached to walls or floors may be used in erecting your display. All and/or any property destroyed or damaged by the exhibiting firm must be replaced in its original condition by the exhibiting firm at the exhibiting firm's expense. Combustible oils or gases are not permitted.

## **Booth Location**

PIA assigns the location of exhibit space based upon our receipt of the Application for Exhibit Space. PIA reserves the right to re-assign booth location.

## **Registration of Booth Representatives**

PIA does not restrict the number of exhibit personnel in an exhibit booth; however, all exhibit personnel must register by completing the Exhibitor Registration Form. There are two registration options: Full registration provides all convention meals, admission to the education sessions, and eligibility to participate in the company grand door prize drawing. Trade Show Only registration provides refreshments in the Trade Show.

## **Liability**

Neither PIA of Tennessee, the staff, officers and directors of PIA of Tennessee, the employees or members thereof, nor their representative, will be responsible for any injury, loss or damage that may occur to the Exhibiting Company, the Exhibiting Company's employees or property prior to, during or subsequent to the period covered by the Exhibit Application and Contract. The Exhibiting Company, on signing the Application, expressly agrees to indemnify same against any and all claims for such loss, damage or injury.

## **Restrictions and Other Rules**

PIA of Tennessee reserves the right to prohibit or require the removal of any display or exhibit or any part of an exhibit which it deems not suitable or in accordance with these regulations or in accordance with acceptable professional ethics or for other reasons deemed necessary or appropriate by PIA of Tennessee. All exhibits shall conform in all respects to applicable safety, health and fire codes. PIA of Tennessee reserves the right to make and enforce other rules as is necessary to ensure the success of the Trade Show.

## **ADA Policy**

In accordance with Title III of the Americans with Disabilities Act, we ask all exhibitors to advise us of any disability and any requests for accommodation to that disability. Please submit your request as far as possible in advance of the convention, but at least four weeks prior to convention.