

2021 PIA VA/DC Exhibitor Checklist & FAQs

We are excited about this year's Trade Fair & Convention and look forward to seeing everyone at the beach. Here are a few last minute notes to make sure everyone is on the same page and has everything they need.

Feel free to contact me at the office (804) 486-4219, cell (804) 399-3745 or carol@piavadc.com at any time, before or during the conference.

- Electricity - The booths come furnished with one 6' lg. table, 2 chairs, pipe & drape, 1 trash can and signage and do **NOT** include electricity. You may order electricity for your booth by completing the attached **Exhibitor AV Order Form** from the Sheraton Virginia Beach Oceanfront Hotel.
* There is an additional cost of \$25 for electricity.
Form should be sent directly to the Sheraton:
Attn: Karen Baker
Email: kbaker@sheratonvirginiabeach.com
Fax: 757-428-9246
Tel: 757-905-6217
- If you need anything **other than** electricity (like an additional table), you will need to complete a form and **return it directly to Exhibits Inc.** with payment. *This should be done a few weeks before the conference so they may plan accordingly.*
- Be sure to notify PIA of everyone you expect to staff your booth. The **maximum in each booth is two**. This is due to the smaller booth – 7 ft. wide x 6 ft. deep. They should be listed on your Exhibit Space Contract. If you have more than two in the booth, the additional attendees can register by completing the "Convention Attendee Registration" form which can be found on the PIA website once it is available. If you have any changes prior to the convention, please let me know at carol@piavadc.com, office (804) 486-4219 or cell (804) 399-3745. We want to make sure everyone exhibiting has a name badge prior to the start of the trade fair.
- Be sure to read the attached **Exhibitor Shipping Instructions** and coordinate with the hotel directly (not PIA).
- The exhibitor hall will be available for you to set up your booth as early as 8:00 am Thursday morning, August 26. It is not required you be there that early but will be open at that time if you choose to start early. We just ask that your booth be complete and ready to go by 11:30 am since the trade fair opens at noon.
- **Booth Prizes:** Your Company may elect to issue booth prizes during the Trade Fair. Each exhibitor will be provided with an 'Exhibit Prize' card where they will list the prize and the winner (which is drawn from entries you collect during the Trade Fair). **Exhibitors** post the winners on the **PRIZE BOARDS** and **winners return to the booth to collect the prize.** **Exhibitors** will be responsible for shipment of any prizes if they are not claimed prior to the end of the Wednesday trade show. Please do not leave them with PIA as they will NOT be forwarded to the winner or taken back to the PIA office.

- **Win 50% of your booth at the 2022 PIA VA/DC Convention!**

Theme this year: **Navigate the “New” Future with PIA**

We ask all exhibitors to incorporate this year’s theme into their booth décor wherever possible. **Trade fair attendees** (not Exhibitors) will vote for their favorite booth. The booth with the most votes will receive a **50% discount** on their booth at the 2022 PIA VA/DC Annual Convention in Virginia Beach.

- **HOTEL RESERVATIONS:** Call Sheraton Virginia Beach Oceanfront, 3501 Atlantic Avenue, Virginia Beach, VA 23451 at (757) 425-9000. Register online at: <https://www.marriott.com/event-reservations/reservation-link.mi?id=1621961479366&key=GRP&app=resvlink> Ask for **PIAVADC Annual Convention 2021** to receive the discounted rates. \$259 Oceanfront; \$199 Partial Ocean View. Rates do not include applicable taxes, resort and services fees. PIA group rates are available until **July 22, 2021**. If the PIA room block sells out prior to July 22nd, then normal hotel rates will apply. **Any problems with the hotel, please contact Sheryl@piavadc.com, 804-486-4221.**
- **Payment, Cancellation & Refund Policy:** Full payment must accompany contract or is due upon receipt of invoice. 75% of payment is refunded if PIA is notified of cancellation by July 15. Cancellation penalty may be waived only if space is resold. No refunds after July 15. Cancellations must be received in writing to receive refund. No refunds are given for no-shows; full payment is still due. Payment in full for all exhibit booths &/or sponsorships **MUST** be received at PIA prior to **JULY 15**. If payment in full is not received, exhibitor packets will not be issued and access to booth may be denied.

Here’s to a great Trade Fair & Convention!