

2009 Accounting and Business Expo

**Exciting
new offerings
for CPAs!**

BRAND NEW SHOWS
in the Spring and the Fall
based on **YOUR** suggestions!

Long Island Expo

May 12-13, 2009
Marriott Long Island

- Connect with the decision makers from New York City without the high cost.
- The Expo is centrally located in Long Island between Suffolk and Nassau Counties.
- You will expose your products and services to a huge number of accounting professionals – over 17,000 accounting professionals work in Long Island and New York City.
- Commutable distance from New York City – the financial capital of United States.
- Your products and services get exposure to various decision-making audiences – both city slickers as well as suburbanites.

Syracuse Area Expo

October 21-22, 2009
Turning Stone Resort & Casino

- Incredible opportunity to network and build relationships at affordable rates.
- You will have attendees' full attention while they relax at the Resort.
- Exciting location extends the networking opportunities beyond Show hours.
- Legendary experience for the exhibitors and their clients – treat your clients to world class golf courses, dining, casino, and other leisure activities.
- Convenient location from several points in Upstate New York.
- Attendance will be substantial – marketing efforts will target over 9,000 accounting professionals.

Both shows are contained on one floor to increase traffic to your booth!

Exhibitor Contract is inside! Reserve your prime location TODAY!
Contact Molly Deise or Katie Gribbin at 410-893-8003 with questions!
mdeise@executivepublishing.com • katieg@executivepublishing.com

Booth + Sponsorship Packages = Maximum Exposure!

ALL SPONSORS...

- ☆ ... will have their company logos on all Show printed material.
- ☆ ... will be prominently listed in pre-Show and at-Show official programs.
- ☆ ... will have signs indicating their sponsorship level at the Show.
- ☆ ... will receive unlimited Show VIP passes.
- ☆ ... will receive Special Thanks in the Show Directory.

CHOOSE FROM THESE EXCLUSIVE BOOTH + SPONSORSHIP PACKAGES

PLATINUM SPONSORSHIP

Sign up for an 8' x 20' booth at both shows and receive all of the items listed above **PLUS:**

- Full-page ad in the Show Directory
- Logo and hyperlink on the Show website
- Discounts on display ads in The CPA Journal
- \$500 credit toward listings in the annual CPA's Resource Guide
- 20% off banner signage

Value: \$6,000

Your Cost: \$3,995

GOLD SPONSORSHIP

Sign up for an 8' x 10' booth at both shows *or* an 8' x 20' booth at one show and receive all of the items listed above **PLUS:**

- Half-page ad in the Show Directory
- Logo and hyperlink on the Show website
- Discounts on display ads in The CPA Journal
- \$300 credit toward listings in the annual CPA's Resource Guide
- 15% off banner signage

Value: \$5,000

Your Cost: \$2,995

SILVER SPONSORSHIP

Sign up for an 8' x 10' booth at either show and receive all of the items listed above **PLUS:**

- Quarter-page ad in the Show Directory
- Logo and hyperlink on the Show website
- Discounts on display ads in The CPA Journal
- \$150 credit toward listings in the annual CPA's Resource Guide
- 10% off banner signage

Value: \$4,000

Your Cost: \$1,995

BOOTH PRICES

Long Island Expo

8' x 10' Booth.....	\$2,700
8' x 20' Booth.....	\$5,400
16' x 20' Island.....	\$10,800
20' x 20' Island.....	\$13,500

Syracuse Area Show

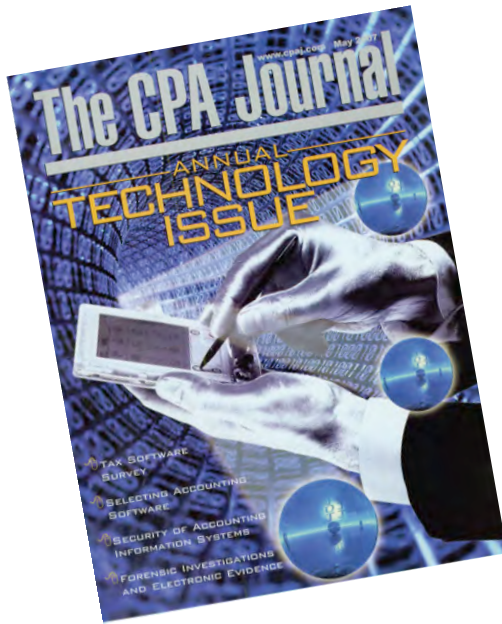
8' x 10' Booth.....	\$2,300
8' x 20' Booth.....	\$4,600
16' x 20' Island.....	\$9,200
20' x 20' Island.....	\$11,500

**Exhibit at BOTH SHOWS
for maximum exposure
to New York CPAs.**

**ACT NOW to reserve
PRIME EXHIBIT SPACE at BOTH SHOWS!**

2009 Accounting and Business Expo

ADVERTISING OPPORTUNITIES



Place your ads in *The CPA Journal* and the Show Directory

All exhibitors receive a discounted rate in the May and October Show issues of *The CPA Journal*

The CPA Journal is the publication of the New York State Society of CPAs, with a circulation of 30,000+. *The CPA Journal* delivers to an exclusive audience of accounting professionals who are involved with buying decisions.

Use your ad in the Show Directory to drive attendees to your booth

The Show Directory is constantly referred to by attendees of the Accounting and Business Expo. Make sure they see *your* ad!

**Contact Molly Deise or Katie Gribbin at 410-893-8003
to reserve the best program for your company!
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