

17th Annual

2011 New Jersey Accounting, Business & Technology Show

May 18-19, 2011 Weds-Thurs

Set-up May 17, Tues

Meadowlands Exposition Center

355 Plaza Drive, Secaucus, NJ at Harmon Meadows

Adjacent to the NJ Turnpike and Route 3 and major NJ roadways

Sponsored by the
New Jersey
Society of CPAs
Education Foundation



Meet and sell 1,400 New Jersey CPAs and accounting and business professionals. Plan to exhibit when they come to see you.

Plan to exhibit at the largest meeting of CPAs in New Jersey in 2011. The New Jersey Society of CPAs Education Foundation-sponsored event will assemble over 1,400 CPA members and accounting and business executives for this show.

Meet and sell CPAs and accounting and business executives when they come to see you. They are the business doctors for New Jersey.

Free parking, low-cost CPE sessions, a free show and a low-cost food service in the exhibit hall will create a captive audience for you.

New Internet technology, portals and online systems, financial and business services, mobile computing, cloud computing, are all coming online for accounting and tax firms in 2011.

Major sponsors include Intuit, CCH, Sage, CPA2Biz, Thomson Reuters, BNA, ADP, Accountants World, among other major providers of accounting, financial and business systems.

The Meadowlands Exposition Center is a no-hassle facility where exhibitors can do their own work.

Each exhibit booth comes with a free complete booth package. The package includes carpeting, draped table, chairs, curtain back wall and side dividers, sign and waste basket. This is included in your booth rental. All you have to do is bring your pop-up booth and your enthusiasm.



2010 Sponsors



Free Show:

Weds, May 18 9:30 – 3:30 pm

Thurs, May 19 9:30 – 3 pm

CPE Conference:

Weds, May 18 8 – 4:20 pm

Thurs, May 19 8 – 4 pm

Set-up: Tues, May 17 10–6 pm

New Jersey Accounting, Business & Technology Show

Flagg Management Inc

353 Lexington Ave, NY, NY 10016

212-286-0333 Fax: 212-286-0086

flaggmgmt@msn.com

Visit: flaggmgmt.com/nj

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2011 New Jersey Accounting, Business & Technology Show

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A captive audience of 1,400 New Jersey CPAs– the business doctors for New Jersey. Plan to exhibit when they come to see you.

Come meet and sell computer-savvy CPAs, the business doctors for New Jersey businesses. Over 7,000 CPAs are in the commuting radius of the show, and we beam our advertising, email, web services, faxes and direct mail to the entire 14,000 members of the NJSCPA and NJ business and financial community.

New Jersey is an important captive CPA marketplace. New Jersey CPAs will come to our free show and low-cost CPE conference with free parking in a convenient location.

The Meadowlands Exposition Center is centrally located on the main expressways from every corner of the state. Within an hour's drive of the show are headquarters offices of the largest corporations in the United States.

The New Jersey Show focuses on exhibitor promotional support:

Assigned exhibitors will receive an electronic pre-show and post-show list of all attendees' names, addresses, phone and fax before and after the event to market to this select CPA audience.

Exhibitors will be cross-linked on our website to increase your website traffic. All exhibitors with paid deposits will be listed on our Website and a hot link will speed visitors to your Website.

Exhibitors will have a free alphabetical listing in the Official Show and Conference Directory that will be distributed at the show. This Directory is the most complete reference to this New Jersey CPA event and will be used as a reference well after the show is concluded.

Exhibitors have advertising and sponsorship opportunities, including tote bags, badge holders, coffee and beverage breaks, and other high impact show promotions. Exhibitors can advertise in our official director.

Exhibitors can download Show banners and buttons to use on your Website. Your website visitors can register free at our website at: flaggmgmt.com/nj

Exhibitors can download Free Show VIP Passes to email to your customers and prospects.

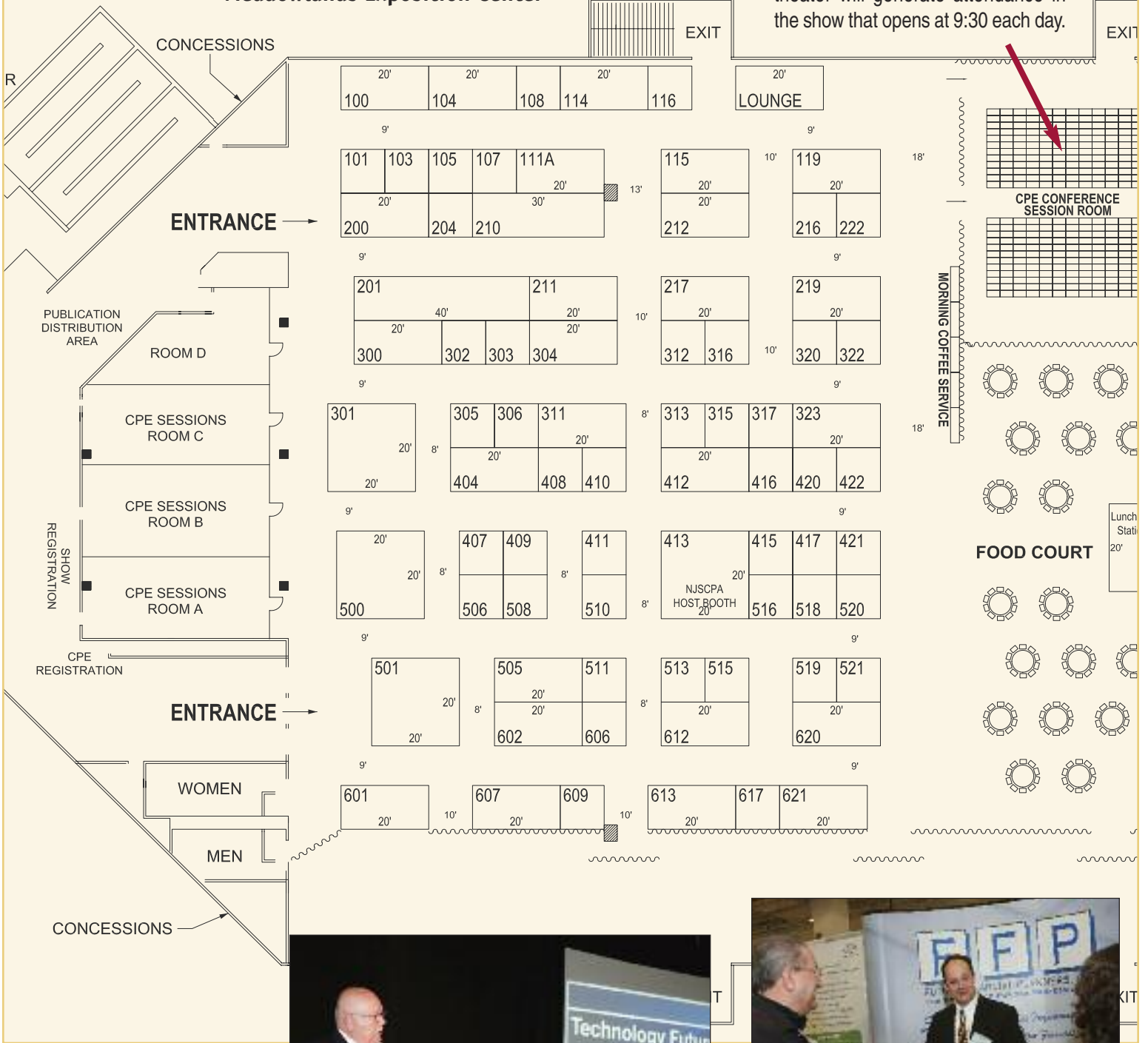
Exhibitors will be supported by leading publications and exhibitors, including the Accountants Media Group, Accounting Today, WebCPA, The CPA Technology Advisor, The Progressive Accountant, The Journal of Accountancy, The Tax Adviser, AccountingWeb, The CPA Magazine, together with the support of Intuit, ADP, Sage, Lacerte, BNA, CCH, Thomson Reuters, CPA2Biz, The New Jersey Chamber of Commerce, NJBiz, among oth-



FLOORPLAN

Meadowlands Exposition Center

Free opening CPE sessions from 8-9:40 am in this on-the-show floor CPE theater will generate attendance in the show that opens at 9:30 each day.



New internet technology, portals, online systems, mobile computing cloud computing, are all coming online in 2011.



Financial and business services are vital services to CPAs attending the Show.

Visit: www.flaggmgmt.com/nj

New Sponsorship Opportunities:

All sponsors will have their logos on our web, email and print marketing. All sponsors will be prominently listed in our pre-show and at-show official program. Sponsors will have signs at the show of their sponsorship activities.

Co-Sponsored Luncheon Service for Conference registrants – total of two, \$4,000 each.

This lunch program is the most important and visible sponsorship available. Signage and logo visibility throughout the exhibit hall.

Wednesday Luncheon – Buffet lunch service.

Thursday Luncheon – Buffet lunch service.

Tote bags – \$4,000 – logo will be imprinted on one side of the tote bag.

Morning Continental Breakfast for conference registrants – total of two, \$2,000 each.

Wednesday am – 7-8 am continental breakfast for general session attendees at conference

Thursday am – 7-8 am continental breakfast for general session attendees at conference

Coffee & Beverage Break Service for all show registrants – total of three, \$2,000 each.

Wednesday am – coffee service in the exhibit hall for all show attendees

Wednesday pm – lemonade and coffee service in the exhibit hall for all show attendees

Thursday 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 – \$4,000

Inside front cover, 7x10, 4-color – \$3,000

Inside back cover, 7x10, 4-color – \$3,000

Full page 7x10, 2-color – \$2,200

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.



www.flaggmgt.com/nj

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CPAs are business doctors and will provide a conduit to New Jersey business decision-makers. Financial, banks, brokers, insurance, investment consulting and wealth management are major concerns of CPAs and their clients.

Meet 1400 New Jersey CPAs, accountants and business executives who are the business doctors for New Jersey.

Join the nation's leading CPA firms exhibiting at our show.

Here's what exhibitors and attendees have said about our New Jersey show:

"Outstanding CPE general sessions each day. Rick Richardson and Patrick O'Keefe from J.H. Cohn were terrific."

"New Jersey CPAs sometimes drive 2 hours to get to the Northern Jersey Annual Show. Excellent attendance."

"Northern Jersey is the right place to do the show. Close to major corporations and businesses."

"The Meadowlands is a great place to do a show with free parking and food service right in the exhibit hall. We come to the show every year."

"The Jersey Show is the best place to meet our customers and prospects. Well run show."

"We saw some CPAs that we've been looking for and they came to see us at the show."

The New Jersey audience is diverse and has a broad interest in computer systems, financial systems, business products and services, and online tools and technology.

Audience profile:

New Jersey CPAs 70%, Accounting executives 10%, Business owners, CFOs, treasurers, controllers 8%, Tax preparers 7%, financial advisors, related business attendees 5%.

Audience demographics:

New Jersey CPAs attending from Northern Jersey counties 75%, New Jersey CPAs from Southern Jersey counties 5%, New Jersey CPAs from zip codes West including Trenton, Princeton, Cherry Hill 5%, New Jersey business executives from Northern Jersey 10%, CPAs, accountants and business executives from Northeast states 5%.



Partial List of 2010 Exhibitors representing accounting systems, online services, software, financial services, web services, business services, reference, publications.

AccountantsWorld
Accounting Practice Sales
Accounting Today / WebCPA

AccountingWEB, Inc.

ADP Small Business Services

AICPA

Alpine Mortgage Services, LLC

Ameriprise Financial

Argent Professional Insurance Agency, Inc.

Binding Systems of America

BNA Tax & Accounting

Broadview Networks Inc.

Cartridge World

CCH, a Wolters Kluwer business

CCH Small Firm Services

CFS Tax Software, Inc.

CMIT Solutions

Comcast Business Services

Commerce Magazine

Compensation Solutions

CPA Magazine

The CPA Technology Advisor

David Lerner Associates

Digital Network Support, Inc.

Drake Software

eFileCabinet

Emochila, Inc.

Fairleigh Dickinson University

Fujitsu Computer Products of America

Future Financial Planners

High Point Insurance Corp.

Institute of Management Accountants

Intuit

Herbert L. Jamison & Co

Journal of Accountancy

Madison Insurance Group

Madison Specs

Mehta Balia Consultants Pvts.

MetLife

Micron Systems Inc.

The Mines Press, Inc.

Morgan Stanley Smith Barney-Bitterly Dotzler Group

Net@Work

New Jersey Chamber of Commerce

NJ Economic Development Authority

New Jersey Society of CPAs

NJ Law Journal

Northeast Planning Corp.

Office Tools Professional

Paramount Software Solutions.

Paychex, Inc.

The Progressive Accountant

Queue Associates

Sage

SGA Technologies, LLC

ShareFile for Accountants

Sun National Bank

SurePayroll

The Tax Adviser

Taxpayer Advocate Service Div. of IRS

TaxWorks, Div of RedGear Technologies

TD Bank

Technology Resolution Group

Thomson Reuters Tax & Accounting

Trinity Technology Services

U.S. Small Business

Universal Accounting Software

Willis

Zaphyr Technologies

Sponsors = Bold



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Application Form

WE WILL REQUIRE APPROX. ____ NUMBER OF 10X10' BOOTHS,
Our booth selection is (please list in order of preference):

1 _____ 2 _____

3 _____ 4 _____

The Rate is \$2,200. per single 8x10' booth with complete services.

LARGER SPACES ARE AVAILABLE AT SAME RATE: \$4,400. per double booth, \$6,600. per triple booth. \$8,800. for island space which would automatically qualify as participating sponsor. All booths include complete package of services.

THIS IS A NON-BINDING COMMITMENT. YOUR SPACE WILL BE HELD SUBJECT TO YOUR FINAL APPROVAL.

A CONTRACT WILL BE SENT TO YOUR ATTENTION AT THE ADDRESS INDICATED BELOW.

COMPANY NAME _____

STREET _____

CITY _____ STATE _____ ZIP _____

TELEPHONE (____) _____ FAX (____) _____

E-MAIL _____ URL _____

PRODUCTS, SERVICES, SYSTEMS OR EQUIPMENT TO BE EXHIBITED:

PLEASE INDICATE PRINCIPAL CONTACT FOR FUTURE CORRESPONDENCE, CONTRACTS AND ASSIGNING SPECIFIC EXHIBIT SPACES AND CORRESPONDENCE:

NAME _____

TITLE _____



A COMPLETE PACKAGE OF SERVICES IS INCLUDED IN THE BOOTH RENTAL. Pre-Show services include free VIP invitations to invite your customers and prospects, listing in the Pre-Conference promotional brochure, Website and email promotions and New Jersey Society Website listing. Free listing on the Show Website, crosslinking with your company's Website, free downloading of VIP email invitations to your customers and prospects. At-Show services include complete decoration services: curtain backwall, booth carpeting, side dividers, draped table, chairs, sign, waste basket, and free Show Directory listing. Post-Show services include Show attendee names and addresses in electronic file format.

Please complete all information and mail to:

NEW JERSEY ACCOUNTING BUSINESS & TECHNOLOGY SHOW

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RETURN SERVICE REQUESTED

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