

2012 Southeastern Accounting Show Marketing Opportunities

Show Dates:

Wednesday, August 29 - Thursday, August 30

Exhibitor Set-Up Date:

Tuesday, August 28

Location:

Cobb Galleria Centre, Atlanta

Meet face-to-face with individuals that have buying power

Join the Georgia Society of CPAs in Atlanta and network with over 1,200 CPAs from every segment of the profession. Gain access to the individuals who have the buying power for their organization and firms. The conference is a region-wide two day show including the hottest trends in taxation, human resources, accounting issues, technology and much more.

Reserve a booth today! Over 1,200 CPAs attend the Southeastern Accounting Show looking to network, earn professional development credit and learn about the latest developments in products and services for accounting professionals. A huge benefit to participating in this event is the online exhibitor profile. Each profile includes company name, contact information, company description and link to company web site.

The Southeastern Accounting Show includes:

- Reception breaks and lunch served in the exhibit hall
- Internet Cafe on the show floor
- Prize drawings inside the Exhibit Hall
- Educational sessions with designated hours to encourage continuous exhibit hall foot traffic
- Social networking via Twitter, Microsoft Tags and much more

Exhibit Hall access is complimentary from 9 a.m. to 3 p.m. on both days of the show. This is an excellent opportunity for the public and guests to come and meet with exhibitors and increase traffic through the hall and to the booths.

Don't be left out. Your competition will be there! Traffic in the Exhibit Hall means more leads for you. The GSCPA wants you to reach your selling potential. Register today!

2012 Floor Plan

Booth space for the 2012 Southeastern Accounting Show will be assigned in the first quarter of 2012. For information on booth availability, please contact Elizabeth Kistler at 404-504-2941 or ekistler@gscpa.org. Sponsors and exhibitors from the 2011 show have right of first refusal of booth space once the 2012 floor plan has been finalized.

2012 Show Times

Move-In

Tuesday, August 28, 2012 • 1 - 6 p.m.

Move-Out

Thursday, August 30, 2012 • 3:30 p.m.

Show Schedule

Wednesday, August 29, 2012 • 6:15 a.m. - 5 p.m.

Thursday, August 30, 2012 • 6:15 a.m. - 3:30 p.m.

Gold Sponsorship Package

Gold Sponsorship: \$5,000

Limited to one business type (i.e. one consulting firm, one CPA firm, one placement firm, etc.)

- Two exhibit booth packages (10' x 20' carpeted space); 4 lunch passes included
- 12 name badges for booth attendees
- Premiere signage with other sponsors, plus booth sign at event
- Company listing on cover of conference brochure, mailed to over 25,000 people (when payment is received by June 25, 2012)
- Company listing in all conference marketing materials
- Full page color ad in the conference program (deadline for artwork is July 20, 2012; send a high-resolution PDF file to jetzbach@gscpa.org)
- One page of company literature included in attendee bag
- List and mailing labels of attendees for a one time mailing (upon request)
- Two conference registrations (Full time employees of the sponsor; lunch included; must register employees separately with the GSCPA CPE Department at 404-504-2985)

Previous Gold Sponsors

Aflac
CCH, a Wolters Kluwer business
CPA2Biz
Intuit
Payroll Solutions
RBC Centura Bank
The Intersect Group

Silver Sponsorship Package

Silver Sponsorship: \$3,000

Limited to one business type (i.e. one consulting firm, one CPA firm, one placement firm, etc.)

- One exhibit booth package (10' x 10' carpeted space); 2 lunch passes included
- Six name badges for booth attendees
- Premiere signage with other sponsors, plus booth sign at event
- Premium company listing in conference brochure, mailed to over 25,000 people (when payment is received by June 25, 2012)
- Company listing in all conference marketing materials
- Half page color ad in the conference program (deadline for artwork is July 20, 2012; send a high-resolution PDF file to jetzbach@gscpa.org)
- List and mailing labels of attendees for a one time mailing (upon request)
- Option to attend conference at half the price of an early member registration (Full time employees of the sponsor; lunch included; must register employees separately with the GSCPA CPE Department at 404-504-2985. Limit 1.)

Previous Silver Sponsors

PricewaterhouseCoopers
Mercer University, Atlanta
Xcentric

Exhibitor Packages

One Booth Package

\$1,200 paid by 3/31/12

\$1,600 paid after 3/31/12

- One 10' x 10' carpeted space, including one table and two chairs
- Two lunch passes per day (additional passes can be purchased)
- Six name badges for booth attendees
- Company listing in conference brochure (when payment is received by June 25, 2012)
- Online Exhibitor Profile - includes company name, booth number, link to exhibitor's web site and 50 word company description. This page is linked from the GSCPA conference web page.
- Company listing in printed conference marketing material
- List and mailing labels of attendees for a one time mailing (upon request)

Two Booth Package

\$2,200 paid by 3/31/12 (a savings of \$200)

\$3,000 paid after 3/31/12 (a savings of \$200)

- Two 10' x 10' carpeted space, including two tables and four chairs
- Four lunch passes per day (additional passes can be purchased)
- 12 name badges for booth attendees
- Additional items as detailed above in the One Booth Package

Four Booth Package

\$4,000 paid by 3/31/12 (a savings of \$800)

\$5,600 paid after 3/31/12 (a savings of \$800)

- Four 10' x 10' carpeted space, including four tables and eight chairs
- Eight lunch passes per day (additional passes can be purchased)
- 18 name badges for booth attendees
- Additional items as detailed above in the One Booth Package

Exhibitors are responsible for:

- Identifying signage or banners
- Requesting the mailing labels
- Updating contact information with the Communications Department
- Telephone/Internet connection
- Electrical connection
- Additional easels or tables
- Shipping/Freight

Additional Sponsorships

Official Show Tote Bag

\$4000

Each SEAS attendee receives a tote bag containing show information. Exclusive to one sponsor, the bags will be imprinted with sponsor logo (one color) on one side and the GSCPA logo on the reverse side. The tote bag sponsor also receives one exhibit booth package (see page 5 for details).

Cyber Café

\$3000

Exclusive to one sponsor, the Cyber Café offers attendees the opportunity to take a break and check their email between sessions. Sponsorship includes premiere signage (large banner with company logo above the café), premier location (at the front or center of the exhibit hall) and one exhibit booth package (see page 5 for details).

Lanyards

\$1500

Exclusive to one sponsor, lanyards imprinted with the company name or logo will be placed at the registration desk for attendees. Lanyards produced by sponsoring company.

Display Ads in Show Program

\$800 for full page

\$400 for half page

Market your business through the SEAS program. This full color book provides valuable information to attendees that they refer to throughout the year. Available to paid sponsors/exhibitors only. Deadline for artwork is June 15, 2012. Please send a high resolution PDF to jetzbach@gscpa.org.

Promotional Item Inserted in Tote Bag

\$500

A one-page piece of literature provided by your company. Available to paid sponsors/exhibitors only.

Other Sponsorships

Other sponsorship opportunities, such as breaks and lunch, are available. Please contact Elizabeth Kistler at 404-504-2941 or ekistler@gscpa.org for more information.

2012 Sponsor & Exhibitor Application/Contract

2012 Southeastern Accounting Show
August 29-30, 2012 • Event No. 13089

Contact and Company Information

Marketing Contact Name* _____
Title _____
Firm/Company _____
Address _____
City/State/Zip _____
Phone _____
Fax _____
Email _____

On-site Contact Name** _____
Title _____
Firm/Company _____
Address _____
City/State/Zip _____
Phone _____
Fax _____
Email _____

Company Information***

Web Site Address _____
Product/Service _____

**Marketing contact is the person who the GSCPAs' Communications Department will work with to obtain the exhibitor/sponsor application, payment, booth selection, signed contract, company description and logo.*

***On-site contact is the person who will be attending SEAS and who the GSCPAs' Exhibitor Coordinator will work with on the day-of details, such as set-up/tear down details, travel arrangements and additional services needed during the show.*

****Your company's 50-word description is required to accompany this application before it can be processed and before booth selection can be honored. The GSCPA reserves the right to edit your company's description.*

Booth Selection

Booth space for the 2012 Southeastern Accounting Show will be assigned in the first quarter of 2012. For information on booth availability, please contact Elizabeth Kistler at 404-504-2941 or ekistler@gscpa.org. Sponsors and exhibitors from the 2011 show have right of first refusal of booth space once the 2012 floor plan has been finalized.

Sponsorship Levels

<input type="checkbox"/>	Gold Sponsor	\$5,000
<input type="checkbox"/>	Silver Sponsor	\$3,000
<input type="checkbox"/>	Tote Bag Sponsor	\$4,000

<input type="checkbox"/>	Cyber Café Sponsor	\$3,000
<input type="checkbox"/>	Lanyard Sponsor	\$1500
<input type="checkbox"/>	Full page ad in show program	\$800
<input type="checkbox"/>	Half page ad in show program	\$400

Exhibitor Package

<input type="checkbox"/>	One Booth - 10x10 (payment received by 3/31/12)	\$1,200
<input type="checkbox"/>	One Booth - 10x10 (payment received after 3/31/12)	\$1,600
<input type="checkbox"/>	Two Booths - 10x20 (payment received by 3/31/12)	\$2,200
<input type="checkbox"/>	Two Booths - 10x20 (payment received after 3/31/12)	\$3,000
<input type="checkbox"/>	Four Booths - 20x20 (payment received by 3/31/12)	\$4,000
<input type="checkbox"/>	Four Booths - 20x20 (payment received after 3/31/12)	\$5,600
<input type="checkbox"/>	Promotional Item in Tote Bag (provided by your company)	\$500

Other sponsorship opportunities, such as breaks, lunch and the cocktail reception, are available. Please contact Elizabeth Kistler at 404-504-2941 or ekistler@gscpa.org for more information.

Total Sponsorship/Exhibitor Amount: \$ _____ (payment must accompany application)

Payment Method

- Check enclosed payable to the Georgia Society of CPAs
 Visa MasterCard American Express Discover • Personal Card Company Card

Card# _____

Exp. Date _____

Cardholder Name _____

Signature _____

Cancellation Policy

Cancellations are fully refundable if submitted in writing at least 90 calendar days or more prior to the conference. Cancellations submitted in writing 89 to 31 days prior to the conference will receive a 50 percent refund. **No refunds will be given to cancellations received 30 days or less prior to the conference.**

Your signature below indicates that you understand and agree to the terms printed on pages 10 and 11 of this booklet. Booths will not be reserved without the company representative's signature.

Company Representative's Signature

Date

Please send completed and signed application with payment to: Elizabeth Kistler, public relations manager, GSCPA, 3353 Peachtree Road NE, Suite 400, Atlanta, GA 30326-1414 Fax 404-237-1291 • Phone 404-504-2941 • ekistler@gscpa.org

Items to Note

Items shipped to conference facilities generally incur a fee. Directions, parking, set up, tear down, accommodations, exhibit hours, additional information and a contract will be provided after your completed application and payment has been received.

Company Description

Your application cannot be processed without a description of your company's products and services. Where appropriate, this information will be used to promote your company to conference attendees. All descriptions are limited to 50 words. **The description must accompany application.** The GSCPA reserves the right to edit your company's description.

Cancellation Policy

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Name Badges

Exhibitors are encouraged to wear their own company name badges to the show. Six name badges per booth are included in sponsorship and exhibitor packages. Additional badges are available for \$10 per badge.

Previous Exhibitors

ADP Small Business Services	Paychex, Inc.
Becker Professional Education	Payroll 1, Inc
Bedford Strategies and Solutions	Premier Binding
BlueWave Computing	PrimePay
Brown & Brown Insurance, Inc.	Pritchard & Jerden, Inc
Capitol Investment Advisors, Inc.	Profit Developers, Inc.
CCH, A Wolters Kluwer	Recycletronics at the Tommy Nobis Center
Choice Payroll Services	Resource Alliance
Concur	Robert Half International Inc
Crow Friedman Group, LLC	Robertson & Gable, LLC
Drake Software	RoKa Wealth Strategists
E. Mochila, Inc.	Sage Software (Best Software)
eFile Cabinet	Sir Speedy
Film Production Capital, LLC	State Tax Credit Exchange
GA Film, Music & Digital Entertainment Office	Strategies Group, Inc.
Guardian Life Insurance Co. of America	Summit Marketing
KBKG	SurePayroll
Leapfrog Services, Inc.	Taxworks by Redgear Technologies
Monroe Systems for Business	The Intersect Group
Morgan Stanley Smith Barney	The Social Train
National Financial Services Group	Thompson Tax & Accounting
Netchex	Thomson Reuters
Office Tools Professional	WorldPay
Ovation Payroll	

Terms of the Contract

1. Each single booth at the Southeastern Accounting Show (SEAS) will have a booth space rental of \$1,600 per booth. Booth space rental will cost \$1,200 for those who register and pay the balance before March 31, 2012. Discount rates for multiple booths are as outlined under "Booth Costs" on the application.
2. Payment in the amount of 50 percent or full payment must accompany the application/contract. The balance must be paid by August 1, 2012. Exhibitors will not be allowed access to the exhibit hall until all fees are paid in full.
3. Exhibitors are required to have an attendant at their exhibit booth at all times during show hours.
4. Move-in time for SEAS is Tuesday, August 28, 2012, from 1-6 p.m. and move-out time is Thursday, August 30, 2012, at 3:30 p.m.
5. List and mailing labels of attendees for a one time mailing. Labels are available upon request.
6. This agreement is for exhibit space only; course materials are not included. Exhibitors may attend the program only if they formally register as a participant by paying the registration fee in addition to the exhibit fee.
7. GSCPA management reserves the right to approve the character of any exhibit, any goods therein and the attendant advertising and sales promotion and to prohibit anything which in its judgment because of noise or other objectionable features may detract from the show in general.
8. Six name badges per booth will be provided as part of the sponsorship/exhibitor package. If additional name badges are needed, they may be purchased at \$10 per badge.
9. All sound equipment must be regulated so that it does not disturb neighboring exhibits. The GSCPA reserves the right to determine at what point sound constitutes interference with others and must be discontinued. Due to regulations by the music industry regarding music at public meetings, conventions and shows, exhibitors may not play music during the trade show, either live or recorded.
10. Exhibitors will not be permitted to assign, sublet or share with others any part of the space allotted to them.
11. GSCPA management reserves the right to require any exhibitor to move his exhibit to another location if it is in the best interest of the show.
12. No exhibitor is to begin dismantling prior to the close of the show. Any exhibitor dismantling prior to the close of the show will forfeit his company's right to exhibit at future meetings of the GSCPA.
13. Advertising materials cannot be distributed outside of the exhibitor's booth.
14. Booths must be kept clean. The floor and display areas of the booth must be clear of debris. Exhibitors will be liable for any extra clean-up costs incurred due to displays, food machines and other means.
15. The use of promotions, premiums, lotteries or giveaway contests must be approved by GSCPA management. Such approval may be granted or withheld with or without cause at the discretion of GSCPA management.
16. Use of electrical current is confined to lighting or the operation of such equipment that is harmless, noiseless and does not release undesirable odors.

17. Objectionable practices by exhibitors or official suppliers should be reported immediately and not after the show is completed.

18. No children under 16 years of age will be allowed in the exhibit area at any time.

19. It is agreed that the GSCPA and the host facilities shall not be liable for any damage to, or destruction of, any exhibit from any cause or for the theft or disappearance of any exhibit or any property contained in or about the exhibit booth area.

20. The exhibitor agrees to indemnify and hold harmless the GSCPA and the host facilities or their employees or their representatives against any and all liabilities for damage, injury or loss to all persons and any and all claims arising out of acts or omissions of exhibitors, their employees or their representatives.

21. The GSCPA will not be held responsible or liable for charges or damages for any failure of performance due to acts of nature, labor disputes, shortage of materials, governmental authority, or other circumstances beyond reasonable control of either party.

22. Insurance, if desired by the exhibitors, must be obtained at their own expense.

23. Exhibitors will not offer educational/training or other programs within the show facility simultaneous to GSCPA Accounting Show-related programs.

24. The GSCPA is not responsible for monitoring the proximity of competitors' booths.

Booth Construction

25. All electrical work and electrical wiring must be approved and installed in accordance with regulations established by the officials of the Fire Marshall's Office.

26. No construction will be allowed at the sides or above the booth which may obscure the view of any adjacent booths.

27. All materials used for decorating must be flameproof.

28. Construction and signs that are above 8 feet in height are to be approved by GSCPA management.

29. All applicable city, county and state codes and ordinances must be complied with, as well as those of the host facilities.

30. Nothing shall be posted on, tacked, nailed or otherwise affixed to columns, walls, floors or other parts of the buildings, furniture or equipment.

Booth Assignment

31. SEAS exhibitors of the 2010 show have the first right of refusal of their 2010 booth space. If that space is not reserved by March 31, 2012, it will be open to any exhibitor, new or returning.

ADA Requirements

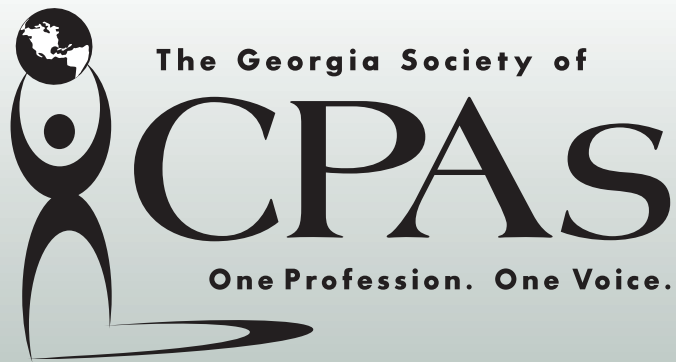
32. In accordance with ADA requirements, if you are disabled and require special services, please contact our office.

Interpretation of Rules

33. The interpretation of all rules and regulations is the responsibility of the GSCPA Executive Committee or their designated representative. All decisions of said group or representatives are final.

Cancellation Policy

34. Cancellations are fully refundable if submitted in writing at least 90 calendar days or more prior to the conference. Cancellations submitted in writing 89 to 31 calendar day prior to the conference will receive a 50 percent refund. **No refunds will be given to cancellations received 30 days or less prior to the conference.**



Atlanta Financial Center
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