

# CPE Walking Tour

## 2013 Edition

BROUGHT TO YOU BY:

# CPA Practice Advisor



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**Jim Baker**

Publisher  
CPA Practice Advisor

# 2013

## Accounting Technology New York Show & Conference

**May 1st — 1:20pm-3:00pm**

**May 2nd — 10:20am-12:00pm**

PENN PLAZA PAVILION, PENNSYLVANIA HOTEL, NYC



### Sage North America | Booth #402

[www.sageaccountantsnetwork.com](http://www.sageaccountantsnetwork.com)  
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THOMSON REUTERS

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### Intuit | Booth #425

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### AccountantsWorld | Booth #320

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### CCH Small Firm Services | Booth #315

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## Top Technologies

M. Darren Root, one of the country's leading experts in technology and processes for tax and accounting professionals, along with Jim Baker, publisher of CPA Practice Advisor, has selected the best, most exciting, and most interesting new products and services from among all the exhibitors. This is an opportunity to meet your peers, share common concerns, and ask questions of vendors and your colleagues.

### Our Pledge to Attendees:

We have presented at hundreds of professional tradeshows. In doing so, we have had the privilege of talking with thousands of our colleagues and have discerned three very important things:

1. As practicing CPAs, your time is precious.
2. You want to know about the "latest and greatest" products and services, but can't invest the time to determine which vendors have them.
3. You do NOT want to be "sold to," but rather wish to be informed and educated.

### Based on these findings, we pledge to:

1. Fully research every vendor and every available product and service.
2. Select and feature only those that rise to the level of the "latest and greatest."
3. Properly coach the vendor representatives to insure that their presentations are informative and educational and not "sales-y."

Sincerely,

M. Darren Root, CPA.CITP  
Jim Baker

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