

2010 Accounting Technology New York Show Show & CPE Conference

May 5-6, Weds-Thurs

Penn Plaza Pavilion, Pennsylvania Hotel, NYC

7th Avenue and 33rd Street, right across from Penn Station and Madison Square Garden

The Annual New York Show for New Yorkers.

CPE educational sessions focused on accounting and technology.

Join the exhibitors and sponsors for the 2010 Accounting Technology New York, May 5-6, Weds-Thurs, Penn Plaza Pavilion, Hotel Pennsylvania, New York, NY.

Sponsored by major accounting publications including SourceMedia, Accounting Today, WebCPA, The CPA Technology Advisor, Journal of Accountancy, CPA Magazine, The Progressive Accountant, Tax Adviser.

The convenient and affordable Penn Plaza Pavilion is right across the street from Madison Square Garden and Penn Station.

Thousands of accounting professionals daily stream out of Penn Station right across the street from the Show.

Within 20 blocks of the Show at West 32nd Street and 7th Avenue are 5,000 accounting professionals in major accounting offices and in corporation accounting and finance departments.

This 2-day Show is free to accounting professionals.

A low-cost CPE program is licensed and approved by the State Board of New York Public Accountancy and the license number is #001779.

This is your opportunity for face-to-face sales contact to meet, demonstrate and sell - when the buyer comes to meet you on the show floor.

Exhibit fees include a complete package of services including carpeting, draped table, chairs, curtain back wall, side dividers, sign, free e-tickets to distribute to your customers and prospects, free post-show attendee list, free listing on our website, free linking to your website. Exhibit fee is \$2500 per booth.



Low-cost but high level CPE conference sessions will generate quality attendance by accounting professionals.



Person-to-person marketing provides the Show's exhibitors an opportunity to demonstrate and sell to a captive audience.



Computer-savvy accounting professionals want to see what's new and what's working for businesses and accounting professionals.

2009 Sponsors

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accountingTODAY

SourceMedia

THE TAX
ADVISER

WebCPA

AccountingTechnology

The
Progressive
ACCOUNTANT

Practical
Accountant

JOURNAL OF
ACCOUNTANCY

CPA

The
CPA
Technology Advisor

Free Show:

Weds, May 5 9:30 - 4 pm

Thurs, May 6 9:30 - 4 pm

CPE Conference:

Weds, May 5 8 - 4:50 pm

Thurs, May 6 8 - 4 pm

Set-up; Tues, May 4 10-6 pm

2010 Accounting Technology New York Show

Flagg Management Inc
353 Lexington Ave, NY, NY 10016
212-286-0333 Fax: 212-286-0086
flaggmgt@msn.com

Visit: flaggmgt.com/ny

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New York Show for New Yorkers.

The City of New York is the business headquarters of the world. A large universe of accounting professionals are eager to see computer-savvy systems to improve their practices and their client operations. They are also interested in financial and business services.

This Wednesday-Thursday event will be at the Penn Plaza Pavilion, located at 34th Street and 7th Avenue and right across from Penn Station and Madison Square Garden. It is a convenient location with subways, buses, trains, converging at this nexus for New York transportation. Within walking distance are major headquarters offices of major accounting and business firms.

The set-up of the show will be on May 4, Tuesday, on this street level hotel facility. The booths will include carpeting, draped table, chairs, curtain back wall and side dividers, sign, waste basket and a complete package of promotional services. All you have to do is bring your computer, your portable booth, and your enthusiasm. You will have to order electric and connectivity if you require it.

New York accounting and business professionals will be alerted to the show with substantial promotional mailings, email and web marketing. Exhibitors will be able to promote to their New York customers and prospects with FREE mailed VIP invitations, FREE emailed VIP invitations, and online crosslinking with our website to increase your web visitors before, during, and after the Show.



Crowds of attendees flooded the exhibit floor in 2009, establishing this as a major New York City marketplace for New Yorkers.



Some of the products included in this marketplace are:

- Computer software systems
- 1040 Tax software
- Payroll services
- Client write-up systems
- Accounting and auditing
- Sarbanes-Oxley programs
- General ledger systems
- Enterprise/middle market systems
- Spreadsheet systems
- Time & billing systems
- Integrated accounting systems
- Vertical industry accounting systems
- Human resources
- Financial planning

- Accounting reference systems
- CD-ROM reference systems
- Local area network systems
- Computer printers/peripherals
- Computer software utilities
- Accounting supplies/services
- CPE education
- Publications/industry newsletters
- QuickBooks software add-ons
- Windows software add-ons
- Internet systems
- Microsoft solutions
- Electronic filing systems
- Web access/Web design

- CPA peer review
- Accounting business acquisitions
- Accounting consulting services
- Banking services
- Business services
- Wealth management
- Investment services
- Real estate services
- Insurance services
- Credit/loan services
- Office leasing services
- Office furniture and fixtures
- Benefit programs
- Healthcare services

- Telephone systems
- FAX systems
- Cellular phone systems
- Employment services
- Temporary agencies
- Search/outplacement
- Legal services
- Reference services
- Marketing services
- Printing services
- Coffee/food services
- Mail/courier services
- Transportation services
- Advertising services
- Corporate gift distributors

Meet New York accountants and business executives who are the business doctors for New York.

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

We understand what you want.

1. Accounting and business attendees in sufficient numbers to make your investment worthwhile.

2. A well organized Show that is easy to get into, easy to exhibit in, easy to market and sell.

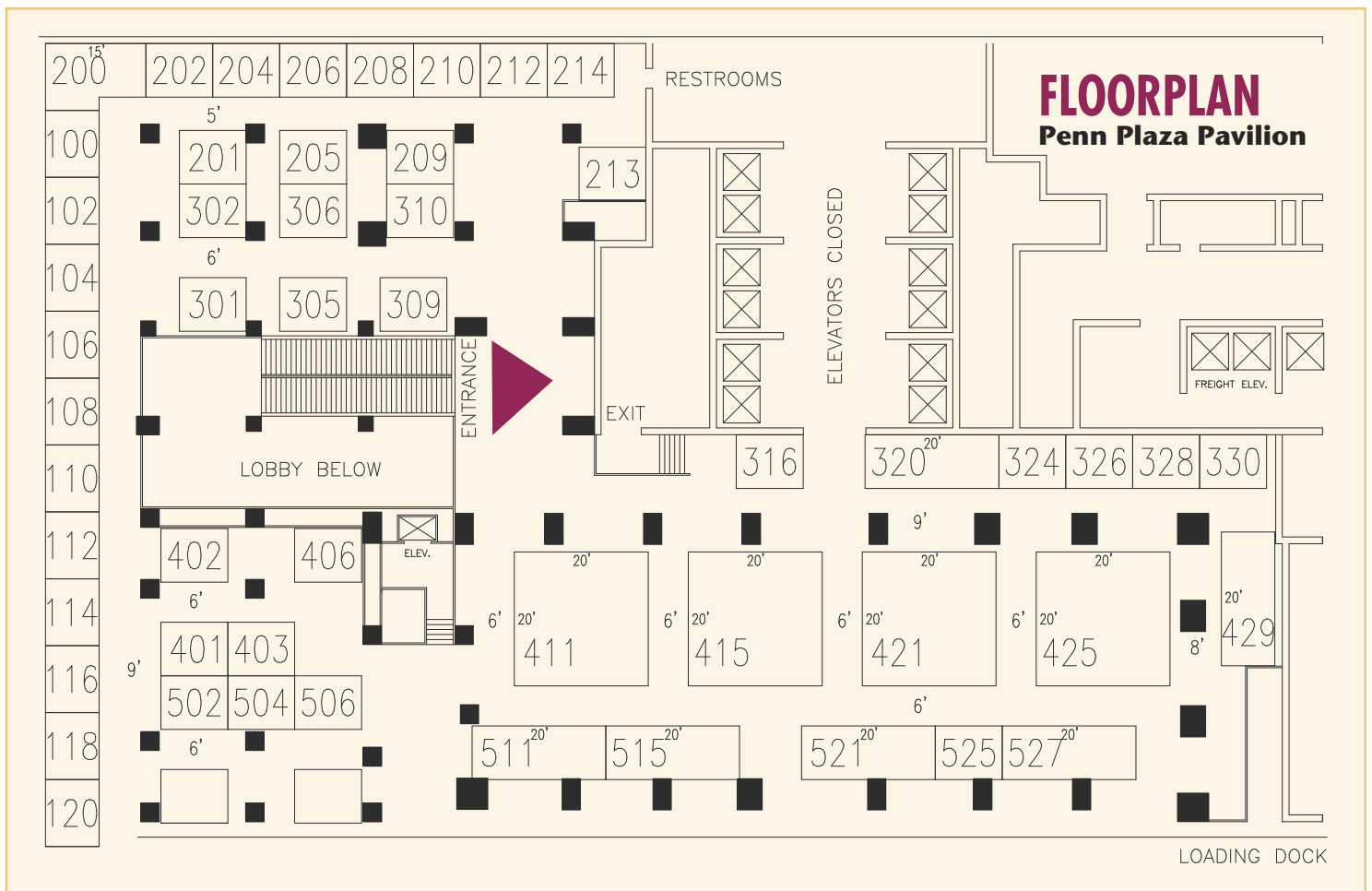
3. A no-hassle cost-effective Show. Your show space has a complete packages of services included in your booth rental: carpeting, draped table, chairs, curtain backwalls and side dividers, sign, waste basket. You will have to order electric and Internet connection.

4. Just bring your computer, your portable exhibit booth and literature, and your enthusiasm. The Show is a person-to-person selling and marketing investment to increase your New York business.

5. The Show will be heavily marketed with the support of the leading accounting and CPA publications including The Accounting Media Group, *SourceMedia*, *Accounting Today*, *Accounting Technology*, *The Practical Accountant*, *WebCPA*, *The CPA Technology Advisor*, *CPA Magazine*, among others.

6. Flagg Management Inc knows how to manage successful shows. Our long experience – with the annual California Accounting & Business Show, now in its 26th year, and the annual New Jersey Accounting, Business and Technology Show in its 16th year, and Flagg Management's new experience with the Midwest Accounting Show will be put to work to create an effective New York event.





Person-to-person selling and marketing to New York accounting and business professionals. New York is responding to a changing Wall Street. Plan to be there, to benefit from the 2nd quarter recovering economy.



Partial List of 2009 Exhibitors

- | | |
|---------------------------------------|---|
| Abaksoftware, Inc. | Madison SPECS, LLC |
| AccountantsWorld | Monroe Systems for Business |
| Batch Out | Net@Work |
| Binding Systems of America | NL Financial Alliance |
| BNA Software | Office Tools Professional |
| BNA Tax & Accounting | Paychex, Inc. |
| Capital Confirmation, Inc. | PayCycle, Inc. |
| Cartridge World | The Progressive Accountant |
| CCH, a Wolters Kluwer business | Queue Associates |
| CFS Tax Software, Inc. | RDA Enterprises, Inc. |
| CMIT Solutions | Root & Associates LLC |
| Compensation Guidance | Sage Software |
| CPA Magazine | Seton Hall University |
| The CPA Technology Advisors | ShareFile |
| Drake Software | Solution Strategists, Inc. |
| Emochila, Inc. | SourceMedia – |
| Fidelity Investments | Accountant Media Group |
| Gleim Publications | The Tax Adviser |
| Globalforce International Inc. | Thomson Reuters Tax & Accounting |
| Intuit | Wechsler Financial |
| Journal of Accountancy | |
| KeyScan, Inc. | |
- Bold = Sponsor

Visit: www.flagmgmt.com/ny

Sponsorship Opportunities:

Assigned exhibitors will have the opportunity to increase their visibility and exposure. 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.

Co-Sponsored Luncheon Service for Conference registrants – total of two, \$8,000 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 – \$6,000 – your company logo will be imprinted on one side of the tote bag.

Morning Continental Breakfast

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

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

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

Coffee & Beverage Break Service for all show registrants – total of three, \$2,500 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 – \$5,000

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.



Rick Richardson, CPA, CFP, a nationally recognized accounting technology speaker addressed the opening session in 2009. Rick will be the keynote in 2010 on Wednesday, May 5 from 8 to 9:40am, with 2 free CPE credits, to generate Show attendance.



Tax preparation, accounting and business systems, Software-as-a-Service, and new Internet systems will be featured in the exhibits in 2010.



Financial services, retirement programs, banking and brokerage services are an integral part of the Show and will be featured in all promotion.

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Application Form

WE WILL REQUIRE APPROX. ____ NUMBER OF 8X10' BOOTHS,
Our booth selection is (please list in order of preference):

1 _____ 2 _____

3 _____ 4 _____

The Rate is \$2,500. per single 8x10' booth with complete services.

LARGER SPACES ARE AVAILABLE AT SAME RATE: \$5,000. per double booth, \$7,500. per triple booth. \$10,000. for island space which would automatically qualify as participating sponsor. All booths include complete package of services.



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 Web-site listing. 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.

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 _____

Please complete all information and mail to:

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