

32ND Annual

NEW DATES!

August 28-29, 2012

Donald E. Stephens Convention Center
Rosemont, Illinois

M I D W E S T

Accounting & Finance

S H O W C A S E

2012 | RESERVATION FOR EXHIBIT SPACE

Exhibit Sales Management

FLAGG MANAGEMENT, INC.

Address: 353 Lexington Ave., New York, NY 10016

Phone: 212.286.0333 **Fax:** 212.286.0086

Email: flaggmgmt@msn.com

Website: www.flaggmgmt.com/icpas



ILLINOIS CPA SOCIETY®
www.icpas.org



showcase overview

The **2012 Midwest Accounting & Finance Showcase** is the **largest state CPA Show** in the U.S., attracting **2,000 CPAs and finance professionals** from Illinois and surrounding states and **100 exhibiting companies**. Exhibiting at the Showcase provides an opportunity to meet with and sell your products/services to accounting and finance professionals in Illinois and the Midwest. Our Members prefer to view products/services in person and to make their purchasing decisions based on information obtained at the Showcase.

exhibitor benefits

- **FREE LINK-UP.** In addition to the standard alphabetical listing of all exhibitors, each exhibitor will receive a hyperlink to your company homepage.
- Unlimited exhibit hall complimentary passes to exhibitors for your clients to attend for free.

special promotion

A complete marketing campaign that works:

- Visit www.icpas.org to connect to the **2012 Midwest Accounting & Finance Showcase's** website, which displays the most current list of exhibitors and education sessions, as well as registration information. Additionally, send us your company's press release and we will post it on the Press Room page of the Showcase website.
- Advertising in national trade publications such as **Accounting Today, CPA Magazine, CPA Practice Advisor, Journal of Accountancy, The Progressive Accountant, Sift Media and The Tax Advisor**, and local business publications such as **Crain's Chicago Business Online**.
- Radio advertising on **WBBM AM 780**.
- Direct mail promotions to our members, their staff, clients, other local businesses and association endorsements.
- Press releases, press invitations and press contacts.
- Promotion at local conferences and trade shows.
- Social media promotions through **Twitter, LinkedIn, Facebook and YouTube**.

booth cost

The minimum space per exhibitor is 10' x 10'. Multiple booths may range from 200 to 800 square feet. Larger spaces are available upon request at a rate of \$2,400 per booth.

- 1 Booth** (10' x 10' sq. ft.) \$2,400
- 2 Booths** (10' x 20' sq. ft.) \$4,800
- 3 Booths** (10' x 30' sq. ft.) \$7,200
- 4 Booths** (10' x 40' sq. ft. or 20' x 20' free-form island) \$9,600

For special booth size options, please contact the Exhibit Sales Manager.

The assignment of booth selection is based on the priority system. The highest priority is given to exhibitors who have participated the longest number of years.

Booth Rate Includes:

- Booth stand constructed of flameproof, blue and white side and backwall drapes supported by aluminum pipe frame
- A 7" x 44" booth identification sign listing your company's name and booth number
- 24-hour perimeter security in the exhibit hall from move-in to move-out
- Carpeted aisles throughout the exhibit hall as well as in all booths
- Daily cleaning and maintenance of the aisles and common exhibit hall areas to assure a safe and attractive exposition

Accessories for the booth can be ordered for a nominal fee. Please contact Rosemont Exhibition Services (RES) at 847.696.2208 for more information.

Please complete the attached form to reserve your exhibit space. Space is limited, REGISTER TODAY!

show days and times

NEW DATES!

Move-In:

Monday, 8/27/12.....10:00 a.m. - 4:30 p.m.

Show Days:

Tuesday, 8/28/128:50 a.m. - 5:00 p.m.

Wednesday, 8/29/12.....8:50 a.m. - 3:30 p.m.

Move-Out:

Wednesday, 8/29/12.....3:30 p.m. - 7:00 p.m.

sponsorship opportunities

Sponsorship enables your company to stand out from the competition, influence decision-makers, and position your company as an industry leader. It also helps draw traffic to your booth and increases the visibility of your products and services.

■ **Coffee Breaks:**

Provide coffee for attendees during the morning and afternoon session breaks on both days of the Showcase. Served at your booth, and includes signage and official show program recognition.
Cost: \$3,000 per session break

■ **Conference Lanyard:**

Your company name (one-color) imprinted on lanyards given to each attendee at registration.
Cost: \$5,000

■ **Conference Pen/Highlighter:**

Each attendee will receive a Conference Pen imprinted with your logo on it.
Cost: \$4,500

■ **Cyber Café:**

This high-visibility location is where attendees converge to check email and stay connected throughout the conference. Your logo will appear on each computer desktop and on signage. You also have the opportunity to provide mouse pads at each station.
Cost: \$8,000

■ **Canvas Tote Bags:**

1,200 canvas tote bags for education conference attendees. Your logo provided to us.
Cost: \$6,000

■ **Keynote Session:**

Three keynote sessions are available (subject to speaker approval). Benefits include:

- Your logo in the Show Registration Brochure (subject to deadline), on event signage and in program materials with acknowledgement of thanks
- Six-foot display table outside keynote room (2 reps per table max)
- Mailing list of attendees
- Logo in Show Guide and on virtual show site
- Complimentary Exhibit Hall passes

Cost: \$3,000 each (3 available)

■ **Standing Sign Board:**

Your artwork will be prominently displayed on this freestanding, double-sided board. Measuring 3' x 6', it will be placed in a high-traffic area.
Cost: \$2,000 each

■ **Passport to Prizes:**

Passport to Prizes helps to attract and keep attendees on the Exhibit Floor. Each attendee will receive a Passport with their registration materials. Attendees will be instructed to stop by each participating exhibitor to receive a "stamp" on their passport. The attendee must complete the entire Passport in order to be eligible for the prize drawing on the final day of exhibits.
Cost: \$500 (20 available on first-come, first-served basis)

■ **Relaxation Station:**

The relaxation station includes a complimentary back massage to relax and reenergize attendees. As the sponsor, attendees must come to your booth for their ticket for the complimentary massage, which increases your traffic. Your logo will be on directional signage and signage at the station. You also have the opportunity to supply shirts with your company logo to be worn by the masseuses in the booth.
Cost: \$7,500

■ **Show Napkin Sponsor:**

Your logo will be on the napkins used in the concession area on the exhibit floor.
Cost: \$1,000

SPONSORSHIP ALSO INCLUDES THE FOLLOWING BENEFITS:

- Your name on signage in the registration area
- Your name with a hotlink on the Showcase website
- Sponsor ribbons for your staff
- Special signage at individually sponsored events
- Your logo in the registration brochure which is included in INSIGHT magazine (subject to deadline) as well as onsite in the Show Guide and exhibit hall passes.

advertising opportunities

Draw traffic to your booth by advertising in the Show Guide and in the Summer Issue of INSIGHT Magazine. More than 2,500 Show Guides are distributed at the Show. Placing an ad in the Show Guide will let attendees know the products and services you offer and help draw them to your booth. Advertising in INSIGHT Magazine allows you to influence the 2,000 attendees onsite at the Show and an additional 24,000 members of the Society.

To secure a sponsorship, inquire about special advertising, or obtain more information, please contact Russell Flagg at 212.286.0333.



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RESERVATION FOR EXHIBIT SPACE
Act now. This is a non-binding application for exhibitors.

showcase floorplan

BOOTH INFORMATION:

Company Name (please print): _____
 Yes, hold space for me at the 2012 Midwest Accounting & Finance Showcase
The minimum space per exhibitor is 10' x 10'. Multiple booths may range from 200 to 600 square feet.
1 Booth (10' x 10').....\$2,400 **4 Booths** (10' x 40' sq. ft. or 20' x 20' free-form island).....\$9,600
2 Booths (10' x 20' sq. ft.).....\$4,800 **5 Booths** (10' x 50' sq. ft.).....\$12,000
3 Booths (10' x 30' sq. ft.).....\$7,200 **6 Booths** (10' x 60' sq. ft. or 20' x 30' free-form island).....\$14,400
 Booth price includes gray carpeting, white and blue back wall and siderail drapery, and a 7" x 44" booth sign. **Electrical, tables, chairs and other accessories are not included in booth cost.** Electrical, tables, chairs and other accessories can be ordered for an additional cost from the Donald E. Stephens Convention Center. Exhibitors needing free-form islands larger than 600 square feet should contact **Russell Flagg by phone: 212.286.0333 or E-mail: flaggmgt@msn.com. Website: www.flaggmgt.com/icpas.**

Booth size desired:

1st Choice: _____ 2nd Choice: _____
 3rd Choice: _____ 4th Choice: _____
 5th Choice: _____ 6th Choice: _____

Please list any firms or products you do not wish to have in close proximity, if possible: _____

 Please list the names of the products or services that you will exhibit at the show (as they can appear in print): _____

CONTACT INFORMATION:

Company Name (please print): _____
 Division of: _____
 Contact's Name & Title (please print): _____
 Address: _____
 City: _____ State: _____ Zip: _____
 Telephone: _____ Fax: _____
 E-mail Address: _____
 Authorized Signature: _____ Date: _____

RETURN TO:

FLAGG MANAGEMENT, INC.

Attention: Russell Flagg - Exhibit Sales Manager
Address: 353 Lexington Ave., New York, NY 10016
Phone: 212.286.0333 **Fax:** 212.286.0086
Email: flaggmgt@msn.com
Website: www.flaggmgt.com/icpas

Flagg Management, Inc. use only.
 CK # _____
 Date: _____
 Amount: _____

