

3rd Annual

2011 Accounting Technology New York

Show & CPE Conference

May 4-5, Weds-Thurs

Set-up May 3 Tues

Penn Plaza Pavilion, Pennsylvania Hotel, NYC

Right across from Penn Station and Madison Square Garden, 7th Avenue and 33rd Street,

The 3rd Annual New York Show for New York Accountants.
CPE education and free Show for accounting, finance, technology.



Rick Richardson, CPA, CITP nationally known accounting technology expert returns as keynote speaker Opening Day.

Join the growing list of exhibitors and sponsors for the 2011 Accounting Technology New York, May 4-5, Penn Plaza Pavilion right across from Penn Station and Madison Square Garden, New York, NY. Sponsored by SourceMedia, Accounting Today, The CPA Technology Advisor, Journal of Accountancy, CPA Magazine, The Progressive Accountant, WebCPA, The Tax Adviser, AccountingWeb.

Our 3rd Annual on May 4-5, Weds-Thurs is the only accounting show in New York in 2011.

Major sponsors include Intuit, CCH, Sage, CPA2Biz, Thomson Reuters, BNA, Accountants World, among other major providers of accounting, financial and business systems.

New Internet technology, portals and online systems, financial and business services, mobile computing, cloud computing, are all coming online for accounting and tax firms in 2011.

Low-cost New York State accredited CPE, and free show registration will assemble over 1,000 accounting professionals at one time and one place in New York in 2011.

Low-cost, high level CPE conference sessions will generate quality attendance by top accounting professionals.



This is your opportunity for face-to-face sales contact

to meet, demonstrate and sell when the accounting buyers come to see you on the show floor.

Exhibit fees are the same as 2010 and include a complete package of services including carpeting, draped table, chairs, curtain back wall, side dividers, sign, free e-tickets to distribute to your customers and prospects, free post-show attendee list, free listing on our website, free linking to your website.

Electrical outlets are also included in the booth rental fee.

Booth rental fee is \$2,500 per booth.

Over 1,000 accounting professionals will be there to see you.



Person-to-person marketing provides the Show's exhibitors an opportunity to demonstrate and sell to a captive audience.



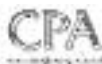
Computer-savvy accounting professionals want to see what's new and what's working for finance, business and accounting professionals.

2010 Sponsors



CCH

a Wolters Kluwer business



Free Show:

Weds, May 4 9:30 – 4 pm

Thurs, May 5 9:30 – 4 pm

CPE Conference:

Weds, May 4 8 – 4:50 pm

Thurs, May 5 8 – 4 pm

Set-up: Tues, May 3 10–6 pm

2011 Accounting Technology New York

Flagg Management Inc
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212-286-0333 Fax: 212-286-0086
flaggmgt@msn.com

Visit: flaggmgt.com/ny

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New York Show for New Yorkers.

The City of New York is the business headquarters of the world. A large universe of accounting professionals are eager to see computer-savvy systems to improve their practices and their client operations. They are also interested in financial and business services for their clients.

This Wednesday-Thursday event will be at the Penn Plaza Pavilion, located at 34th Street and 7th Avenue and right across from Penn Station and Madison Square Garden. It is a convenient location with subways, buses, trains, converging at this nexus for New York transportation. Within walking distance are headquarters offices of major accounting and business firms.

The set-up of the show will be on May 3, Tuesday, on this street level hotel facility. The booths will include carpeting, draped table, chairs, curtain back wall and side dividers, sign, waste basket and a complete package of promotional services. All you have to do is bring your computer and your enthusiasm. Electrical service is included in your booth rental at no charge.

New York accounting and business professionals will be alerted to the show with substantial promotional mailings, email and web marketing. Exhibitors will be able to promote to their New York customers and prospects with FREE mailed VIP invitations, FREE emailed VIP invitations, and online crosslinking with our website to increase your web visitors before, during, and after the Show.



Unsolicited response from exhibitors and attendees in 2010:

"A great New York Accounting Show. Very well managed."

"Outstanding CPE sessions. Really got a lot out of the two-day program."

"The aisles had a lot of accountants from New York that we were looking to see. Good Show."

"Good location across from Penn Station. I took the train from Long Island and was at the show in 5 minutes."

"Well run show. Glad you're back in New York."

"It's good to have this New York Show in a central location."

"Excellent speakers. Rick Richardson was great."

"An excellent conference and very worthwhile."

"A good investment in time, and I received CPE credits too."

"The opening morning coffee break on the show floor was jammed. Good show."

Meet New York accountants and business executives who are the business doctors for New York.

Join the nation's leading firms exhibiting at our show.

We understand what you want.

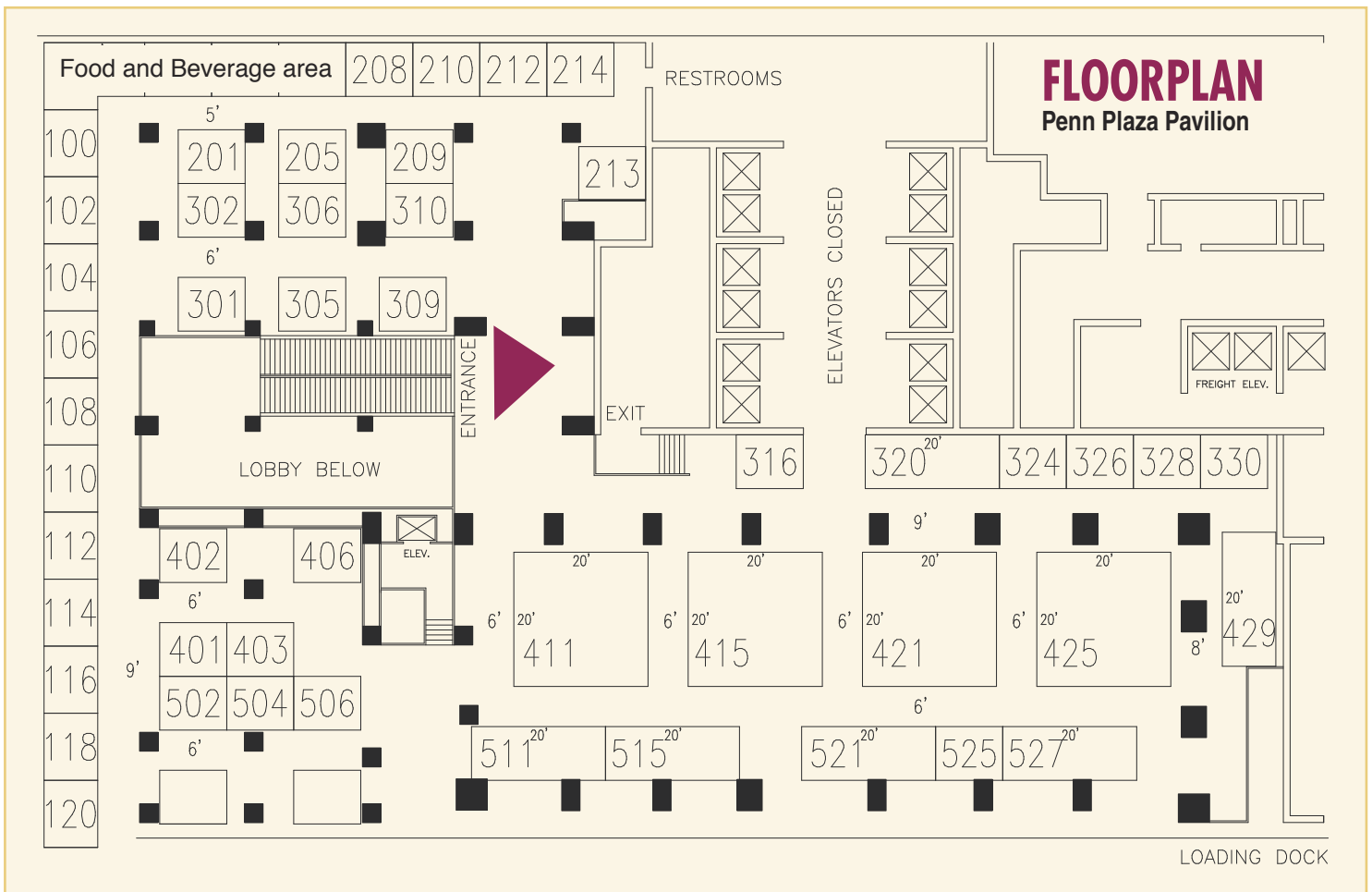
- 1. Accounting and business attendees** in sufficient numbers to make your investment worthwhile. See included photos for the crowded aisles.
- 2. A well organized Show** that is easy to get into, easy to exhibit in, easy to market and sell.
- 3. A no-hassle cost-effective Show.** Your show space has a complete package of services included in your booth rental: carpeting, draped table, chairs, curtain backwalls and side dividers, sign, waste basket. **Your electric is included at no charge in your booth rental.**
- 4. Just bring your computer,** your portable exhibit booth and literature, and your enthusiasm. The Show is a person-to-person selling and marketing investment to increase your New York business.
- 5. The Show will be heavily marketed** with the support of the leading accounting and CPA publications including The Accountants Media Group, *SourceMedia*, *Accounting Today*, *WebCPA*, *Accounting Web*, *The Progressive Accountant*, *The CPA Technology Advisor*, *CPA Magazine*, among others.
- 6. Flagg Management Inc knows how to manage successful shows.** Our long experience – with the annual California Accounting & Business Show, now in its 27th year, the annual New Jersey Accounting, Business and Technology Show in its 17th year, and Flagg Management's new experience with the 31st annual Midwest Accounting Show – will be put to work for an effective New York event.



National speakers led the 2010 program, including James C. Bourke, CPA, CITP, Partner, WithumSmith+Brown, PC, Red Bank, NJ



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New tax legislation will be featured in our CPE Sessions. 2010 and 2011 tax legislation will require accountants to stay ahead of city, state and federal tax mandates. Our event will cover major tax legislation updates. It will be another reason to bring accountants to the CPE Sessions and Show.



Partial List of 2010 Exhibitors

- AccountantsWorld
- Accounting Today / WebCPA**
- AccountingWEB, Inc.**
- Achieve It Solutions
- AICPA
- ASI Business Group
- Becker Professional Education
- Bisk Education, Inc.
- Binding Systems of America
- BNA Tax & Accounting
- The Bookkeeping Center
- Cartridge World
- CCH, a Wolters Kluwer business**
- CFS Tax Software, Inc.
- CMIT Solutions
- Coffee Distributing Corporation
- CPA Magazine**
- The CPA Technology Advisor**
- CPA2Biz, Inc.
- David Lerner Associates
- Drake Software
- eFileCabinet, Inc./CMIT Solutions
- Emochila, Inc.
- ExpenseWare
- Fidelity Investments
- Globalforce International Inc.
- IBISWorld
- IDMS – Account Ability
- Intuit**
- Journal of Accountancy**
- Madison Insurance Corp.
- Mehta Balia Consultants Pvt. Ltd.
- The Mines Press, Inc.
- Office Tools Professional
- PenSoft
- The Progressive Accountant**
- Queue Associates
- Sage**
- The Tax Adviser**
- TaxWorks
- Div. of RedGear Technologies
- Thomson Reuters**
- Thomson Reuters Tax & Accounting**
- Verizon
- WizSoft, Inc.

Bold indicates sponsoring and exhibiting.

Visit: www.flaggmgmt.com/ny

Sponsorship Opportunities:

Assigned exhibitors will have the opportunity to increase their visibility and exposure. All sponsors will have their company logos on all our printed material and 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, \$4,000 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 – \$4,000 – your company logo will be imprinted on one side of the tote bag.

Morning Continental Breakfast for conference registrants – total of two, \$2,000 each.

Wednesday am – 7-8 am continental breakfast for general session attendees at the conference

Thursday am – 7-8 am continental breakfast for general session attendees at the conference

Coffee & Beverage Break Service for all show registrants – total of three, \$2,000 each.

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

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 – \$4,000

Inside front cover, 7x10, 4-color – \$3,000

Inside back cover, 7x10, 4-color – \$3,000

Full page 7x10, 2-color – \$2,000

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.

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The CPE-accredited educational sessions were packed with accountants and their business clients eager to learn about new computer systems and financial products and services.



Tax preparation, accounting and business systems, Software-as-a-Service, and new Internet systems will be featured in the exhibits in 2011.



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Application Form

WE WILL REQUIRE APPROX. _____ NUMBER OF 8X10' BOOTHS,
Our booth selection is (please list in order of preference):

1 _____ 2 _____

3 _____ 4 _____

The Rate is \$2,500. per single 8x10' booth with complete services.

LARGER SPACES ARE AVAILABLE AT SAME RATE: \$5,000. per double booth, \$7,500. per triple booth. \$10,000. for island space which would automatically qualify as participating sponsor. All booths include complete package of services.

THIS IS A NON-BINDING COMMITMENT. YOUR SPACE WILL BE HELD SUBJECT TO YOUR FINAL APPROVAL.

A CONTRACT WILL BE SENT TO YOUR ATTENTION AT THE ADDRESS INDICATED BELOW.

COMPANY NAME _____

STREET _____

CITY _____ STATE _____ ZIP _____

TELEPHONE (____) _____ FAX (____) _____

E-MAIL _____ URL _____

PRODUCTS, SERVICES, SYSTEMS OR EQUIPMENT TO BE EXHIBITED:

PLEASE INDICATE PRINCIPAL CONTACT FOR FUTURE CORRESPONDENCE, CONTRACTS AND ASSIGNING SPECIFIC EXHIBIT SPACES AND CORRESPONDENCE:

NAME _____

TITLE _____



Crowds of attendees flooded the exhibit floor in 2010, establishing this as a major New York City marketplace for New Yorkers.

A COMPLETE PACKAGE OF SERVICES IS INCLUDED IN THE BOOTH RENTAL. Pre-Show services include free VIP invitations to invite your customers and prospects, listing in the Pre-Conference promotional brochure, Website and email promotions and Website listing. Crosslinking with your company's Website, free downloading of VIP email invitations to your customers and prospects. At-Show services include complete decoration services: curtain backwall, booth carpeting, side dividers, draped table, chairs, sign, waste basket, and free Show Directory listing. Post-Show services include Show attendee names and addresses in electronic file format.

ELECTRICAL IS INCLUDED in your booth package at no extra charge.

Please complete all information and mail to:

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