

2011 Exhibitor's Manual – 27th Annual California Accounting & Business Show, June 6-7, 2011 (Mon-Tues) Set-up Sun, June 5

Set-Up Sun, June 5 & Mon, June 6, 2011

Show Opens 10 am, Mon, June 6, 10-4 PM, Tues, June 7, 10-4 pm.

LAX Hilton Hotel, Los Angeles, CA

Read Carefully. Follow Deadlines.

Deadlines Begin May 6, 2011

Show set-up begins Sun, June 5, 11 am – 7 pm, Continuing Mon morning, June 6, 7 – 10 am

The LAX Hilton Hotel is located at the LAX Airport.

5711 West Century Blvd, right off the #405 San Diego Freeway. Parking at the LAX Hilton, The Car Spot & Wally Park.

2011 California Acct Show
Flagg Management Inc
353 Lexington Ave,
New York, NY 10016
(212) 286-0333 Fax (212)286-0086
flaggmgmt@msn.com
flaggmgmt.com/ca

- 1. PROMOTE YOUR SHOW-ONLY ATTENDANCE. EMAIL FREE SHOW EASY PASSES.**
- 2. MAKE HOTEL RESERVATIONS NOW. LAX HILTON (BLOCK CLOSES MAY 13 - \$129.) 310-410-4000.**
- 3. ORDER FREE EXHIBITOR BADGES FROM FLAGG MANAGEMENT BY MAY 6.**
- 4. SUBMIT FREE LISTING IN THE OFFICIAL DIRECTORY BY MAY 6.**
- 5. SPONSORSHIPS & ADVERTISING IN THE OFFICIAL DIRECTORY IS STILL OPEN. CONTACT US TODAY.**
 1. **Installation and set-up begins on Sunday, June 5 from 11 am to 7 pm.** Set-up continues Monday morning, June 6, from 7-10 am, the show opens at 10 am-4 pm. If you do not require extra time to set-up, you can come in on Monday morning.
 2. **Make sure you order electric, telephone and connectivity in advance.** Ship your exhibit material in advance to the GES warehouse or LAX package room so it will be waiting for you.
 3. **The CPE sessions are only \$45/day for 6 CPE credits on Monday and 5 CPE credits on Tuesday.** CPE will run Mon-Tues from 8:20 am – 4:50 pm in conference rooms on the 2nd floor of the LAX Hilton. An outstanding CPA faculty will lead accounting, Internet and online sessions to attract an audience of California computer-enabled CPAs.
 4. **This is a no hassle, easy set-up show for pop-up exhibits.** You are encouraged to bring your portable or pop-up exhibit if you desire to avoid set-up time and installation expense. Portable exhibits can be set in less than an hour. If you have bigger exhibits that require more time, you are welcome to bring them.
 5. **Hotel accommodations – Act Now. The LAX Hilton room block closes on May 13.** Phone 310-410-4000. **Ask for Flagg Management / California Accounting Show** at the special rate of \$129 single or double plus tax. Room block from Sun to Weds.
 6. **Order Electric, Telephone and Internet connectivity from the LAX Hilton.** If you require information about electric, phone or connectivity call **Melissa Sealy, Meetings & Conv. Mgr. at 310-410-6369.**
 7. **Internet at the LAX Hilton is wireless** for exhibitors at the rate of **\$300 for two show days per outlet.** Use the order form for Internet.
 8. **Your Booth Package Includes:** hotel area carpeting, a draped 6' table (30" or 42" high – see survey form), two chairs, curtain back wall (burgundy and gray), side dividers (gray), standard 9x44" sign in your exhibit measuring 8' deep by 10' across. The booth package does not include electric, telephone or connectivity. Those services you have to order separately.
 9. **Free Directory Listing & Exhibitor Badges.** Fax in your Directory listing form and your exhibitor badge form to Flagg Management before May 6. Badges must be worn at all times. Business and professional visitors only.
 10. **Display Guidelines:** All exhibit display heights are 8' maximum. Island spaces in the International Ballroom can go up to 12" high.

DO NOT BLOCK YOUR NEIGHBOR'S BOOTH – Each exhibitor should respect their neighbors and avoid blocking your neighbor's booth. Avoid displays that may interfere with your neighbors' sight line to walking traffic in the aisle. Exhibitors are responsible for the conduct of their exhibit booth personnel. Your booth and your booth

personnel reflect on your company, so you should make every effort to leave a favorable impression on attendees and neighboring exhibitors. Please do not distribute literature anywhere but in your booth and especially not at the show entrance or in neighboring aisles.

11. **Download email VIP Free Show Passes – www.flaggmgmt.com/ca** Use these email free show passes to email to your customers. Email to your Los Angeles and Southern California customers to invite them to the show. A smart tip: Email the FREE PASS with an email inviting CPAs to visit you at the show. CPAs like something free. Offer them a new demo disk, or a special incentive prize to visit your booth.
12. **Please complete the survey form that includes your choice of draped table height.** Please send in the enclosed survey of freight and what booth equipment you will need at the show. As a special service to exhibitors, you have your choice of table height – either 30" high or 42" high counter height.
13. **Dismantling** from 4-5 pm, Tues, June 7. Please advise your truckers or freight services to pick-up your outbound freight at 4 pm or as soon as your goods are packed. Make arrangements beforehand to ship out your freight. Any freight remaining will be shipped to the warehouse at the exhibitor's expense. Both Federal Express and UPS pick-up at the show.
14. **FedEx at Show Close**
 1. **Bring your FedEx air bills with you.**
 2. **Make sure you have your FedEx account number.**
 3. **You must phone FedEx and get a FedEx pick-up number.**
 4. If you are shipping Federal Express or UPS at the show close, **you must prepare completed FedEx or UPS air bills** with your FedEx or UPS account number and the complete address where you are shipping your FedEx or UPS material. FedEx makes daily pick-ups at the LAX Hilton, but you must call FedEx and schedule a pick-up from the Hotel, FedEx Phone: 800-463-3339

Do not leave the show without making arrangements for all outbound shipments.

15. **UPS at Show Close:** is also available for pick-up at the LAX Hilton. You must have a **UPS account number** and **UPS land or air bills.** Call UPS and schedule a pick-up at 800-742-5877.
16. **Security:** Exhibitors are responsible for all items shipped to the show. Do not leave your booth unattended with valuables in the booth. Any loss, damage, or theft of your goods is your responsibility. There is no insurance to cover any of your losses. You should check with your own insurance agency to determine your insurance for trucking, warehousing, show and return. Trucking services only pay a fraction of total value of your shipment. Therefore you should have other insurance to cover in the event of a loss. Be especially careful of your laptops, purses, briefcases, and other items of shoplifter appeal. The show breaks very quickly, so remove your goods immediately. **THE LAST PERSON TO LEAVE YOUR BOOTH IS RESPONSIBLE FOR SHIPPING ALL OF YOUR EQUIPMENT AND DISPLAYS BACK TO YOUR COMPANY.**
17. **You can ship direct to the Hotel:** The address for shipping direct to the LAX Hilton Package Room:
2011 CALIFORNIA ACCOUNTING SHOW / FLAGG
Company Name: _____ **Booth #** _____
LOS ANGELES AIRPORT HILTON HOTEL
5711 West Century Blvd, Los Angeles, CA 90045-5631 Phone: (310) 410-4000
18. **You can ship in advance to the GES Warehouse.** Ship large crates or skids in advance to the warehouse or deliver those items to the show on Sun, June 5. If you ship to the GES warehouse in advance:
Company Name: _____ **Booth #** _____
2011 California Accounting Show, June 6-7
GES Warehouse, 5560 Katella Avenue, Cypress, CA 90630 Phone: 562-370-1631

19. **Show Management** will be available during the installation, show, and dismantling periods. However, exhibitors are not relieved of their responsibility for all goods that are lost, missing, stolen or damaged at the show. Be especially careful of your laptops, which have experienced shoplifting loss. Contact Show Management or Russell Flagg, who will be at the show, if you have any problems whatsoever.

2011 California Accounting Show, LAX Hilton Hotel 5711 West Century Blvd, Los Angeles, CA 90045-5631 Show Schedule at a Glance (Tentative)		
Show Hours:	Mon 10 am – 4 pm	Tues 10 am – 4 pm
Move-in:	Sun 11 am – 7 pm	
Move-in:	Mon 7 am – 10 am	
Move-out:	Tues 4 pm – 5 pm	
Tentative Breaks in Exhibits:		
Coffee Service:	10 – 11am	(Mon-Tues)
Cash Lunch Break:	11 – 2 pm	(Mon-Tues)
Coffee Service:	2:40 – 4 pm	(Mon)

CALIFORNIA ACCOUNTING & BUSINESS SHOW

OFFICIAL CONTRACTORS

The following firms have been appointed Official Contractors:

DECORATIONS

GES
5560 Katella Avenue
Cypress, CA 90630
(562) 370-1500 Fax: (562) 370-1681
Attn: Nita Venegas, Sr. Acct. Exec.
nvenegas@ges.com 562-370-1596

DRAYAGE

GES
(See above and enclosed shipping information.)

SIGNS

GES
(See above and enclosed shipping information)

ELECTRICAL/TELEPHONE/CONNECTIVITY

LOS ANGELES AIRPORT HILTON
(See below and enclosed electrical and telephone order forms.)

CLEANING

LAX HILTON HOTEL

HOTEL CONVENTION SERVICES MANAGER

LOS ANGELES AIRPORT HILTON & TOWERS
5711 West Century Blvd.
Los Angeles, CA 90045-5631
Melissa Sealy, Sr. Event Manager
melissa.sealy@hilton.com
(310) 410-6369 Fax: (310) 410-6177

HOTEL ELECTRIC SERVICE

LOS ANGELES AIRPORT HILTON & TOWERS
(See above and enclosed order form)

HOTEL PACKAGE ROOM

LOS ANGELES AIRPORT HILTON & TOWERS
Mina Habib (310) 410-4000 ext 2595

HOTEL SALES

LOS ANGELES AIRPORT HILTON & TOWERS SALES
Renee Chan, Sr. Sales Mgr. (310) 410-6134
renee.chan@hilton.com

PHOTOGRAPHIC SERVICES

CONVENTION PHOTO BY JOE ORLANDO
3217 N Verdugo Road, Ste #1
Glendale, CA 91208
(818) 957-2204
Fax: (818) 957-6113
Attn: Jeff Orlando
convphoto@earthlink.net
www.joeorlandophoto.com

GUARD SERVICE

SECURITAS SECURITY SERVICES
1055 Wilshire Blvd, Suite 1600
Los Angeles, CA 90017
(213) 637-5500 Fax: (213) 637-5519
Gus Monterroso (213) 637-5527
or Daiva (213) 637-5501
gus.monterroso@securitasinc.com

COMPUTER RENTAL

NATIONAL MICRO RENTALS
(See enclosed order form)
28 Abeel Road, Monroe Twp, NJ 08831
(800) 637-2496 (609) 395-0550
Fax: (609) 395-7142
Attn: Jim Clark, Nat'l Trade Show Mgr.
jclark@nmrrrents.com

AUDIO VISUAL SERVICE STAFF

PRESENTATION SERVICES
Los Angeles Airport Hilton – located in hotel
5711 West Century Blvd,
Los Angeles, CA 90045-5631
Wilton Arroyo, AV Mgr
(310) 410-6090 Fax: (310) 410-6182
warroyo@psav.com

CALIFORNIA ACCOUNTING & BUSINESS SHOW

	<u>SHOW</u>	<u>CONFERENCE</u>	<u>MANAGEMENT</u>
Monday, June 6	10:00 am – 4:00 pm	8:20 -10:00 am; 11-11:50 1:20 -3:00 pm; 4-4:50 pm	Flagg Management Inc 353 Lexington Avenue New York, NY 10016 Phone: (212) 286-0333 Fax: (212) 286-0086 flaggmgmt@msn.com
Tuesday, June 7	10:00 am – 4:00 pm	8:20 -10:00 am; 11-11:50 am 1:20-3:00 pm; 4-4:50 pm	

INTERNATIONAL & PACIFIC BALLROOM – LOBBY LEVEL (8x10 space) HILTON PLAZA BALLROOM – LOWER LEVEL (10x10 space)

Los Angeles Airport Hilton Hotel
5711 West Century Blvd.
Los Angeles, CA 90045
Phone: (310) 410-4000
Fax: (310) 410-6144

(SEE PARKING LOT MAP)

Melissa Sealy, Meetings & Convention Manager (310) 410-6369 melissa.sealy@hilton.com
Renee Chan, Sr. Sales Manager (310) 410-6134 renee_chan@hilton.com

SHOW MANAGEMENT:

FLAGG MANAGEMENT INC. Phone: 212-286-0333 Fax: 212-286-0086
353 Lexington Avenue, Suite 1002
New York, NY 10016 email: flaggmgmt@msn.com

Russell E. Flagg
Martha Lyons
Ana Alfonso

Show Manager
Administrative Director
Marketing Director

EXHIBITION HALL:

Los Angeles Airport Hilton Hotel
Hilton Plaza, International & Pacific Ballrooms
5711 West Century Blvd.
Los Angeles, CA 90045

Questions with regard to the Hotel, room reservations, telephones, food and hospitality services, and other hotel services, contact the capable & efficient Meetings/Conv. Mgr. Melissa Sealy, 310-410-6369; fax 310-410-6177

Room rates: \$129. single/double

Questions with regard to exhibits and displays, freight warehousing, and so forth, contact Nita Venegas 562-370-1596 fax: 562-370-1681

CONFERENCE: The CPE Conference is located on the 2nd floor of the LAX Hilton Hotel, and the hours have been set to create time periods in the exhibit hall for beverage breaks, and a cash lunch service on the Plaza level.

Coffee will be served in the exhibit halls on Monday and Tuesday at 10-11 am and Monday from 2:40-4 pm.

Minimum Ceiling Height – Plaza & Pacific Ballroom
International Ballroom

8'6" Minimum ceiling height.
Maximum height in International Ballroom is 14'
Hotel carpeting throughout

Floor Covering

Electric Availability (Hilton)

AC 60 cycle - 120 volt - 208 volt single and 3 phase

Telephone Service (Hilton)
Connectivity Service (Hilton)

Available phone lines and Internet connectivity are provided by the hotel. Contact Hotel if you require telephone lines for modems or computer on-line operations.

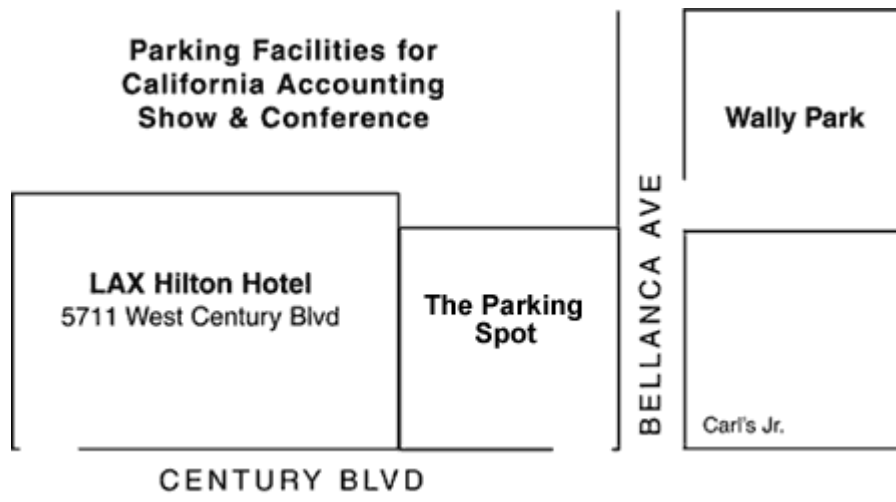
Directions to the LAX Hilton Hotel

- **From the 405 Freeway**
exit at Century Boulevard. Go west five blocks. The hotel is on the right side.
- **From the 105 W**
Exit Sepulveda Blvd and follow signs to Century Blvd. Once on Century Blvd, go past hotel (on left hand side) and make a U-turn at Bellanca - turn right into hotel. Get turn by turn [directions](#).



Parking

- | | | |
|--|--|--|
| <p>1. LAX Hilton Hotel (310) 410-4000
entrance on west side of hotel</p> <p>Special parking discount for guests and attendees:</p> | <p>\$20.00/day self-parking
\$30.00/day valet</p> <p>\$10/day self-parking; \$18/day valet. Ask for voucher.</p> | <p>Maximum rate for underground parking for approx. 400. No in & out unless registered at hotel.</p> |
| <p>2. The Parking Spot (310) 642-0947
next to the Hilton on Century Blvd.</p> | <p>\$18.50/day self-parking
\$19.50/day valet</p> | <p>Valet parking, enclosed and roof-top parking 6'6" clearance</p> |
| <p>3. Wally Park (310) 337-1944
Bellanca off Century Blvd.
one block from the Hilton</p> | <p>\$17.95/self parking
\$19.95/day valet
\$13.95/day roof parking</p> | <p>Enclosed and open-air parking</p> |



HOTEL RESERVATIONS

DEADLINE: MAY 6

RETURN COMPLETED FORM TO:

CALIFORNIA ACCOUNTING & BUSINESS SHOW

LOS ANGELES AIRPORT HILTON HOTEL
c/o CALIFORNIA ACCOUNTING & BUSINESS SHOW
5711 WEST CENTURY BLVD.
LOS ANGELES, CA 90045

MAKE A DUPLICATE OF THIS FORM FOR YOUR RECORDS.

SPECIAL RATE OF \$129 PLUS TAX

PHONE: (310) 410-4000 FAX: (310) 410-6144

NOTE: IMPERATIVE THAT YOU MAKE RESERVATIONS **EARLY**. THE HOTEL WANTS TO MAKE SURE YOU'RE COMING. THE SPECIAL ROOM RATE WILL ONLY APPLY IF YOU **ASK FOR FLAGG MANAGEMENT INC/2011 CALIFORNIA ACCOUNTING SHOW.**

FOR: CALIFORNIA ACCOUNTING & BUSINESS SHOW, JUNE 4-JUNE 7, 2011, INCLUSIVE

SHOW SET-UP SUNDAY, JUNE 5

	<u>ARRIVAL</u>	<u>DEPARTURE</u>	<u>TYPE OF ROOM*</u>
Name of Individual: _____	_____	_____	_____
Name of Individual: _____	_____	_____	_____
Name of Individual: _____	_____	_____	_____

(List additional individuals and arrival and departure dates on separate sheet.)

Address to send all confirmations: Name: _____
Company: _____
Indicate Smoking or Non-Smoking Street: _____
City: _____ State: _____ Zip: _____
Phone: (_____) _____ FAX: (_____) _____

Please reserve the following accommodations for the individual shown above at the daily rate indicated below. To insure that your reservations will be confirmed for late arrival, it is recommended that all reservations be guaranteed with one night's deposit by credit card.

* _____ Single \$129.00 _____ Suites: Arrival Date: _____ () AM () PM
(Contact Hotel for Details)
* _____ Double/Twin \$129.00 Departure Date: _____ () AM () PM
Guarantee () Yes () No
(Room Charges are subject to State Sales Tax) (After 6 PM)
Credit Card Type: _____
Expiration Date: _____
Card # _____

Authorizing Signature

All hotel accommodation requests will be processed immediately. Confirmation will come directly from the LAX Hilton Hotel. Please contact the Hotel for all changes to the above, as well as for cancellations and inquiries.

OFFICIAL DIRECTORY LISTING (ALPHABETICAL)

DEADLINE: MAY 6

**RETURN COMPLETED FORM TO
SHOW MANAGEMENT IMMEDIATELY**

CALIFORNIA ACCOUNTING & BUSINESS SHOW

MAIL TO: CALIFORNIA ACCT & BUS SHOW
c/o FLAGG MANAGEMENT INC.
353 LEXINGTON AVENUE
NEW YORK, NY 10016

FAX: 212-286-0086

SPECIAL NOTE: NEW PRODUCTS

Please indicate new products that will be seen for the first time.

NEW PRODUCTS: _____

PLEASE TYPE OR BLOCK LETTER

BOOTH # _____

COMPANY NAME: _____

DIVISION OF: _____

STREET ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

TELEPHONE #: _____ FAX #: _____

EMAIL ADDRESS: _____ URL: _____

Indicate a brief generic description of the products, systems or services that you will have on display or will be represented in your exhibit: (PLEASE PRINT)

Please limit your description to 25 words or less. This description will be edited for consistency.

Remember: The Official Directory is a reference. This material will be carefully edited to insure a consistent style throughout the Directory. For identification purposes, please print name of official submitting this form:

Name: _____ Title: _____

Company Name: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

MAKE A DUPLICATE OF THIS FORM FOR YOUR RECORDS.

EXHIBIT BOOTH PERSONNEL BADGE FORM

DEADLINE: MAY 6

**RETURN COMPLETED FORM TO SHOW
MANAGEMENT IMMEDIATELY**

CALIFORNIA ACCOUNTING & BUSINESS SHOW

MAIL TO: CALIFORNIA ACCT & BUS SHOW
c/o FLAGG MANAGEMENT INC.
353 LEXINGTON AVENUE, 10th FLOOR
NEW YORK, NY 10016

FAX: (212) 286-0086

AT-SHOW EXHIBIT BOOTH PERSONNEL TO RECEIVE EXHIBITOR BADGES

PLEASE PRINT

Booth # _____ Company Name: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____ URL: _____

Individual Requesting Exhibitor Badges: _____ Title: _____

Individual Phone Number: _____ Fax: _____

These badges will not be mailed. Booth personnel, named by you, will be furnished with exhibitor badges which will admit them to the Show during its entire course, including the installation and dismantling periods. List only the individuals who will man your booth and not show guests. Show badges are a different color and designate an attendee and not an exhibitor.

Pick up at the Show June 5-June 7, Sunday-Tuesday, Plaza Level – take escalator or elevator down to lower level.

NOTE: These exhibitor badges will only admit to the Show.

	<u>First Name</u>	<u>Initial</u>	<u>Last Name</u>	<u>Title</u>	<u>Company</u>
1.	_____	_____	_____	_____	_____
2.	_____	_____	_____	_____	_____
3.	_____	_____	_____	_____	_____
4.	_____	_____	_____	_____	_____

Please submit on your letterhead the names of additional personnel to have an exhibitor's badge prepared. Indicate their full name, title, company. Please list those exhibitor personnel who are actually coming to the show. Please advise those exhibitor personnel to pick-up their exhibitor badges at the show. No badges will be mailed.

MAKE A DUPLICATE OF THIS FORM FOR YOUR RECORDS.

SURVEY OF TABLE HEIGHT, FREIGHT, CARPETING AND DECORATIONS, ELECTRIC AND PHONE.

RETURN COMPLETED FORM TO SHOW MANAGEMENT IMMEDIATELY.

DEADLINE: MAY 6

MAIL TO: CALIFORNIA ACCT & BUS SHOW
c/o FLAGG MANAGEMENT INC
353 LEXINGTON AVENUE, STE 1002
NEW YORK, NY 10016

FAX: 212-286-0086

IMPORTANT: PLEASE COMPLETE (PARTIAL INFORMATION IS OKAY) AND RETURN BY FAX TODAY.

SURVEY OF TABLE HEIGHT, FREIGHT, CARPETING AND DECORATIONS, ELECTRIC AND PHONE.

The move-in for the Show is going to take place Sunday, June 5 from 11 am-7 pm, and Monday, June 6 from 7-10 am.

WILL YOU REQUIRE SHOW TABLES AND CHAIRS? (INDICATE 30" HIGH or 42" HIGH)

- A. _____ Will require show draped table (white & gray)
- B. _____ Will require show chairs.
- C. _____ Do you need 42" high counter table _____ 30" table height (white & gray)

Help us: how much freight do you have, will you ship to the warehouse or hotel, will you need tables or chairs, table height for your draped table, and whether you will require electric, phone, Internet connectivity.

APPROXIMATE - NOT OFFICIAL OR FINAL

I. FREIGHT: How much freight will be shipped to the Show?

- A. _____ Approx. number of pieces of freight in total
Number
- B. _____ Approx. weight of total shipment.
lbs of freight

II. MODE OF TRANSPORT: How will you ship and to what location.

- Check
- A. _____ In advance to the GES warehouse.
- B. _____ In advance to the Hotel package room
- C. _____ On Monday to the Hotel

III. WILL YOU USE AN OVER-THE-ROAD VAN LINE WHICH WILL DELIVER DIRECT TO THE HOTEL? ____ YES.

_____ Indicate VAN LINE to be used.

IV. WILL YOU REQUIRE HOTEL ELECTRIC, PHONE, AND INTERNET CONNECTIVITY?

- A. _____ Will require Hilton Hotel electric outlets
- B. _____ Will require Hilton Hotel phone outlets
- C. _____ Will require Hilton Hotel Internet connectivity

THANKS. THIS WILL HELP US ORGANIZE OUR SUNDAY MOVE-IN SCHEDULE.

For identification purposes, please print name of official submitting this form:

NAME: _____ TITLE: _____ BOOTH #: _____

COMPANY NAME: _____

STREET ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: (_____) _____ FAX: (_____) _____

MAKE A DUPLICATE OF THIS FORM FOR YOUR RECORDS.

DOWNLOAD FREE SHOW EASY PASS –

CALIFORNIA ACCOUNTING SHOW
FLAGG MANAGEMENT INC
353 LEXINGTON AVENUE, STE 1002
NEW YORK, NY 10016

Download today to invite your customers.

This is your best investment to build traffic.

flaggmgmt.com/ca

Free Show email Passes are your best investment to build show traffic.

Use these email free show passes to promote 2011 California Accounting show-only traffic. As an exhibitor, you are encouraged to invite your best prospects and customers to attend the free show (particularly in the Los Angeles area). The free show passes are free, and you can download and send to your entire customer and prospect list.

A smart tip: Email out these Free Show Easy Passes with an email telling your customers what you have to show them at your booth. Let them know that it's worthwhile to attend our two-day free show Monday and Tuesday. Show hours are 10 am to 4 pm Monday, and 10 am to 4 pm Tuesday.

Email has more impact than mail and you should use this powerful email to increase your show traffic. Take a moment to make a list of your best customers and prospects in California – and invite them to the free show by email.

Download e-invitations from our website: flaggmgmt.com/ca

Do not use these tickets to order exhibitor badges. Use a separate form in the exhibitor's manual.

**SPONSORSHIP OPPORTUNITIES
RETURN COMPLETED FORM TO SHOW MANAGEMENT IMMEDIATELY.**

DEADLINE: MAY 6

MAIL TO: CALIFORNIA ACCT & BUS SHOW
c/o FLAGG MANAGEMENT INC
353 LEXINGTON AVENUE, STE 1002
NEW YORK, NY 10016

FAX: 212-286-0086

SPONSORSHIP OPPORTUNITIES FOR 2011 EXHIBITORS – NONE MORE THAN \$5,000

Assigned exhibitors will have the opportunity to become participating sponsors. All sponsors will have their company logos on all our printed material. All sponsors will be prominently listed in our pre-show and at-show official program. All sponsors will have signs indicating their sponsorship activities at the show.

Buffet Luncheon for CPE Conference Registrants – total of two, \$4,000 each.

- Monday – Noon-1:20 pm
- Tuesday – Noon-1:20 pm

Buffet Luncheon on the Plaza Level with Sponsorship signage throughout.

Tote bags – \$5,000 – logo will be imprinted on one side of the tote bag

Morning Continental Breakfast for conference registrants – total of two, \$2,500 each.

- Monday am – 7-8:30 am continental breakfast for general session attendees at conference floor
- Tuesday am – 7-8:30 am continental breakfast for general session attendees at conference floor

Coffee & Beverage Break Service for all show registrants – total of three, \$2,500 each.

- Monday am – 10-11 am coffee service in the exhibit hall for all show attendees
- Monday pm – 2:30-3:30 pm lemonade and coffee service in the exhibit hall for all show attendees
- Tuesday am – 10-11 am coffee service in the exhibit hall for all show attendees

Badge Holders – \$4,000 – corporate logo will be printed at top of badge in one color

Badge Holder Lanyards – \$4,000 – logo will be printed on cloth lanyard in one color

Advertising in the Official Program:

- Back cover, 7x10, 4-color – \$4,500
- Inside front cover, 7x10, 4-color – \$3,500
- Inside back cover, 7x10, 4-color – \$3,500
- Full page 7x10, 2-color – \$2,000

Artwork is due May 6th

Other advertising and sponsorship opportunities are available. Let us know that you are interested and we will try to design a sponsorship program that will give you the visibility and exposure that you desire.

PLEASE TYPE OR BLOCK PRINT

Sponsorship Requested: _____

Company Name: _____ Booth # _____

Street Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____ URL: _____

Contact Name: _____ Title: _____

Complete and send to: Flagg Management Inc
353 Lexington Avenue, Suite 1002, New York, NY 10016
Phone: 212-286-0333 Fax: 212-286-0086 Email: flaggmgmt@msn.com

MAKE A DUPLICATE OF THIS FORM FOR YOUR RECORDS.

**RETURN COMPLETED FORM TO
SHOW MANAGEMENT IMMEDIATELY**

**ARTWORK DUE
DEADLINE: MAY 10**

MAIL TO: CALIFORNIA ACCT & BUS SHOW
c/o FLAGG MANAGEMENT INC
353 LEXINGTON AVENUE, STE 1002
NEW YORK, NY 10016

FAX: 212-286-0086

OFFICIAL DIRECTORY ADVERTISING INSERTION ORDER

The Official Directory for the Annual California Accounting & Business Show & Conference is the most complete guide to the conference sessions, speakers, exhibitors, and events which will take place at this event. This is the only Official Directory and will have an active promotional life during the two-day Show & Conference, as well as months after the show is done. This Official Directory is the most complete guide to exhibitors, their products and services, addresses, and phone and fax. Over 1,500 copies of this Directory will be printed and distributed at the show at the LAX Hilton Hotel, Los Angeles, CA.

PLEASE TYPE OR BLOCK PRINT

Desired Advertising Insertion: _____

Booth # _____ Company Name: _____
Division of: _____
Street Address: _____
City: _____ State: _____ Zip: _____
Phone: _____ Fax: _____
Email: _____
Contact Name: _____ Title: _____

RATE FOR OFFICIAL DIRECTORY ADVERTISING:

BACK COVER (4-COLOR):	\$4,500.
INSIDE FRONT COVER (4-COLOR):	\$3,500.
INSIDE BACK COVER (4-COLOR):	\$3,500.
FULL PAGE (2-COLOR or BLACK & WHITE):	\$2,000.

Artwork is due May 60

TRIM SIZE: 8½ X 11 Full page dimension 7 wide x 10 deep

The Official Directory is offset, saddle stitch, 70#lb coated stock.

The Official Directory reserves the right to establish the PMS 2nd color in a 2-color ad.

Black & white ads: Camera-ready artwork, either negatives or camera-ready positives ready for single-camera shot.

Color ads: Composite negatives with a maximum of 133-line screen, right-reading, emulsion-side down required.

Line screen: 133-line maximum.

Bleeds: Contact management if bleed is required.

Mailing instructions: Send negatives or camera-ready artwork along with any special instructions for printer to:

FLAGG MANAGEMENT INC
CALIFORNIA ACCT & BUS SHOW
353 LEXINGTON AVENUE, STE 1002
NEW YORK, NY 10016

MAKE A DUPLICATE OF THIS FORM FOR YOUR RECORDS.