

**2009 Exhibitor's Manual –Annual Accounting Technology New York Show,
May 20-21, 2009 (Weds-Thurs) Set-up Tues, May 19**

Show Opens 10 am, Weds, May 20.

Penn Plaza Pavilion, the Pennsylvania Hotel

New York, NY. Read Carefully. Follow Deadlines.

Deadlines Begin APRIL 10, 2009

**2009 Accounting Technology New York
Flagg Management Inc
353 Lexington Ave, New York, NY 10016
(212) 286-0333 Fax (212)286-0086
flaggmgmt@msn.com
flaggmgmt.com/ny**

Show set-up begins Tues, May 19, 11 am – 7 pm, continuing Weds morning, May 20, 7 – 10 am

The Penn Plaza Pavilion is located at 401 7th Avenue, across from Penn Station and Madison Square Garden, and is part of the Pennsylvania Hotel.

Exhibit hall will all be carpeted, brightly lit, with the ceiling height 18 ft. minimum.

Show Hours: May 20, Weds, 10 am – 4 pm, May 21, Thurs, 10 am – 4 pm

- 1. PROMOTE YOUR SHOW-ONLY ATTENDANCE.** Email free show easy passes.
- 2. MAKE HOTEL RESERVATIONS NOW.** Pennsylvania Hotel (Room block closes April 20)
Phone: 212-736-5000
- 3. ORDER FREE EXHIBITOR BADGES FROM FLAGG MANAGEMENT APRIL 10.**
- 4. SUBMIT FREE LISTING IN THE OFFICIAL DIRECTORY APRIL 10.**
- 5. SPONSORSHIPS & ADVERTISING IN THE OFFICIAL DIRECTORY IS STILL OPEN. CONTACT US TODAY.**
- 6. MAXUM EXPO SERVICES IS THE OFFICIAL CONTRACTOR FOR LABOR, FREIGHT, DECORATIONS, AND FURNITURE.** Phone Joe Maxwell or Pete Cusack 856-933-2081
Email: joemaxwell8@aol.com or pcusack@maxumexpo.com URL: www.maxumexpo.com

Installation and set-up begins on Tuesday from 11 am to 7 pm, May 19, 2009. Set-up continues Weds morning, May 20, 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 Weds morning. Make sure you order Internet in advance. You can ship your exhibit material in advance to the MAXUM warehouse, or ship to the show Tues, May 19.

This is a no hassle, easy set-up show for pop-up exhibits. You are encouraged to bring your portable pop-up exhibit, to avoid set-up time and installation expense. Portable exhibits (pop-ups) are ideal for a single 10 x 10 space. If you have bigger exhibits that require more time, you are welcome to bring them.

Order connectivity and telephone service from the Penn Plaza Pavilion. If you require information about phone service call Kenny Thompson, Sales/Function Manager at 212-502-8728. Use the enclosed order forms for connectivity or phone lines to speed your requests today.

Shipping to the show: Ship direct to the Penn Plaza Pavilion to arrive Tues morning, May 19.

Mark your shipments: **Company name:** _____ **Booth number:** _____

2009 Accounting Technology NY Show, May 20-21

Penn Plaza Pavilion

401 7th Avenue, New York, NY 10001 Phone: (212) 502-8100

Note: Freight entrance on West 32nd Street, between 6th & 7th Avenues.

Advance shipments: Ship to MAXUM warehouse. Ship large crates or skids in advance to the warehouse.

Mark your MAXUM warehouse shipments:

MAXUM Expo Services

c/o YRC

1313 Grand Street,

Brooklyn, NY 11211

2009 Accounting Technology NY

Booth number: _____ Company name: _____

Hotel accommodations – act now. The Pennsylvania Hotel PENN 5000 should have your reservation by April 20. Phone 212-736-5000 ext 8460 and ask for “Accounting Technology NY / Flagg” room block at the special rate of \$209 single & double plus tax (one bed), \$239 single/double plus tax (two beds). Special check in area, left side of Lobby. Continental breakfast included with both \$209 and \$239.

This historic yet trendy hotel is in an excellent Midtown location directly opposite Madison Square Garden and Amtrak's Penn Station. Hotel Pennsylvania is within walking distance of the business, entertainment and fashion districts, including Macy's, the Empire State Building, and Times Square.

Your booth package includes: area carpeting, a draped 6' table (choice of 30" high or 42" high), two chairs, curtain back wall, side dividers, standard 9x44" sign in your exhibit measuring 10' deep by 10' across. The booth package does not include telephone or Internet connectivity. Those services you have to order separately from the Penn Plaza Pavilion. (See order forms)

This year the CPE sessions will be only \$40 for one day or \$70 for two days. CPE will run Weds-Thurs from 8:00 am – 4:50 pm. The general session each day has 2 free CPE credits, and is in a large conference space on the Pennsylvania Hotel's 18th floor. Concurrent session rooms are also on the 18th floor. An outstanding accounting faculty will lead accounting, Internet and online sessions to attract an audience of computer-enabled accountants.

Free directory listing & exhibitor badges. Fax in your Directory listing form and your exhibitor badge form to Flagg Management before APRIL 10. Badges must be worn at all times. Business and professional visitors only.

Show Hours. Show hours are Weds: 10 am – 4 pm, Thurs: 10 am – 4 pm and have been set to maximize conference traffic and walk-in show-only traffic.

Free Show Easy Passes. Download for your email invitations. Use these email passes to invite your customers to the show. You can email to your New York customers to invite them to the show. A smart tip: Accountants like something free. Offer them a new demo disk, or a special incentive prize to visit your booth.

Download free electronic VIP invitations from our website at: www.flaggmgmt.com/ny

Please complete the survey form that includes your table height (30" or 42"). 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.

Dismantling begins at 4:00 pm, Thurs, May 21. Please advise your truckers and pick-up services to pick-up your outbound freight at 4:00 pm or as soon as your goods are packed. Make arrangements beforehand to pick-up your freight. Any freight remaining will be shipped to the warehouse at the exhibitor's expense.

FedEx or UPS 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.

Call FedEx and schedule a pick-up from the Penn Plaza Pavilion, 401 Seventh Avenue, New York, NY 10001. FedEx Phone: 800-463-3339; UPS Phone: 800-PICK-UPS (800-742-5877) **DO NOT LEAVE FEDEX OR UPS SHIPMENT WITHOUT MAKING PROVISIONS FOR FEDEX OR UPS AIR BILLS AND PICK UP. Also, if you wish to ship UPS ground, you should have special shipping labels for UPS ground.**

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.**

Show Management: Russell Flagg 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.

FLAGG MANAGEMENT INC
Russell Flagg, Show Management

2009 ACCOUNTING T3CHNOLOGY NEW YORK SHOW SHOW SCHEDULE AT A GLANCE (TENTATIVE) Show Hours: Weds: 10 am – 4 pm Thurs: 10 am – 4 pm Move-in: Tues: 11 am – 7 pm Weds: 7 am – 10 am Move-out: Thurs: 4 pm – 5 pm TENTATIVE BREAKS IN EXHIBITS: Coffee Service: 10 – 11am (Weds-Thurs) Beverage Services 2:40 – 3:30pm (Weds-Thurs)

Service Contractors and Meadowlands Exposition Center Contacts

Penn Plaza Pavilion

Connectivity and telephone, meeting and show Services
401 Seventh Avenue, New York, NY 10001
212-502-8100 Fax 212-502-8715
Kenny A. Thompson, Sales / Function Manager
kethompson@vno.com URL: www.pennpavilion.com

MAXUM Expo Services

Decorating, Freight Handling, Warehousing, Labor Services, Special Furniture
PO Box 54
Mt. Ephraim, NJ 08059
856-933-2081 fax: 856-933-2083
Joseph Maxwell, VP Sales & Marketing joemaxwell8@aol.com
Pete Cusack, Project Consultant pcusack@maxumexpo.com
Jason Pelton, Operations jpelton@maxumexpo.com

Advance shipments: Ship to MAXUM warehouse. Ship large crates or skids in advance to the warehouse.

Mark your MAXUM warehouse shipments: MAXUM Expo Services
c/o YRC
1313 Grand Street
Brooklyn, NY 11211
2009 Accounting Technology NY
Booth number: _____ Company name: _____

Pennsylvania Hotel PENN 5000 Reservations

Deadline April 20: Phone 212-736-5000 ext 8460 and ask for "Accounting Technology NY / Flagg" room block at the special rate of \$209 single & double plus tax (one bed), \$239 single/double plus tax (two beds). Special check in area, left side of Lobby. Continental breakfast included with both \$209 and \$239.

NMR/National MicroRentals Inc.

Computer, Monitor, Printer, VCR, and Other A/V Rental Services
28 Abeel Road
Monroe Twp, NJ 08831-2036
800-637-2496, 609-395-0550 fax: 609-395-7142 www.nmrrrents.com
Jim Clark, Nat'l Trade Show Mgr. jclark@nmrrrents.com

Morris Brothers Signs

Special Signs, Banners, Graphics of Any Type
37 West 20th Street, 7th Floor
New York, NY 10011
212-675-9130 fax: 212-675-7708
Peter Bellantone, Principal peter@mbgraphics.com

Spring Valley Floral Decorating Company Inc

Floral Services, Flowers, Plants, Tree Rental
Services
P.O. Box 760, 169 Route 303
Valley Cottage, NY 10989
845-268-7555 fax: 845-268-6570
Jeff Meyer jeff@springvalleyfloral.com

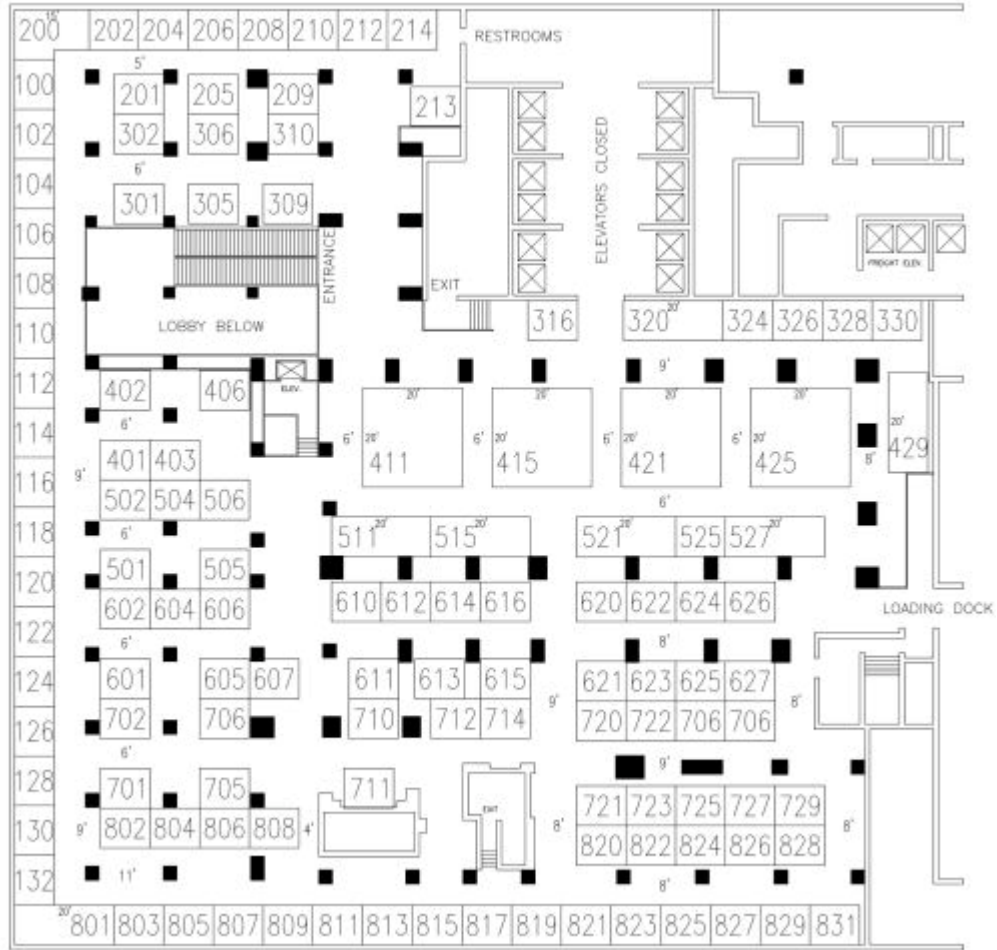
Photographer

Dov Friedmann
914-751-2796; cell : 347-886-7246
dovfriedmann@mac.com
PhotographybyDov.com

Floor Plan

2009 Accounting Technology New York Show

Penn Plaza Pavilion
7th Avenue & 33rd Street, New York City



2009 Accounting Technology New York

May 20-21, 2009

Hotel Pennsylvania, New York, NY

Partial List of Exhibitors as of 4/1/09

Abaksoftware, Inc.	622	Intuit	425
AccountantsWorld	302	Journal of Accountancy	Special
ADP Small Business Services	521	KeyScan, Inc.	607
Attorneys Corporation Service	324	LeapFILE, Inc.	615
Binding Systems of America	611	MassMutual	626
BNA Tax Management Inc.	620	Microsoft Corporation	326
Capital Confirmation, Inc.	612	Monroe Systems for Business	604
Cartridge World	624	NL Financial Alliance	309
CCH, a Wolters Kluwer business	411	Office Tools Professional	605
CCH Small Firm Services	511	Paychex, Inc.	610
CFS Tax Software, Inc.	606	PayCycle, Inc.	529
Compensation Guidance	613	The Progressive Accountant	Special
CPA Magazine	Special	Queue Associates	616
CPA2Biz, Inc.	506	Sage Software	515
The CPA Technology Advisors	205	Seton Hall University	614
Drake Software	621	SourceMedia – Accountant Media Group	Special
Emochila, Inc.	316	The Tax Adviser	Special
Fishbowl Inventory	505	TaxWorks	527
Fujitsu Computer Products of America	401	Thomson Reuters Tax & Accounting	421
Gleim Publications	623	Thomson Reuters Tax & Accounting	525
Globalforce International Inc.	305	Wechsler Financial	604

Sponsors

CCH, a Wolters Kluwer business	Sponsor – Tote bags
Intuit	Sponsor
Sage Software	Sponsor
Thomson Reuters Tax & Accounting	Sponsor
CPA Magazine	Media Sponsor
The CPA Technology Advisors	Media Sponsor
Journal of Accountancy	Media Sponsor
The Progressive Accountant	Media Sponsor
SourceMedia – Accountant Media Group	Media Sponsor
The Tax Adviser	Media Sponsor

RETURN COMPLETED FORM TO SHOW MANAGEMENT IMMEDIATELY.

DEADLINE: APRIL 10

MAIL TO: ACCT TECH NY 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 FREIGHT, CARPETING AND DECORATIONS. - APPROXIMATE - NOT OFFICIAL OR FINAL

The move-in for the Show is going to take place Tues, May 19 from 11 am to 7 pm.

MAXUM needs to know in advance how much freight you have, will you ship to the warehouse or the Penn Plaza Pavilion, and whether you need tables, chairs, and other decorations for booth.

TABLE HEIGHT OR 30" OR 42" COUNTER-HEIGHT TABLES.

DO YOU DESIRE:

- 30" high table height table
- 42" high counter height table

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 all shipments.
lbs of freight

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

Check

- A. In advance to the MAXUM Warehouse.
- B. On Tuesday, May 19 to the Exposition Center

III. WILL YOU USE AN OVER-THE-ROAD VAN LINE TO DELIVER DIRECT TO THE EXPOSITION CENTER?

Indicate VAN LINE to be used.

IV. The booth space will have show carpet, unless you plan to bring your own carpet.

YES, WILL BRING OUR OWN CARPET. (If yes, no carpet will be provided in your booth.)

V. WILL YOU REQUIRE SHOW TABLES AND CHAIRS?

- A. Will require show draped table (white & gray)
- B. Will require show chairs.

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

NAME: TITLE: BOOTH#:

COMPANY NAME:

STREET ADDRESS:

CITY: STATE: ZIP:

PHONE: () FAX: ()

EMAIL:

AS REQUIRED, PLEASE KEEP A DUPLICATE COPY OF THIS FORM FOR YOUR FILES

OFFICIAL DIRECTORY LISTING (ALPHABETICAL)

DEADLINE: APRIL 10

RETURN COMPLETED FORM

2009 ACCT TECH NY SHOW

MAKE A DUPLICATE OF THIS FORM FOR YOUR RECORDS.

MAIL TO: 2009 ACCT TECH NY SHOW
c/o FLAGG MANAGEMENT INC
353 LEXINGTON AVENUE, STE 1002
NEW YORK, NY 10016 **FAX: 212-286-0086**

<p>SPECIAL NOTE: NEW PRODUCTS Please indicate new products that will be shown for the first time in 2009.</p> <p>NEW PRODUCTS: _____</p> <p>_____</p> <p>_____</p>

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 (limit to about 25 words). This listing will be edited for consistency and brevity. (PLEASE PRINT)

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

Name: _____ Title: _____

Company Name: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

BOOTH PERSONNEL BADGES

DEADLINE: APRIL 10

**RETURN COMPLETED FORM TO SHOW
MANAGEMENT IMMEDIATELY**

2009 ACCT TECH NY SHOW

MAKE DUPLICATE FOR YOUR RECORDS – PICK UP BADGES AT THE SHOW.

MAIL TO: 2009 ACCT TECH NY SHOW
c/o FLAGG MANAGEMENT INC
353 LEXINGTON AVENUE, STE 1002
NEW YORK, NY 10016

**BADGES WILL NOT BE MAILED.
HAVE YOUR BOOTH PERSONNEL
PICK UP AT THE SHOW.**

FAX: (212) 286-0086

PLEASE MAKE BADGES ONLY FOR THOSE BOOTH PERSONNEL WHO WILL BE COMING TO THE SHOW.

PLEASE PRINT

BOOTH # _____

COMPANY NAME: _____

STREET ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

For identification purposes, please print name of official submitting form.

NAME: _____ TITLE: _____

PHONE: _____ FAX: _____

Booth personnel, named by you, will be furnished with show badges that will admit them to the Show during its entire course, including the installation and dismantling periods. List only the individuals who will staff your booth.

NOTE: Booth personnel will be permitted into the Exhibition Hall at any time. Any exhibitors who wish to participate in the Conference must register separately.

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

DOWNLOAD FREE SHOW EASY PASS –

2009 ACCT TECH NY 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/ny

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

Use these email free show passes to promote 2009 New York show-only traffic. As an exhibitor, you are encouraged to invite your best prospects and customers to attend the free show (particularly in the New York 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 Weds and Thurs. Show hours are 10 am to 4 pm Wednesday, and 10 am to 4 pm Thursday.

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 New York – and invite them to the free show by email.

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

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

**2009 Accounting Technology New York
May 20-21, Penn Plaza Pavilion, New York**

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.

Co-Sponsored Luncheon Service for Conference registrants – total of two – \$6,000 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 – logo will be imprinted on one side of the tote bag – **SOLD – CCH, a Wolters Kluwer business**

Morning Continental Breakfast for conference registrants – total of two - \$2,500 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
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
Thursday pm – lemonade and coffee service in the exhibit hall

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 – \$3,000
Inside back cover, 7x10, 4-color – \$3,000
Full page 7x10, 2-color– \$2,000 Artwork is due April 20

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/ Acct Tech NY
353 Lexington Avenue, Ste 1002, New York, NY 10016

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 # _____

Division of: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____ URL: _____

Contact Name: _____ Title: _____

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 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 Accounting Technology New York Show 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, phone and fax. Over 1,200 copies of this Directory will be printed and distributed at the show.
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 BACK COVER (4-COLOR):	\$3,000
INSIDE FRONT COVER (4-COLOR):	\$3,000
FULL PAGE (2-COLOR):	\$2,000

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

The Official Directory is offset, saddle stitch, 115lb-coated stock.

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

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 by April 10 along with any special instructions for printer to:

FLAGG MANAGEMENT INC
ACCT TECH NY SHOW
353 LEXINGTON AVENUE, STE 1002
NEW YORK, NY 10016
212-286-0333