

From The Desk of . . . Lois D. Miller, CAE

**Show Manager**

## **2009 Accounting and Business Expo**

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### **Sponsorship Update**

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November 3, 2008

#### **New & Improved Traffic Builder Sponsorship**

In an effort to get more CPA's to visit your booth we are making everyone a winner in 2009.

- All CPA's will be given a traffic builder card at registration
- Once they have visited all of the sponsor's booths, they return their completed card to the State Society booth
- For each completed card returned, the registrant will receive either a \$5 Starbuck's gift card or a \$5 iTunes card
- Their cards are then entered into a drawing for one of our grand prizes.
- **Sponsors may also hold a raffle in their booth and the Society will announce it for them.**

This sponsorship is limited to 10 companies and will be offered on a first-come-first served basis. **The cost of the sponsorship is \$1,000**

#### **Special Offer**

**If you sign up by January 1<sup>st</sup> a 15% discount is being offered and you can purchase this sponsorship for \$850.**

**If you purchase this sponsorship for both the Long Island and the Upstate show there is a 25% savings. The total cost for both shows is only \$1500.**

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**Tote bags** – Sponsor the show tote bag and your logo will be imprinted on one side of the tote bag. Sponsorship also includes one item inside the bag. *Cost: \$5500.*

**Tote Bag Inserts** - Attendees love to walk away with give-a-ways. What better way to increase your company's visibility than to put your logo on something your customer can use. *Cost: \$1,000 per item*

**CPA Lanyard Sponsor-** The attendees will receive a name badge lanyard bearing the name of the sponsor. The sponsor will provide 1000 lanyards. *Cost: \$3500*

#### **Program Book**

Add black & white logos for an additional \$125

Add a colored logo for \$150

Post it Advertisement – 3x5 yellow post-it stuck to the front of all onsite programs – Cost \$3500

**Cyber Café Sponsor** – Outfitted with Internet connections, the Cyber café is a place for Expo attendees to check office e-mail, relax, and meet colleagues. We can put this in the area of the expo hall near the coffee service or next to your booth. \$3,500. Sponsor's home page will appear on the two screens and mouse pads will be provided with the sponsor's logo

**Show Floor Advertising Opportunities** – After visiting the exhibit hall, attendees need some time to wind down, Keep your company name in front of them by sponsoring frames placed throughout the lounge and registration area. Ten 5x7 two sided ads displayed throughout the show and cost \$1500 (customer will supply finished art work).

**Raffle Packages** – Let the Foundation bring customers to your booth by participating in our raffle program. Exhibitor will supply the prize of their choice. For \$250, we'll promote the raffles in advance of the show and prepare an onsite schedule where we'll bring attendees to your booth for the raffle. Signage and mention in the show program included.

**Custom sponsorship opportunities are available. For more information call Lois Miller at 516-868-9563 or via email at [ldmiller@optonline.net](mailto:ldmiller@optonline.net)**