



## 2023 PIA VA/DC Exhibitor Checklist & FAQs

We're looking forward to seeing everyone at the beach for this year's Trade Fair & Convention. Here are a few final reminders to ensure that everyone is on the same page and has all they require.

Please feel free to contact me at any time before the conference, at the office (804) 486-4219, mobile (804) 399-3745, or [carol@piavadc.com](mailto:carol@piavadc.com).

During the conference and on-site, please call Sheryl (804) 564-2141.

---

- Electricity - The booths are equipped with one 6' large table, two seats, pipe and drape, one trash can, and signs; however, electricity is not included. You can obtain electricity by checking the "yes, I need electricity" box on the Exhibitor Registration form. There is an additional cost of \$40 for electricity. Electricity requests must be made by 6/23. After 6/23, we may not be able to accommodate you.
- If you require anything other than electricity (for example, an extra table), you must fill out a form and send it to Exhibits Inc. with payment. This should be done a few weeks before to the conference so that they can prepare.
- Be sure to let PIA know who will be working your booth. Each booth has a maximum capacity of three people. Your Exhibitor Registration should include a list of them. If you have more than three people attending, the additional will need to complete the "Convention Attendee Registration" form, which will be available on the PIA website once it is ready. Please notify me of any changes before the convention at [carol@piavadc.com](mailto:carol@piavadc.com), office (804) 486-4219, or cell (804) 399-3745 **prior** to the start of the trade fair. We want to make sure that everyone who is exhibiting has a name badge.
- Make sure to read the Exhibitor Shipping Receiving Instructions. You will work directly with the hotel on this (not PIA).
- You can start setting up your booth in the exhibit hall and foyer as early as **8:00 a.m.** on Wednesday, July 26th. It is not necessary to arrive that early, but we will be open at that time if you prefer to do so. By 1:30 p.m., we expect your booth to be finished and ready to go. At 2:00 p.m., the trade fair opens. Tear down is immediately following the end of the trade fair at 5:00 p.m. You must be done by 6:00

p.m.

- During the Trade Fair, your company may decide to give away prizes at the booth. Each exhibitor will be given 'Exhibit Prize' cards on which they will write the prize and the winner's name (which is drawn from entries you collect during the Trade Fair). The exhibitor then posts the winners' card on the PRIZE BOARD. The attendees are to check the boards periodically to see if they've won and the winner must return to the booth to claim their prize. If prizes are not claimed by the end of the Wednesday trade fair, exhibitors will be liable for shipping. If you leave them with PIA, they will not be forwarded to the winner or taken back to the PIA office.
- Theme this year: **Ocean of Opportunity with PIA VA&DC**  
We ask that all exhibitors, to the extent feasible, incorporate this year's theme into their booth décor.
- Hilton Virginia Beach Oceanfront Hotel, 3001 Atlantic Avenue, Virginia Beach, VA 23451. Register online [here](#) or call the Hilton at 757-213-3000. Callers refer to **TFC** to receive the discounted rates. Room block dates: 7/23/23 - 7/29/23 Room block rates: \$279 to \$299 per night. Rates do not include applicable taxes, resort and service fees. PIA group rates are available until Friday, 6/23/23. Reservations made after this date will only be accepted on a room and rate availability basis. Refer to your hotel confirmation for all hotel policies. **Any problems with the hotel, please contact Sheryl@piavadc.com, 804-486-4221.**
- Payment, Cancellation & Refund Policy: Payment in full must be made with the contract or upon receipt of the invoice. If PIA is notified of cancellation by June 30, it will return 75% of the cost. Only if space is resold can the cancellation penalty be waived. There will be no refunds after June 30. To receive a refund, cancellations must be received in writing. No refunds are offered in the event of no-shows; full payment is still required. All exhibit booths payments must be received in full by PIA by JUNE 30. Exhibitor packets will not be issued unless full payment is received, and entry to the booth may be prohibited.