



THE GEORGIA SOCIETY OF CPAs



SOUTHEASTERN ACCOUNTING SHOW

August 30-31, 2017

Cobb Galleria Centre

Atlanta, Georgia

MARKETING OPPORTUNITIES

SHOW DATES:

Wednesday, August 30 - Thursday, August 31

EXHIBITOR SET-UP DATE:

Tuesday, August 29

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 the premier accounting show in the Southeast. This two day show includes the hottest trends in accounting issues, business and industry, taxation, technology and much more.

Reserve a booth today! Over 1,200 CPAs attend the Southeastern Accounting Show looking to network, earn continuing professional education 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 website.

■ THE SOUTHEASTERN ACCOUNTING SHOW INCLUDES:

- Reception breaks and lunch served in the exhibit hall
- ReCharge Station 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, Facebook and much more
- An exhibitor showcase that is open to the public

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.
GSCPA wants you to reach your selling potential. Register today!**

■ 2017 FLOOR PLAN

Booth space for the 2017 Southeastern Accounting Show will be assigned by Elizabeth Cook. For information on booth availability, contact Elizabeth Cook at 404-504-2941 or ecook@gscpa.org.

■ 2017 SHOW TIMES

MOVE-IN

Tuesday, August 29, 2017

MOVE-OUT

Thursday, August 31, 2017

SHOW SCHEDULE

Wednesday, August 30, 2017 • 6:15 a.m. - 5 p.m.

Thursday, August 31, 2017 • 6:15 a.m. - 3:30 p.m.

SPONSORSHIP OPPORTUNITIES

GOLD SPONSORSHIP PACKAGE: \$5000

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

- Two exhibit booth packages (10' x 20' carpeted space, four lunch passes, twelve name badges)
- Signage with company logo displayed at event, plus booth sign at event
- Company logo in printed conference marketing material
- Full page color ad in the conference program
(deadline for artwork is July 1, 2017; send a high-resolution PDF file to ecook@gscpa.org)
- One page of company literature included in attendee bag
- Two conference registrations (Full-time employees of the sponsor; lunch included; must register employees separately with GSCPA CPE Department at 404-504-2985)
- List of attendees; labels are available upon request (one time mailing)

PREVIOUS GOLD SPONSORS

BCG Systems, Inc. | Farmers Insurance | Office Tools

SILVER SPONSORSHIP PACKAGE: \$3000

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

- One exhibit booth packages (10' x 10' carpeted space, two lunch passes, six name badges)
- Signage with company logo displayed at event, plus booth sign at event
- Company logo in printed conference marketing material
- Half page color ad in the conference program
(deadline for artwork is July 1, 2017; send a high-resolution PDF file to ecook@gscpa.org)
- Option to attend conference at half price of an early member registration (Full-time employees of the sponsor; lunch included; must register employees separately with GSCPA CPE Department at 404-504-2985)
- List of attendees; labels are available upon request (one time mailing)

PREVIOUS SILVER SPONSORS

CCH, a Wolters Kluwer business | CGMA | McMillian & Associates

COMING SOON: FLOOR PLAN & EXHIBIT HALL INFORMATION

QUESTIONS OR THE MOST RECENT UPDATES CONTACT:

Elizabeth Cook, Director, Membership & Communications

The Georgia Society of CPAs | Six Concourse Parkway, Suite 800 | Atlanta, GA 30328

Fax: 404-237-1291 | Phone: 404-504-2941 | ecook@gscpa.org

ADDITIONAL SPONSORSHIP OPPORTUNITIES

OFFICIAL SHOW TOTE BAG SPONSORSHIP: \$4000

Limited to one per conference; bag provided by sponsor

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

RECHARGE STATION: \$3000

Limited to one per conference

The ReCharge Station offers attendees the opportunity to take a break and charge their devices between sessions. Sponsorship includes ReCharge unit signage indicating sponsorship, location in and around the designated ReCharge unit, promotion in program materials and one exhibit booth package.

LANYARD SPONSORSHIP: \$3000

Limited to one per conference; lanyard provided by sponsor

Lanyards imprinted with the company name or logo will be placed in the attendees' registration packet. Lanyards produced by sponsoring company (with GSCPA approval).

WI-FI SPONSORSHIP: CALL FOR PRICING + DETAILS

Limited to one per conference

Please call Elizabeth Cook at 404-504-2941 or email ecook@gscpa.org for pricing on WiFi sponsorship.

DISPLAY ADS IN SHOW PROGRAM: \$800/FULL-PAGE AD; \$400/HALF-PAGE AD

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 July 1, 2017. Please send a high resolution PDF to ecook@gscpa.org by deadline.

BREAK SPONSORSHIP: \$750 PER BREAK

Between CPE sessions, the attendees enjoy a short break for beverages and networking.

- Signage with company logo displayed at event
- Company listing (text-only) in conference material
- Company listing (text only) on conference web page with a link to company website
- Company listing (text only) in additional convention marketing (i.e. attendee updates; registration reminders)
- List of attendees; labels are available upon request (one time mailing)

PROMOTIONAL ITEM SPONSORSHIP: \$1200

Item provided by sponsor

A one-page piece of literature provided by your company will be inserted into the tote bag attendees receive upon arrival. Available to paid sponsors/exhibitors only.

ADDITIONAL SPONSORSHIPS

Stay tuned for additional sponsorship opportunities! For the most up-to-date information regarding SEAS sponsorships, please call Elizabeth Cook at 404-504-2941 or email ecook@gscpa.org.

EXHIBITOR PACKAGES

ONE BOOTH PACKAGE: \$1200 PAID BY 3/31/17; \$1600 PAID AFTER 3/31/17

- One 10'x10' carpeted space including one table and two chairs
- Two lunch passes per day (additional passes can be purchased)
- Six name badges for booth attendees
- Online Exhibitor Profile which includes company name, booth number, link to exhibitor's website and 50 word company description. This page is linked from GSCPA conference webpage.
- Company listing (text only) in conference brochure
- Company listing (text only) in additional conference marketing (i.e. attendee updates; registration reminders)
- List of attendees; labels are available upon request (one time mailing)

TWO BOOTH PACKAGE: \$2200 PAID BY 3/31/17; \$3000 PAID AFTER 3/31/17

- Two 10'x10' carpeted spaces including two tables and four chairs
- Four lunch passes per day (additional passes can be purchased)
- Twelve name badges for booth attendees
- Online Exhibitor Profile which includes company name, booth number, link to exhibitor's website and 50 word company description. This page is linked from GSCPA conference webpage.
- Company listing (text only) in conference brochure
- Company listing (text only) in additional conference marketing (i.e. attendee updates; registration reminders)
- List of attendees; labels are available upon request (one time mailing)

FOUR BOOTH PACKAGE: \$4000 PAID BY 3/31/17; \$5600 PAID AFTER 3/31/17

- Four 10'x10' carpeted spaces including four tables and eight chairs
- Eight lunch passes per day (additional passes can be purchased)
- Eighteen name badges for booth attendees
- Online Exhibitor Profile which includes company name, booth number, link to exhibitor's website and 50 word company description. This page is linked from GSCPA conference webpage.
- Company listing (text only) in conference brochure
- Company listing (text only) in additional conference marketing (i.e. attendee updates; registration reminders)
- List of attendees; labels are available upon request (one time mailing)

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



SOUTHEASTERN ACCOUNTING SHOW

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 _____

Additional representatives at a cost of \$250-\$650/person. Please call Elizabeth Cook to confirm cost for additional reps.

Company Information***

Web Site Address _____

Product/Service _____

**Marketing contact is the person who GSCPA staff 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 the event and who GSCPA staff will work with on the day-of details, such as set-up/tear down details, travel arrangements and additional services needed during the show.*

CANCELLATION POLICY

Cancellations are fully refundable if submitted in writing 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.

SPONSOR PACKAGES

<input type="checkbox"/> Gold Sponsorship	\$5000
<input type="checkbox"/> Silver Sponsorship	\$3000
<input type="checkbox"/> Official Show Tote Bag Sponsorship	\$4000
<input type="checkbox"/> ReCharge Station Sponsorship	\$3000
<input type="checkbox"/> Lanyard Sponsorship	\$3500
<input type="checkbox"/> Wi-Fi Sponsorship	Please call for rate
<input type="checkbox"/> Display Ads In Show Program	\$800/full page \$400/half page
<input type="checkbox"/> Break Sponsorship	\$750
<input type="checkbox"/> Promotional Item Sponsorship	\$1200

EXHIBITOR PACKAGES

<input type="checkbox"/> One Booth by March 31, 2017	\$1200
<input type="checkbox"/> One Booth after March 31, 2017	\$1600
<input type="checkbox"/> Two Booths by March 31, 2017	\$2200
<input type="checkbox"/> Two Booths after March 31, 2017	\$3000
<input type="checkbox"/> Four Booths by March 31, 2017	\$4000
<input type="checkbox"/> Four Booths after March 31, 2017	\$5600

GRAND TOTAL

\$_____

PAYMENT INFORMATION

Check enclosed payable to The Georgia Society of CPAs

Visa MasterCard AmEx Discover Personal Card OR Company Card

Card# _____ Exp. Date _____

Cardholder Name _____

Signature _____

*Your signature below indicates that you understand and agree to the terms printed on the following pages.
Space will not be reserved without the company representative's signature.*

Company Representative's Signature

Date

Please complete application and fax or mail with payment to:

Elizabeth Cook, Director, Membership & Communications
The Georgia Society of CPAs | Six Concourse Parkway, Suite 800 | Atlanta, GA 30328
Fax: 404-237-1291 | Phone: 404-504-2941 | ecook@gscpa.org

ITEMS TO NOTE

SHIPPED ITEMS

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

PREVIOUS EXHIBITORS (PARTIAL LISTING)

6 Degrees Group
ADP, Inc.
Advanta IRA Group
Akins Professional Brokerage Inc.
Ameriprise Financial
AXA Advisors
Bedford Cost Segregation
Bennett Thrasher Technology Services
Blue Rose Promotions
CAMICO/NFP
CentralBOS
Cetrom
Coaxis Cloud
Corporate Tax Incentives
CPACharge
Deans Consulting, LLC
Drake Software
Ernst & Morris Cost Segregation
FINSYNC
GilsbarPRO
HKT Custom Clothiers
Interlogic Outsourcing, Inc.
The Intersect Group
Intuit
JETT Business Technology
Ledgent Search Group
McMillian & Associates

Mercer University
Merrill Lynch, Pierce, Fenner & Smith
Mom Talent LLC
Netchex
Office Tools
The Online Incentives Exchange, LLC
Paycor
Pearl Insurance
Professional Accounting Sales
ProRata
Risk Strategies Company
Robert Half
Robertson & Gable, LLC
Sage
Sikich LLP
Smart CR2
Standard Office Systems
State Tax Credit Exchange
Stonehenge Capital Company, LLC
Sugar Creek Capital
Thomson Reuters
Wolters Kluwer

The Georgia Society of CPAs

Terms of the Contract

1. Each single booth at each GSCPA conference will have a booth space rental fee per booth. Booth space rental fees and deadlines are outlined on pages 5-7 of this booklet.

2. Payment must accompany the application/contract. Exhibitors will not be allowed access to the conference until all fees are paid in full.

3. Exhibitors are required to have an attendant at their exhibit at all times during show hours.

4. List and mailing labels of attendees for a one time mailing. Labels are available upon request. Exhibitors and sponsors will not be permitted to electronically reproduce attendees' contact information from hard copy lists and mailing labels.

5. 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.

6. 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.

7. All sound equipment must be regulated so that it does not disturb neighboring exhibits. 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 conference, either live or recorded.

8. Exhibitors will not be permitted to assign, sublet or share with others any part of the space allotted to them.

9. GSCPA management reserves the right to require any exhibitor to move his/her exhibit to another location if it is in the best interest of the show.

10. No exhibitor is to begin dismantling prior to the close of the conference. Any exhibitor dismantling prior to the close of the conference will forfeit his company's right to exhibit at future meetings of the GSCPA.

11. Advertising materials cannot be distributed outside of the exhibitor's booth.

12. 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.

13. 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.

14. Use of electrical current is confined to lighting or the operation of such equipment that is harmless, noiseless and does not release undesirable odors.

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

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

17. It is agreed that 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.

18. The exhibitor agrees to indemnify and hold harmless 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.

19. 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.

The Georgia Society of CPAs

Terms of the Contract

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

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

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

Booth Construction

23. 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.

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

25. All materials used for decorating must be flameproof.

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

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

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

ADA Requirements

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

Interpretation of Rules

30. The interpretation of all rules and regulations is the responsibility of GSCPA Board of Directors or their designated representative. All decisions of said group or representatives are final.

Cancellation Policy

31. 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.