

**2011 Exhibitor's Manual – 3rd Annual Accounting Technology New York Show,
May 4-5, 2011 (Weds-Thurs) Set-up Tues, May 3**

**Penn Plaza Pavilion
401 7th Avenue, Street Level,
next to Pennsylvania Hotel and across the street
from Penn Station, New York, NY**

**2011 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**

Read Carefully. Follow Deadlines.

Deadlines Begin APRIL 4, 2011, Monday

May 4-5, 2011, Penn Plaza Pavilion, Hotel Pennsylvania. Set-up Tues, May 3.

401 7th Avenue, street level and right next to Pennsylvania Hotel 7th Avenue entrance, and across from Penn Station and Madison Square Garden

1. Show Set-Up: Tues, May 3: 11 am–7 pm; Weds, May 4: 7 am–10 am.

Show Hours: Weds, May 4: 10 am-4 pm. Thurs, May 5: 10 am-4 pm.

Conference Hours: Weds, May 4: 8:00-4:50. Thurs, May 5: 8:00-4:50. Free Opening General Session, Weds-Thurs, 8-9:40 am with 2 Free CPE credits. Exhibitors are invited to attend.

2. 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, electrical service.

3. Electric is being provided by Flagg Management Inc and does not need to be ordered.

3-wire extension cords required. Bring your extension cords because they are not provided.

4. 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 order forms in your exhibitor manual for connectivity or phone lines to speed your requests today.

5. Note: Warehouse, Show Freight, Labor and Decorating Services is provided by MAXUM Expo Services,

Attention: Joe Maxwell or Pete Cusack 856-933-2081

Email: joemaxwell8@aol.com or pcusack@maxumexpo.com URL: www.maxumexpo.com

6. Shipping to the show: Ship direct to the Penn Plaza Pavilion to arrive Tues morning, May 3.

Mark your shipments:

FLAGG - Company name:_____ **Booth number:**_____

2011 Accounting Technology NY Show, May 4-5

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 can be sent to the Hotel:

(smaller UPS, FedEx, portable exhibit booth shipments).

Mark your shipments:

FLAGG - Company name:_____ **Booth number:**_____

2011 Accounting Technology NY Show, May 4-5

Hotel Pennsylvania

401 7th Avenue, New York, NY 10001

Phone: (212) 502-8100

Advance shipments: Ship to MAXUM warehouse. Ship large crates or skids in advance to the warehouse. Must arrive by Thursday, April 28.

Mark your MAXUM warehouse shipments:
MAXUM Expo Services
c/o Cargo Solutions/TTI
One Dodge Drive
West Caldwell, NJ 07006
2011 Accounting Technology NY
Booth number: _____ Company name: _____

7. Make hotel reservations now. The Pennsylvania Hotel PENN 5000 should have your reservation now. Phone 212-736-5000 ext 8460 and ask for "Accounting Technology NY / Flagg" room block at the special rate of \$189 single & double plus tax (one bed), \$209 single/double plus tax (two beds). Special check in area, left side of Lobby. Continental breakfast included with both \$199 and \$219.

8. Dismantling: Show closes at 4:00 pm, Thurs, May 5. All valuables must be removed by 5 pm. All freight must be removed completely by 5 pm. ALL GOODS LEFT UNATTENDED ARE THE RESPONSIBILITY OF THE EXHIBITOR. See information on Move-Out: FedEx and UPS at Show Close in your exhibitor's manual.
(online at www.flaggmgmt.com/ny)

Please advise your truckers and pick-up services to pick-up your outbound freight at 4 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 onsite Tues-Weds-Thurs, May 3-4-5. Contact Russell Flagg, who will be at the show, if you have any problems whatsoever.

Russell Flagg
Flagg Management Inc
353 Lexington Ave
New York NY 10016
P: 212-286-0333 F: 212-286-0086
flaggmgmt@msn.com

2011 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)
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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 Cargo Solutions/TTI
Must arrive by Thursday, April 28 One Dodge Drive
West Caldwell, NJ 07006
2011 Accounting Technology NY
Booth number: _____ Company name: _____

Pennsylvania Hotel PENN 5000 Reservations

Deadline April 4: Phone 212-736-5000 ext 8460 and ask for “**Accounting Technology NY / Flagg**” room block at the special rate of \$189 single & double plus tax (one bed), \$209 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
Jim Clark, Nat'l Trade Show Mgr. 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
Michael Bellantone michael@mbgraphics.com

Photographer

Dov Friedmann
cell : 347-886-7246
dovfriedmann@mac.com
PhotographybyDov.com

2011 Accounting Technology New York

May 4-5, 2011

Hotel Pennsylvania, New York, NY

Partial List of Exhibitors as of 3/18/11

AccountantWorld	320	Globalforce International Inc.	531
Accounting Today / AccountingToday.com	429	HotHeadTech.com	328
AccountingWEB, Inc.	302	IDMS – Account Ability	533
Achieve it Solutions	210	Insight Insurance	104
AICPA/PCPS	205	Intuit	425
APS Pension & Financial Services Inc.	201	Journal of Accountancy	Special
Becker Professional Education	406	Micron Systems Inc.	212
Binding Systems of America	504	MIG & Co.	106
Bisk Education, Inc.	321	Mobile Monitor Technologies, LLC	114
BNA Tax & Accounting	322	Office Tools Professional	511
Cartridge World	502	Ovation Payroll	213
CCH, a Wolters Kluwer business	411	Penn Mutual	515
CCH Small Firm Services	315	Personable, Inc.	506
CFS Tax Software, Inc.	310	PlanGuru	108
CMIT Solutions	517	The Progressive Accountant	Special
Comar Technologies	301	QB or not QB	326
CPA2Biz, Inc.	415	Queue Associates	309
CPA Magazine	208	Tax Materials Inc.	402
CPA Practice Advisor	214	The Tax Adviser	Special
David Lerner Associates	306	TaxWorks Div of RedGear Technologies	513
Drake Software	527	Thomson Reuters Tax & Accounting	421
E. Mochila, Inc.	316	Thomson Reuters Tax & Accounting	525
eFileCabinet, Inc.	519	Uni-Data & Communications Inc.	330
ExpenseWare	428	Vision Wireless	102
FreshBooks	305	WizSoft, Inc.	324
Future Financial Planners, Inc.	209		

Sponsors

CCH, a Wolters Kluwer business	Sponsor
CPA2Biz	Sponsor
Intuit	Sponsor
Thomson Reuters Tax & Accounting	Sponsor
Accounting Today	Media Sponsor
AccountingWEB, Inc.	Media Sponsor
CPA Magazine	Media Sponsor
CPA Practice 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 4

MAIL TO: 2011 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 3 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 3 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 4

RETURN COMPLETED FORM

2011 ACCT TECH NY SHOW

MAKE A DUPLICATE OF THIS FORM FOR YOUR RECORDS.

MAIL TO: 2011 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 2011.

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 4

**RETURN COMPLETED FORM TO SHOW
MANAGEMENT IMMEDIATELY**

2011 ACCT TECH NY SHOW

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

MAIL TO: 2011 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

2011 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 **2011 Accounting Technology New York**, May 4-5, 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 2011**" for the period of Mon, May 2 through Fri, May 6, room rate \$189 single/double plus tax (one bed), \$209 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 –

2011 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 2011 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.

SPONSORSHIP OPPORTUNITIES FOR 2011 EXHIBITORS

DEADLINE: APRIL 4

**RETURN COMPLETED FORM TO SHOW
MANAGEMENT IMMEDIATELY**

2011 ACCT TECH NY SHOW

MAKE DUPLICATE FOR YOUR RECORDS

MAIL TO: 2011 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 2011 3rd Annual Accounting Technology New York, May 4-5, 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 4.

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

- Back cover, 8½x11, 4-color – \$4,000
- Inside front cover, 8½x11, 4-color – \$2,500
- Inside back cover, 8½x11, 4-color – \$2,500
- 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 - \$4,000
- Badge holders - \$4,000
- Badge holder lanyards - \$4,000

Please complete and return by email (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 April 4 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

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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.

This is the only Official Directory and will have an active promotional life during the two-day Show & Conference.

It has a shelf life after the show is done of 6 to 9 months.

This Official Directory is the most complete guide to exhibitors, their products and services, addresses, phone and fax. Over 1,000 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, 8½x11, 4-color – \$4,000

Inside front cover, 8½x11, 4-color – \$2,500

Inside back cover, 8½x11, 4-color – \$2,500

Inside ad, 8½x11, 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 4 along with any special instructions for printer to:

FLAGG MANAGEMENT INC
2011 ACCT TECH NY SHOW
353 LEXINGTON AVENUE, STE 1002
NEW YORK, NY 10016
212-286-0333