



# THE SHOW

MIDWEST ACCOUNTING  
& FINANCE SHOWCASE

**36th**  
annual

Tuesday - Wednesday  
**August 23-24, 2016**  
(Set-up, Monday, August 22, 2016)

Donald E. Stephens Convention Center  
555 N. River Road, Rosemont, Illinois

## 2016 | RESERVATION FOR EXHIBIT SPACE



ILLINOIS CPA SOCIETY®  
www.icpas.org

Visit [www.flaggmgmt.com/icpas](http://www.flaggmgmt.com/icpas) today and check out the 2015 Showcase, which attracted over 1,850 Midwest accounting and finance professionals with cutting-edge education, industry-leading exhibitors, and the opportunity to network with their colleagues and peers. **Don't miss the largest annual event of its kind in Illinois.**

# showcase overview

The **2016 Midwest Accounting & Finance Showcase** is the **largest state CPA Show** in the U.S., attracting **1,850 CPAs and finance professionals** from Illinois and surrounding states and over **100 exhibiting companies**. Exhibiting at the Showcase provides an opportunity to meet with and sell your products/services to accounting and finance professionals in Illinois and the Midwest. Our Members prefer to view products/services in person and to make their purchasing decisions based on information obtained at the Showcase.

# exhibitor benefits

- **FREE HYPER-LINK.** In addition to the standard alphabetical listing of all exhibitors, each exhibitor will receive a hyperlink to your company homepage.
- Unlimited FREE exhibit passes to exhibitors to email to your clients to attend for free.

# special promotion

## A complete marketing campaign that works:

- Visit **www.icpas.org** to connect to the **2016 Midwest Accounting & Finance Showcase's** website, which displays the most current list of exhibitors and education sessions, as well as registration information. Additionally, send us your company's press release and we will post it on the Press Room page of the Showcase website.
- Advertising in national trade publications such as **Accounting Today, CPA Magazine, CPA Practice Advisor, Journal of Accountancy, The Progressive Accountant, Sift Media and The Tax Advisor**, and local business publications such as **Crain's Chicago Business Online**.
- Radio advertising.
- Direct mail promotions to our members, their staff, clients, other local businesses and association endorsements.
- Press releases, press invitations and press contacts.
- Promotion at local conferences and trade shows.
- Social media promotions through **Twitter, LinkedIn, Facebook and YouTube**.

# booth cost

The minimum space per exhibitor is 10' x 10'. Multiple booths may range from 200 to 800 square feet. Larger spaces are available upon request at a rate of \$2,500 per booth.

- 1 Booth** (10' x 10' sq. ft.) \$2,500
- 2 Booths** (10' x 20' sq. ft.) \$5,000
- 3 Booths** (10' x 30' sq. ft.) \$7,500
- 4 Booths** (10' x 40' sq. ft. or 20' x 20' free-form island) \$10,000

**For special booth size options, please contact Flagg Management Inc.**

The assignment of booth selection is based on the priority system. The highest priority is given to exhibitors who have participated the longest number of years.

## Booth Rate Includes:

- Booth stand constructed of flameproof, blue and white side and backwall drapes supported by aluminum pipe frame
- Carpeting in each booth stand (gray)
- A 7" x 44" booth identification sign listing your company's name and booth number
- 24-hour perimeter security in the exhibit hall from move-in to move-out
- Carpeted aisles throughout the exhibit hall
- Daily cleaning and maintenance of the aisles and common exhibit hall areas to assure a safe and attractive exposition

Accessories for the booth can be ordered for a nominal fee. Please contact Rosemont Exhibition Services (RES) at 847.696.2208 for more information.

**Please complete the attached form to reserve your exhibit space. Space is limited, REGISTER TODAY!**

# show days and times

## Move-In:

**Monday, 8.22.16** .....10:00 a.m. - 4:30 p.m.

## Show Days:

**Tuesday, 8.23.16** .....8:50 a.m. - 4:00 p.m.

**Wednesday, 8.24.16** .....8:50 a.m. - 3:30 p.m.

## Move-Out:

**Wednesday, 8.24.16** .....3:30 p.m. - 6:00 p.m.

## TO EXHIBIT OR FOR MORE INFORMATION:

**Contact Russell Flagg - Exhibit Sales Manager at 212.286.0333, by fax at 212.286.0086, by e-mail at [flaggmgmt@msn.com/icpas](mailto:flaggmgmt@msn.com/icpas) or check out the Illinois CPA Society Website at [www.icpas.org](http://www.icpas.org).**

# sponsorship opportunities

Sponsorship enables your company to stand out from the competition, influence decision-makers, and position your company as an industry leader. It also helps draw traffic to your booth and increases the visibility of your products and services.

## ■ TRACK SPONSOR

**Cost: \$3,000 per day**

Your company is invited to sponsor the education track of your choice: Tax, Accounting & Auditing, Healthcare, Corporate Finance, Technology, Personal Financial Planning, or Leadership & Development.

## ■ TRACK SPONSOR WITH SPEAKER

**Cost: \$4,000 per day**

Your company is invited to sponsor the track of your choice and develop one educational session, including providing the one session's content and materials, topic description and speaker(s). (Pending ICPAS approval. Speaker must be confirmed by February 2016.)

## ■ KEYNOTE SPONSOR

**Cost: \$5,000 per day**

Your company is invited to sponsor a keynote session on either of the two Showcase days (pending keynote/ICPAS approval).

## ■ MORNING COFFEE BREAK SPONSOR

**Cost: \$5,000 per day (a.m. or p.m. selection)**

Your company is invited to provide coffee for attendees for either day of the Showcase. The coffee break can be hosted at your booth in the Exhibit Hall or served to attendees in the registration area.

## ■ LUNCH SPONSOR

**Cost: \$50,000 per day**

Your company is invited to sponsor box lunches for Showcase attendees. Box lunches will be distributed in the Connections Hall and will include your company name and logo on the box and napkin.

## ■ TECH LOUNGE SPONSOR

**Cost: \$7,000 per day**

Your company is invited to sponsor the Tech Lounge in the Connections Hall where attendees have the opportunity to learn about the latest gizmos and gadgets and to get their tech questions answered.

## ■ RELAXATION STATION SPONSOR

**Cost: \$2,000 per day**

Located next to the ICPAS Booth, your company is invited to sponsor this relaxing lounge where Showcase attendees have the opportunity to receive a complimentary 10-minute massage. Three to four masseuses are onsite for both days.

## ■ CONFERENCE LANYARD SPONSOR

**Cost: \$4,000 (sponsor to coordinate production logistics/cost of lanyards.)**

Your company is invited to provide 2,500 branded lanyards for distribution to Showcase attendees at the registration area.

## ■ FLASH DRIVE SPONSOR

**Cost: \$5,000 (sponsor to coordinate production logistics/cost of flash drives.)**

Your company is invited to provide 2,000 branded flash drives for distribution to Showcase attendees at the registration area.

## ■ TOTE BAG SPONSOR

**Cost: \$6,000 (sponsor to coordinate production logistics/cost of tote bags.)**

Your company is invited to provide 2,000 branded tote bags for distribution to Showcase attendees at the registration area.

## ■ STANDING SIGNBOARD

**Cost: \$2,000 each**

Your company is invited to purchase an 8' tall x 3' wide freestanding, double-sided signboard displaying your company's ad or artwork. This signboard will be prominently displayed in a high-traffic area.

## ■ PASSPORT TO PRIZES

**Cost: \$600**

Passport to Prizes attracts attendees to, and keeps them at, the Connections Hall. Attendees receive a Passport with their registration materials and are instructed to stop by each participating exhibitor to receive a "stamp." Attendees who collect stamps from all participating exhibitors are eligible for a prize drawing on the final day of the Showcase.

### SPONSORSHIP WILL ALSO INCLUDE SOME OR ALL OF THE FOLLOWING BENEFITS BASED ON YOUR SELECTION:

- Your company name and logo on all appropriate marketing materials and website
- eBlast to ICPAS members showcasing the track
- Table or pop-up booth outside the session room
- Distribution of your company's materials
- Signage acknowledging your company as the sponsor and onsite Show Guide
- Company thank you in the introductory/welcome remarks before your sponsored session
- Post-event mailing list of track attendees and onsite Show Guide
- One complimentary registration to attend the two-day Showcase

# advertising opportunities

Draw traffic to your booth by advertising in the Show Guide and in the Summer Issue of INSIGHT Magazine. More than 1,850 Show Guides are distributed at the Show. Placing an ad in the Show Guide will let attendees know the products and services you offer and help draw them to your booth. Advertising in INSIGHT Magazine allows you to influence the 1,850 attendees onsite at the Show and an additional 23,000 members of the Society.

### For Show sponsorship information:

Wendy Sech | Illinois CPA Society | 312.517.7655 | sechw@icpas.org

### For advertising information:

Michael W. Walker | The RW Walker Company | 213.896.9210 | mike@rwwcompany.com



ILLINOIS CPA SOCIETY  
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## RESERVATION FOR EXHIBIT SPACE

Act now. This is a non-binding application for exhibitors.

Illinois CPA Society | 36<sup>TH</sup> Annual

### 2016 Midwest Accounting & Finance Showcase

Tuesday - Wednesday, August 23-24, 2016 (Set-up Monday, August 22, 2016)

Donald E. Stephens Convention Center, Rosemont, IL

#### BOOTH INFORMATION:

Company Name (please print): \_\_\_\_\_

☐ **Yes, hold space for me at the 2016 Midwest Accounting & Finance Showcase**

**The minimum space per exhibitor is 10' x 10'. Multiple booths may range from 200 to 600 square feet.**

**1 Booth** (10' x 10') .....\$2,500      **4 Booths** (10' x 40' sq. ft. or 20' x 20' free-form island) .....\$10,000  
**2 Booths** (10' x 20' sq. ft.) .....\$5,000      **5 Booths** (10' x 50' sq. ft.) .....\$12,500  
**3 Booths** (10' x 30' sq. ft.) .....\$7,500      **6 Booths** (10' x 60' sq. ft. or 20' x 30' free-form island) .....\$15,000

Booth price includes gray carpeting, white and blue back wall and sidetail drapery, and a 7" x 44" booth sign. **Electrical, tables, chairs and other accessories are not included in booth cost.** Electrical, tables, chairs and other accessories can be ordered for an additional cost from the Donald E. Stephens Convention Center. Exhibitors needing free-form islands larger than 600 square feet should contact **Russell Flagg by phone: 212.286.0333 or E-mail: flaggmgmt@msn.com. Website: www.flaggmgmt.com/icpas.**

#### Booth size desired:

1st Choice: \_\_\_\_\_ 2nd Choice: \_\_\_\_\_

3rd Choice: \_\_\_\_\_ 4th Choice: \_\_\_\_\_

5th Choice: \_\_\_\_\_ 6th Choice: \_\_\_\_\_

Please list any firms or products you do not wish to have in close proximity, if possible: \_\_\_\_\_

Please list the names of the products or services that you will exhibit at the show (as they can appear in print): \_\_\_\_\_

#### CONTACT INFORMATION:

Company Name (please print): \_\_\_\_\_

Division of: \_\_\_\_\_

Contact's Name & Title (please print): \_\_\_\_\_

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

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

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

#### RETURN TO:

#### FLAGG MANAGEMENT, INC.

Attention: Russell Flagg - Exhibit Sales Manager

**Address:** 353 Lexington Ave., New York, NY 10016

**Phone:** 212.286.0333 **Fax:** 212.286.0086

**Email:** flaggmgmt@msn.com

**Website:** www.flaggmgmt.com/icpas

Flagg Management, Inc. use only.

CK # \_\_\_\_\_

Date: \_\_\_\_\_

Amount: \_\_\_\_\_

## showcase floorplan

