



June 6-7, 2017

LAX Hilton,
Los Angeles

2017 California Accounting Show New Speakers and New CPE Sessions Announced.



Jon Baron President,
Professional, Tax &
Accounting
Thomson Reuters

Jon Baron, President, Tax & Accounting, Thomson Reuters to keynote, Weds, June 7, 8:20-10 am
"What Tech Trends in 2017? Big Data, Cognitive Computing, Block Chains. Identity Theft and Cyber Security".

Rick Richardson, CPA, CITP, CGMA, Nationally Recognized Speaker, to keynote, Tues, June 6, 8:20-10 am
"Technology Futures. An Expanding Digital World for CPAs and Their Clients is Already Here. Find Out More."

New Marketing Programs for Exhibitors and Sponsors.

New - All exhibits and sponsors on one floor in 2017, on the Lobby Level, to increase interaction with CPAs and their clients. Registration is also on the Lobby Level.

The exhibit area has been increased on the Lobby Level to provide the same meeting and sales opportunity to all exhibitors and sponsors this year.

New - A badge scanner system will be available for all exhibitors the first time in 2017. Each attendee badge will have a bar code for easy scanning by exhibitors. Complete follow-up information will be available on each bar code scan. Now, exhibitors will have a proven lead retrieval provided by Smart Source, a national lead retrieval provider.

New - See the latest CPE programs and speakers online for 2017. Among the CPE sessions: Modern Succession Planning for Your Firm - Sponsored by Xero. Tech That Affects CPA Practices. How To Turn Your Goodwill Into Cash. What Technologies Should CPA Firms Have Now?

New - Walking Tours to cover selected exhibitors on the show floor. The CPA Practice Advisor Publisher and Editor-in-Chief will conduct a walking tour each day to visit exhibitors who will provide a 10 minute show-and-tell for the assembled tour attendees. A major program to provide a brief in-depth look at selected exhibitors. Register today and save: flagmgmt.com/ca



Rick Richardson
CPA, CITP, CGMA,
Richardson
Media & Technologies

Exhibitors' Viewpoint

"The California Accounting Show brings CPAs from all over the State to the show."

"Most CPAs drive to the show from all over. They come from San Diego, Anaheim, East Los Angeles, the San Fernando Valley and Santa Barbara."

"The LAX Hilton is convenient- with 3 parking lots, and right next to the 405 Freeway."

"California CPAs are digital, mobile, and aggressive - looking for new business and new ways to attract business."

Plan now to exhibit if you have not already done so. A complete package of services is included in each exhibit space - carpeting, draped table, chairs, booth sign, free registration for all exhibitor personnel, Free listings in all printed, electronic, and web marketing, free VIP Show e-Invitations to invite your best customers to attend the free show. Free post show attendee list, all at one all-in fee of \$3200 per single exhibit space. All exhibits on one floor.



The Opening Free Session with CPE credits each day from 8:20 to 10 am assembles a major audience of CPAs when the show opens at 10 am.



CPAs network with their peers at the largest meeting of CPAs in California on an annual basis.

To reserve your exhibit space, contact: www.flagmgmt.com/ca

Show Management:
Flagg Management Inc
353 Lexington Avenue NY, NY 10016
(212) 286-0333 Fax: (212) 286-0086