

## 2010 Exhibitor's Manual – 2nd Annual Accounting Technology New York Show, May 5-6, 2010 (Weds-Thurs) Set-up Tues, May 4

Show Opens 10 am, Weds, May 5, continues May 6.

Penn Plaza Pavilion, the Pennsylvania Hotel

401 Seventh Avenue at West 53rd Street, New York, NY.

Read Carefully. Follow Deadlines.

Deadlines Begin APRIL 5, 2010

Show set-up begins Tues, May 4, 11 am – 7 pm, continuing Weds morning, May 5, 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. The freight entrance for crates is at West 32nd St between 6th & 7th Ave.

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

**Show Hours:** May 5, Weds, 10 am – 4 pm, May 6, Thurs, 10 am – 4 pm

- PROMOTE YOUR SHOW-ONLY ATTENDANCE.** Email free show easy passes.
- MAKE HOTEL RESERVATIONS NOW.** Pennsylvania Hotel (Room block closes April 5) Special rate of \$199  
Phone: 212-736-5000 Ask for **Flagg / Accounting Technology NY 2010**
- ORDER FREE EXHIBITOR BADGES FROM FLAGG MANAGEMENT APRIL 5.**
- SUBMIT FREE LISTING IN THE OFFICIAL DIRECTORY APRIL 5.**
- SPONSORSHIPS & ADVERTISING IN THE OFFICIAL DIRECTORY IS STILL OPEN. CONTACT US TODAY.**
- 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](mailto:joemaxwell8@aol.com) or [pcusack@maxumexpo.com](mailto:pcusack@maxumexpo.com) URL: [www.maxumexpo.com](http://www.maxumexpo.com)

**Installation and set-up begins on Tuesday from 11 am to 7 pm, May 4, 2010.** Set-up continues Weds morning, May 5, 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 4.

**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 form for connectivity or phone lines. **Electricity is included in your booth rental.** You do not have to order electric. Please advise Flagg Management Inc for any electric other than 110 volt power.

**Shipping to the show:** Ship direct to the Penn Plaza Pavilion to arrive Tues morning, May 4.

Mark your shipments: **Company name:** \_\_\_\_\_ **Booth number:** \_\_\_\_\_  
2010 Accounting Technology NY Show, May 5-6  
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  
**Must be received April 29, Thursday** 1313 Grand Street,  
Brooklyn, NY 11211  
2010 Accounting Technology NY  
Booth number: \_\_\_\_\_ Company name: \_\_\_\_\_

**Hotel accommodations – act now. The Pennsylvania Hotel PENN 5000 should have your reservation by April 5.** Phone 212-736-5000 ext 8460 and ask for “Accounting Technology NY / Flagg” room block at the special rate of \$199 single & double plus tax (one bed), \$219 single/double plus tax (two beds). Special check in area, left side of Lobby.

2010 Accounting Technology New York  
Flagg Management Inc  
353 Lexington Ave, New York, NY 10016  
(212) 286-0333 Fax (212)286-0086  
[flaggmgmt@msn.com](mailto:flaggmgmt@msn.com)  
[flaggmgmt.com/ny](http://flaggmgmt.com/ny)

This historic yet trendy hotel at 401 Seventh Avenue 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)

**Electrical service is included in your booth rental at no charge.** Bring 3-wire extension cords to plug into outlets through the hall.

**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.

**Free directory listing & exhibitor badges.** Fax in your Directory listing form and your exhibitor badge form to Flagg Management before APRIL 5. 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](http://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 6.** 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. 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. 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, purses, cameras, cell phones which have shoplifting appeal. 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

**2010 ACCOUNTING TECHNOLOGY 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](mailto:kethompson@vno.com) URL: [www.pennpavilion.com](http://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](mailto:joemaxwell8@aol.com)  
Pete Cusack, Project Consultant [pcusack@maxumexpo.com](mailto:pcusack@maxumexpo.com)  
Jason Pelton, Operations [jpelton@maxumexpo.com](mailto: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  
**Ship to arrive no later than** 1313 Grand Street  
**April 29, Thursday** Brooklyn, NY 11211  
2010 Accounting Technology NY  
Booth number: \_\_\_\_\_ Company name: \_\_\_\_\_

### **Pennsylvania Hotel PENN 5000 Reservations**

Deadline April 5: Phone 212-736-5000 ext 8460 and ask for “**Accounting Technology NY / Flagg**” room block at the special rate of \$199 single & double plus tax (one bed), \$219 single/double plus tax (two beds). Special check in area, left side of Lobby.

### **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](http://www.nmrrrents.com)  
Jim Clark, Nat'l Trade Show Mgr. [jclark@nmrrrents.com](mailto:jclark@nmrrrents.com)

### **Morris Brothers Signs**

Special Signs, Banners, Graphics of Any Type  
115 Grant Avenue  
Nutley, NJ 07110  
212-675-9130 fax: 973-667-3501  
Peter Bellantone [peter@mbgraphics.com](mailto:peter@mbgraphics.com)  
Michael Bellantone [michael@mbgraphics.com](mailto:michael@mbgraphics.com)

### **Photographer**

Dov Friedmann  
cell : 347-886-7246  
[dovfriedmann@mac.com](mailto:dovfriedmann@mac.com)  
[PhotographybyDov.com](http://PhotographybyDov.com)

**2010 Accounting Technology New York  
May 5-6, 2010  
Hotel Pennsylvania, New York, NY**

Partial List of Exhibitors as of 3/16/10

Accountants Media Group	429	IDMS – Account Ability	506
AccountantsWorld	302	Intuit	425
Accounting Transition Advisors	326	Journal of Accountancy	Special
AccountingWEB, Inc.	302	Keyscan Inc.	402
AICPA	515	KK Mehta CPA PC	
ASI Business Group	100	Kofax, Inc.	201
Becker Professional Education	406	Madison Insurance Corp.	102
Bisk Education, Inc.	321	The Mines Press, Inc.	204
Binding Systems of America	504	Monroe Systems for Business	208
BNA Tax & Accounting	322	Office Tools Professional	511
Cartridge World	502	Paychex, Inc.	531
CCH, a Wolters Kluwer business	411	PenSoft	306
CFS Tax Software, Inc.	310	The Progressive Accountant	Special
CMIT Solutions	328	Queue Associates	309
Coffee Distributing Corporation	410	RDA Enterprises Inc.	205
CPA Magazine	Special	Sage	315
The CPA Technology Advisor	214	ShareFile for Accountants	212
CPA2Biz, Inc.	415	SurePayroll	513
CPAASP.com	206	The Tax Adviser	Special
Drake Software	527	Tax Materials Inc.	210
Emochila, Inc.	316	TaxWorks Div. of RedGear Technologies	213
ExpenseWare	428	Thomson Reuters	421
Fidelity Investments	517	Thomson Reuters myPay	533
Gleim Publications	305	Thomson Reuters Tax & Accounting	525
Globalforce International Inc.	209	WizSoft, Inc.	324
HBA Ltd.	301		

**Sponsors**

CCH, a Wolters Kluwer business	Sponsor
Intuit	Sponsor
Sage	Sponsor
Thomson Reuters Tax & Accounting	Sponsor
Accountants Media Group – SourceMedia	Media Sponsor
AccountingWEB, Inc.	Media Sponsor
CPA Magazine	Media Sponsor
The CPA Technology Advisor	Media Sponsor
Journal of Accountancy	Media Sponsor
The Progressive Accountant	Media Sponsor
The Tax Adviser	Media Sponsor

**RETURN COMPLETED FORM TO SHOW MANAGEMENT IMMEDIATELY.**

**DEADLINE: APRIL 5**

MAIL TO: 2010 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 4 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 4 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 5**

**RETURN COMPLETED FORM**

**2010 ACCT TECH NY SHOW**

**MAKE A DUPLICATE OF THIS FORM FOR YOUR RECORDS.**

MAIL TO: 2010 ACCT TECH NY SHOW  
c/o FLAGG MANAGEMENT INC  
353 LEXINGTON AVENUE, STE 1002  
NEW YORK, NY 10016 **FAX: 212-286-0086**

**SPECIAL NOTE: NEW PRODUCTS**

Please indicate new products that will be shown for the first time in 2010.

NEW PRODUCTS: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**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 5**

**RETURN COMPLETED FORM TO SHOW  
MANAGEMENT IMMEDIATELY**

**2010 ACCT TECH NY SHOW**

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

MAIL TO: 2010 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.	_____	_____	_____	_____



## Hotel Reservations

### **2010 Accounting Technology New York Show & Conference**

The 2nd annual largest meeting of accounting professionals in New York each year.

#### **Phone for hotel reservations TODAY:**

A room block has been set aside for the **2010 Accounting Technology New York**, May 5-6, Penn Plaza Pavilion, New York, NY.

**Hotel Pennsylvania's PENN 5000**, Penn Station at 7th Avenue and 32nd Street, 212-736-5000 ext 8460 (toll free at 800-223-8585). Ask for "**Accounting Technology New York 2010**" for the period of Tues, May 4 through Thurs, May 6, room rate \$199 single/double plus tax (one bed), \$219 single/double plus tax (two beds). Special check in area, left side of Lobby. Continental breakfast included with both \$199 and \$219.

This historic and 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.

**DOWNLOAD FREE SHOW EASY PASS –**

2010 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](http://flaggmgmt.com/ny)**

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

Use these email free show passes to promote 2010 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](http://flaggmgmt.com/ny)**

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

**SPONSORSHIP OPPORTUNITIES FOR 2010 EXHIBITORS**

**DEADLINE: APRIL 5**

**RETURN COMPLETED FORM TO SHOW  
MANAGEMENT IMMEDIATELY**

**2010 ACCT TECH NY SHOW**

**MAKE DUPLICATE FOR YOUR RECORDS**

MAIL TO: 2010 ACCT TECH NY SHOW  
c/o FLAGG MANAGEMENT INC  
353 LEXINGTON AVENUE, STE 1002  
NEW YORK, NY 10016 **FAX: (212) 286-0086**

**It's not too late to advertise or sponsor: Increase show visibility & exposure.**

**Thank you for your participation in the 2010 2nd Annual Accounting Technology New York, May 5-6, Weds-Thurs, Penn Plaza Pavilion across from Penn Station and Madison Square Garden, NY.**

**The opportunity exists to increase show visibility and exposure.**

**1. Advertise in the Official Directory** which provides complete information on exhibits, the CPE conference and the speakers, and is the most referenced publication during and after the show.

The Official Directory is a high gloss 8½x11” publication which is received by all CPE conference and show registrants including speakers, VIP press and exhibitors. It has a shelf life of 9 months for all who attend.

**Submit your reservation now for the directory. Closing date is April 5.**

**Below listed are the advertising rates** for this most used show and conference publication.

- Back cover, 8½x11, 4-color – \$5,000
- Inside front cover, 8½x11, 4-color – \$3,000
- Inside back cover, 8½x11, 4-color – \$3,000
- Inside ad, 8½x11, 2-color - \$2,000

**2. Sponsor the tote bags, the badge holders or the badge holder lanyards** which will have your logo and branding for all to see during the show and after the show.

**The sponsor opportunities include:**

- Tote bags - \$5,000
- Badge holders - \$5,000
- Badge holder lanyards - \$5,000

Please complete and return by email ([flaggmgmt@msn.com](mailto:flaggmgmt@msn.com)) or fax: 212-286-0086

Sponsorship Requested: \_\_\_\_\_

Company Name: \_\_\_\_\_ Booth # \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

We would like to hear from you by March 26 so we can include you in all of our event material.

Flagg Management Inc  
353 Lexington Avenue, Ste 1002  
New York, NY 10016  
212-286-0333 fax: 212-286-0086 [flaggmgmt@msn.com](http://flaggmgmt@msn.com)

**RETURN COMPLETED FORM TO  
SHOW MANAGEMENT IMMEDIATELY**

**DEADLINE: APRIL 5**

**MAIL TO:      2010 ACCT TECH NY SHOW  
                    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):	\$5,000
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 2<sup>nd</sup> 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 5 along with any special instructions for printer to:

FLAGG MANAGEMENT INC  
2010 ACCT TECH NY SHOW  
353 LEXINGTON AVENUE, STE 1002  
NEW YORK, NY 10016  
212-286-0333