

# 2017

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## SPONSOR & MARKETING GUIDE

***COME  
CELEBRATE  
OUR 15TH YEAR  
WITH US***

**SYMPOSIUM  
WEDNESDAY  
THURSDAY  
FRIDAY  
NOVEMBER 15, 16, 17**

**EXHIBITS  
WEDNESDAY  
THURSDAY  
NOVEMBER 15, 16**

**TECHNOLOGY DAY  
FRIDAY  
NOVEMBER 17**



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**CREST HOLLOW COUNTRY CLUB • WOODBURY, NEW YORK**

## THE PREMIER EVENT FOR INDEPENDENT TAX PROFESSIONALS



IN CONJUNCTION WITH



The Association of Divorce  
Financial Planners



Financial Planning Association—  
Long Island Chapter



Foundation for Accounting  
Education



Nassau Academy of Law



National Association of  
Tax Professionals



New York Society of  
Independent Accountants



NYS Society of Enrolled Agents –  
Long Island Chapter

### The 15th Annual Long Island Tax Symposium

Presented by the Nassau/Suffolk Chapter of the National Conference of CPA Practitioners. It is the gathering place for Tax Professionals to network, to update their knowledge, renew friendships and visit current and prospective vendors.

### No other venue offers the marketing opportunities this event provides

Whether you are selling directly to these professionals or looking for their client recommendations, the Symposium provides a great opportunity to present your products in a positive, exciting and open environment.

### The Exhibition Hall is an Integral Part of the Symposium

The two day exhibition hall is designed for business... Open from 7:00 am to 7:00 pm on Wednesday, and 7:00 am to 3:30 pm on Thursday, it boasts several dozen exhibitors of all sizes including ADP, Intuit, Thomson Reuters, Accountants World, KBKG and more.

The Exhibition Hall is the nerve center of the Symposium. It is where the coffee breaks are held, the location of the after-hours cocktail and networking party and the place where awards are presented and raffles are held.

### Sponsorships to Fit All Budgets

Sponsorship opportunities include coffee breaks, luncheons, the well-used Exhibitor Directory and Buying Guide and the special welcome package with its plethora of branded gifts including tax guides, useful office devices and the souvenir bag itself.

We encourage you to select the opportunities that best match your marketing goals, mark your calendar and review this Exhibitor/Sponsor Package selecting the options that work best for you. Then call Kathy Casey at 516-997-9500 ext. 3 to review your selections.

We look forward to your participation in the 15th Annual Long Island Tax Professionals Symposium.

### Friday is Technology Day

LITPS is excited to, once again, offer our unique Technology Day venue on Day 3 of the Symposium. Open from 7:30 am to 3:30 pm, the exhibit hall is converted to a plethora of technology driven vendors and products. Attendees are encouraged to visit and engage in in-depth discussions with the specific vendors participating. All vendors with technology driven products and systems are invited to apply for participation in this focused event and present their latest technology advances to the unique Tax Professional audience of LITPS.

Call Kathy Casey for more information, 516-977-9500, Ext 3.

### IMPORTANT DATES

Make the most of your LITPS efforts  
JULY

- Most exhibits are sold by mid to late July – Reserve early
- Most sponsorships are sold by end of summer

### SEPTEMBER

- Exhibit space on hold must be paid by September 1
- Sponsorship items requiring art must be submitted by September 1
- Room Sponsorship commitments due by September 1 (with camera ready logo)

### OCTOBER

- Exhibitor Guide ad close is October 1, 2017
- Exhibitor commitments and payment must be received by October 3, to be listed in the Exhibitor Guide

### Follow These Simple Steps: Make your selection from pages

1. Select your:
  - Sponsorship choice, page 5
  - Exhibitor Directory ad size, page 7
  - Exhibitor package see page 5
2. Fill out:
  - Sponsor & Exhibitor Worksheet form, page 5
3. Sign and Copy pages 5 & 7.
4. Call Kathy Casey at 516-997-9500 Ext. 3 to confirm your selections.
5. Mail or Fax pages 5 & 7 to NIS Chapter of nccpa.

**NASSAU/SUFFOLK CHAPTER -  
NATIONAL CONFERENCE  
OF CPA PRACTITIONERS**  
22 Jericho Turnpike, Suite 110  
Mineola, New York 11501  
516-997-9500 Ext. 3 • Fax 516-997-5155  
www.LITPS.org  
LITS@litaxSymposium.org



Enjoying and Learning on the Exhibitor Floor

## LITPS BASICS AT A GLANCE



### PRIMARY SPONSOR

Sponsored by the Nassau/Suffolk Chapter of the National Conference of CPA Practitioners with more than 600 member firms including some 1600 individual members representing the decision-makers of their firms.

### ADDITIONAL SPONSORS

- Association of Divorce Financial Planners
- Financial Planning Association – Long Island Chapter
- National Association of Tax Professionals – New York Chapter
- New York Society of Independent Accountants
- New York State Society of Enrolled Agents – Long Island Chapter
- Nassau Academy of Law
- Foundation for Accounting Education, an affiliate of NYSSPCA

### LOCATION

**The 15th Annual LITPS...LONG ISLAND TAX PROFESSIONALS SYMPOSIUM**, NOVEMBER 15, 16, 17, 2017 returns to the Crest Hollow Country Club, 8325 Jericho Turnpike, Woodbury, NY 11797  
516-692-8000

### HISTORY

The Long Island Tax Professionals Symposium (LITPS) is a fifteen-year old event started by the Internal Revenue Service. Shortly thereafter, Nassau/Suffolk Chapter of nCPCPA was asked to be the primary sponsor and coordinator of the Symposium. In 2005 the Symposium expanded to the Crest Hollow Country Club.

### 2017 EVENT

The Symposium is a significant forum for over 650 CPAs, Enrolled Agents, corporate tax executives, financial planners and attorneys in the tri-state area. It provides up-to-date, authoritative information on the latest tax laws and interpretations affecting their profession.

### THREE DAY SEMINAR PROGRAM

The seminar program consists of more than 80 professional presentations some of which are scheduled twice during the three days to provide optimum flexibility and choices for the attendees. The forums are presented by acknowledged leaders and experts in their respective fields and includes speakers from the IRS, NYS, the Social Security Administration and local government tax officials.

### EDUCATION

Attendees can earn Continuing Professional Education credits with their participation in the Symposium.

### IRS CASE RESOLUTION

The IRS Case Resolution Room provides an opportunity to resolve client issues through IRS' Everyday Tax Solutions assistance and the Taxpayer Advocate Service.

### NYS CASE RESOLUTION

NYS representatives with specialized experience are available – by advance appointment only – to meet one-on-one with a practitioner to discuss a client's tax case.

### SOFTWARE SEMINARS

Intuit QuickBooks, Lacerte e-file and Ultratix CS by Thomson present special seminars on accounting and tax specific software. (Subject to availability)

### INDUSTRY EXHIBITS - TWO FULL DAYS

The Symposium provides a two day forum for exhibitors, including time for attendees to meet with exhibitor personnel. Exhibits are open from 7am to 7pm on Wednesday, and 7am to 3:30pm on Thursday. Participating exhibitors, representing a diverse range of products and services utilized by the attendees, include: Banks, Financial Services Firms, Payroll Facilitators, Office Equipment Vendors, Mortgage Firms, Software Manufacturers, Insurance Firms and more.

### SOCIAL

Keynote speaker sponsored breakfasts, luncheons, and coffee breaks round out the social, business and sponsorship opportunities at the Symposium. Wednesday's cocktail/networking party and coffee breaks are held on the exhibit floor for all participants. The Symposium provides announcement capability for exhibitors to announce winners of drawings.

### REGISTRATION

Each Symposium attendee receives a complimentary classic carrying bag containing a variety of products upon arrival.

### ACCOMMODATIONS

Special Hotel Rate Available\*: The Inn at Fox Hollow, 7755 Jericho Turnpike, Woodbury, Long Island, NY 11797. Phone 1-800-291-8090 or direct 516-224-8100.  
[www.theinnatfoxhollow.com](http://www.theinnatfoxhollow.com).  
\*Call Kathy Casey at Chapter office, 516-997-9500, Ext. 3, for details.

### WEBSITE

Additional information on the 15th Annual Long Island Tax Professionals Symposium can be found on the Symposium website: [www.LITPS.org](http://www.LITPS.org).

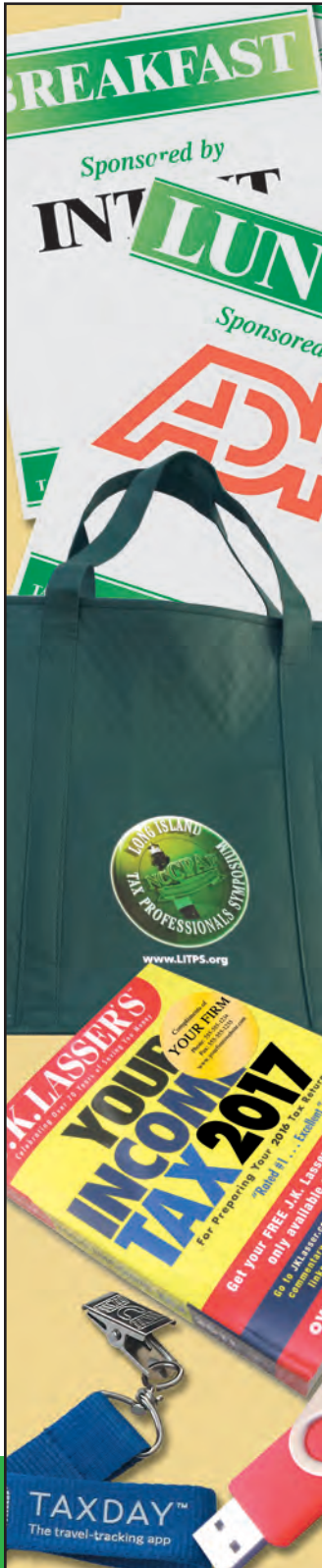
### CONTACT

Nassau/Suffolk Chapter - National Conference of CPA Practitioners  
22 Jericho Turnpike, Suite 110 • Mineola, New York 11501  
516-997-9500 Ext. 3 • Fax 516-997-5155 [www.litps.org](http://www.litps.org) • [LITS@litaxSymposium.org](mailto:LITS@litaxSymposium.org)



Welcome to LITPS and Exhibitor Floor

## SPONSOR & EXHIBITOR OPPORTUNITIES



- A Symposium Exhibitors** - All exhibits are located in the Plaza Room. Set up hours are 2:00 pm until 11:00 pm on Tuesday, November 14. Exhibitor personnel are welcome to enjoy lunch with the seminar attendees. See worksheet for pricing.
- To improve traffic flow we have added a third food and beverage station. This, and other improvements, reduced the number of exhibit spaces available. We suggest reserving your space quickly. Normally, most exhibits are sold out by mid to late July. Exhibitor commitments and payments must be received by October 3 to be listed in Exhibitor Guide and Directory.
- B Room Sponsorships** - Only three available. Put your name on one of the three major symposium presentation rooms all three days of LITPS! (\$4500 for three days.)
- Room sponsors may place their literature and a self standing banner in their sponsored room throughout the symposium. In addition, the sponsor is invited to make a short, 3 minute, talk upon commencement of each session in the room and lunch is provided "Compliments of Your Company." Your company named room will also be displayed on all session schedules and promotion.
- C Lunch Sponsors** - The sponsors may distribute printed company brochures at lunch attendee seats and may place a self-standing banner in the room for all three days from approximately 12:30 pm to 1:30 pm. The sponsor will be given approximately 2 minutes, to speak about their products, services, and benefits. (See page 7.)
- D Breakfast Sponsors** - The sponsors may distribute company printed brochures and may have a self-standing banner in the pre-function area next to the registration desk from 7:30 am to 10:15 am and mingle with guests inside the pre-function area. \$1000 per day.
- E Morning/Afternoon Coffee Sponsors** - Held on the Exhibit Hall Floor for maximum interaction. Sponsors may distribute their own company printed brochures next to the coffee/soda tables from 10:30 am until noon, and 3:00 pm until 5:00 pm. \$500 per day.
- F Souvenir Bag Sponsor** - Souvenir bags with the sponsor's name or logo, will be distributed to all attendees at registration. \*\$6000. First come, first served.
- G Master Tax Book Sponsor** - The Tax Guide is distributed to all attendees. The sponsor's name will be imprinted (app. 3" x 5") on the cover of the 2017 Master Tax Guide Book. In the event that the publisher does not offer adequate time for imprinting, the Massachusetts Chapter of nCCPA reserves the right to have the sponsor's name printed on an adhesive sticker and placed on the cover of the Tax Guide. \*\$5,000.
- H J.K. Lasser Book Sponsor** - Distributed in the souvenir bag to all attendees. Your company name is imprinted on an adhesive sticker (App 3" x 5"), affixed to the cover of the *J.K. Lasser 2016 Your Income Tax Book* \* \$5,000.
- Year 'round visibility.
- I Lanyard Sponsor** - Name Badge Lanyards with the sponsor's name (or logo) will be distributed to ALL registrants, speakers and exhibitors representatives at the event. \*\$2,500.
- J Advertising in nCCPA Journal** is available upon request. Please contact Etta Gelbien at 516-997-9500 Ext. 2 for additional information.
- K Exhibitor Directory/Buying Guide** - The LITPS publishes a Show Directory and Buying Guide that provides year-long information on exhibitors and all Guide advertisers.
- Closing is October 3, 2017. Exhibitor commitments and payments must be received by October 1 to be listed in Exhibitor Guide and Directory.
- \*Sponsor(s) will supply camera ready copy to the sponsor committee at least 60 days prior to the event and will incur any set up charges for the printing.



# SPONSOR & EXHIBITOR WORKSHEET

**EXHIBIT PACKAGE** *(See column at right, circle choice, and fill in amount)*

- A. Basic - \$2625 Silver - \$2975 Gold - \$3400 Platinum - \$3675 \$ \_\_\_\_\_
- B. Additional Company Reps Each/Per Day # \_\_\_\_\_ @ \$75 each/day *(to cover meals)* \$ \_\_\_\_\_  
*(first two are included with package)*
- C. Hard-Wired, High Speed Internet Connection \$500 \$ \_\_\_\_\_

**SPONSORSHIPS** *(Confirm availability with chapter office.)*

- D. Room Sponsors *(Full days, all three days, including lunch provided with concurrent classes.)*
  - Starlight Ballroom (large) - Lunch all three days \$4,500 \$ **SOLD**
  - Suburban Ballroom (large) - Lunch all three days \$4,500 \$ \_\_\_\_\_
  - Empire Ballroom (large) - Lunch all three days \$4,500 \$ \_\_\_\_\_
- E. Just Lunch
  - Terrace Room (medium) - Lunch all three days \$2,000 \$ \_\_\_\_\_
  - Hampton Room (small) - Lunch all three days \$1,000 \$ \_\_\_\_\_
  - The Cove (small) - Lunch all three days \$1,000 \$ \_\_\_\_\_
  - Emerald Room (small) - Lunch all three days \$1,000 \$ \_\_\_\_\_
- F. Breakfast Sponsor (per day)  Wed  Thurs  Fri \$1,000 \$ \_\_\_\_\_
- G. Morning/Afternoon Coffee (per day)  Wed  Thurs  Fri \$500 \$ \_\_\_\_\_
- H. Bag Sponsor \$6,000 \$ \_\_\_\_\_
- I. Master Tax Guide Book Sponsor \$5,000 \$ **SOLD**
- J. J.K. Lasser Book Sponsor \$5,000 \$ \_\_\_\_\_
- K. Lanyard Sponsor \$2,500 \$ \_\_\_\_\_
- L. Other \_\_\_\_\_ \$ \_\_\_\_\_

**ADVERTISING**

- M. Exhibitor Directory and Buying Guide \$ \_\_\_\_\_  
*For advertising opportunities and pricing see page 7.*
- N. SYMPOSIUM TOTAL INVESTMENT \$ \_\_\_\_\_

*Early Bird Discount Ends July 15*

Prior to submission Call Kathy Casey at 516-997-9500 Ext. 3 to confirm your selections and receive your Contract and Sponsor Exhibitor Package. Date Confirmed \_\_\_\_\_

Sponsor/Exhibitor Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Contact Person \_\_\_\_\_

Telephone Number \_\_\_\_\_ Fax Number \_\_\_\_\_

E-mail \_\_\_\_\_ Cell Phone \_\_\_\_\_

**Payment Information**

Amount Paid \$ \_\_\_\_\_ (Please make checks payable to "NASSAU/SUFFOLK CHAPTER of nccpap")  
 Check  MasterCard  Visa  American Express

**Credit Card Information**

Account No. \_\_\_\_\_ Exp. Date \_\_\_\_\_ CVV# \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Name *(as it appears on card)* \_\_\_\_\_

Billing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

## 2017 INCLUSIVE EXHIBITOR PACKAGES

Wednesday, November 15:  
Exhibits are open from 7 am to 7 pm featuring the Annual Cocktail/Networking Party, from 5:30 pm to 7 pm.

Thursday, November 16:  
Exhibits open from 7 am to 3:30 pm, featuring the Exhibitor/Attendee prize drawings, 2:30 pm to 3:30 pm

**TWO FULL DAYS BASIC EXHIBITOR PACKAGE - \$2625**

- Includes:
- High speed Internet • Electrical Service
  - Curtain back wall & dividers • Carpeting
  - 8' by 30" draped table • 2 chairs
  - Banner sign w/company name
  - Exhibitor ID badges
  - Exhibitor Directory and Buying Guide - Free Listing • Breakfast, Lunch, Coffee Breaks and Cocktail/Networking Party for two company representatives

**TWO FULL DAYS SILVER EXHIBITOR PACKAGE - \$2975**

- Basic Exhibitor Package plus:
- Exhibitor Directory and Buying Guide - Free half page, full-color ad, 50-word description of company
  - Website Logos on www.NS-ncCPAp.org and www.LITPS.org.
  - Large logo on Dining Room Banner

**TWO FULL DAYS GOLD EXHIBITOR PACKAGE - \$3400**

- Basic Exhibitor Package plus:
- Exhibitor Directory and Buying Guide - Free full page, full-color ad, 75-word description of company
  - Website Logos w/Hyperlink on www.NS-ncCPAp.org and www.LITPS.org
  - Extra large logo on Dining Room Banner
  - E-Promo Marketing - Pre-show

**TWO FULL DAYS + TECHNOLOGY DAY PLATINUM EXHIBITOR PACKAGE - \$3675**

- Basic Exhibitor Package plus:
- Exhibitor Directory and Buying Guide - Free cover ID, full page, full-color ad, 100-word description of company
  - Web Logos w/Hyperlink/Preferred Positioning www.NS-ncCPAp.org and www.LITPS.org
  - Extra large logo on Dining Room Banner
  - E-Promo Marketing - pre-show/post show

**COCKTAIL / NETWORKING PARTY**

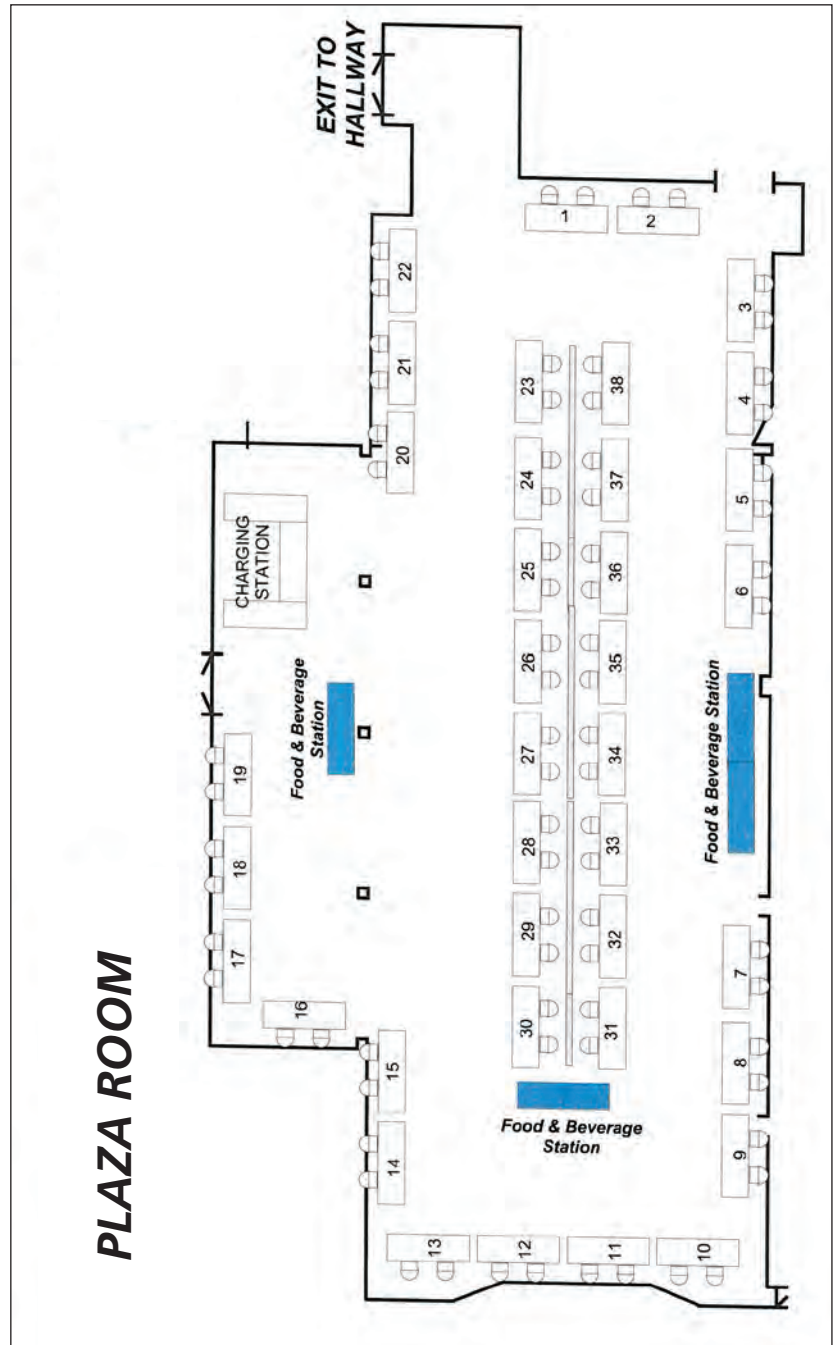
**WEDNESDAY, NOVEMBER 15  
5:30 PM TO 7:00 PM  
ON THE SHOW FLOOR**

**2016 SPONSORS & EXHIBITORS**

Please see the full list on the site:  
[litps.org](http://litps.org) under Exhibition Hall/Exhibitors

- AccountantsWorld
- Accumera, LLC
- ADP
- Advantage Payroll Services
- Algren Associates
- Applied Financial
- CMIT Solutions of Long Island
- Cost Segregation Services, Inc.
- Department of Labor Wage and Hour Division
- Economic Evaluation Group, Inc.
- Globalforce International, Inc.
- Guardian Life - Monte A. Sperling
- Inner PC
- Intercontinental Capital Group (ICG)
- Intuit
- IRS TAS/TAP
- Karp Loshak LTC Insurance
- KBKG
- Mainly Marketing
- Mash City Business
- National Conference of CPA Practitioners (NCCPAP)
- National Life Group
- NEFCU
- Office Tools
- Pace Professional
- Pareshah Financial Services
- Paychex
- Prime Pay
- QX Accounting Services
- Sales Tax Defense
- Starpay Inc.
- Suffolk Federal Credit Union
- TaxDay
- Taxtemp Staffing Inc.
- Thomson Reuters Checkpoint
- Thomson Reuters Tax & Accounting
- United Mortgage

**2017 TENTATIVE FLOOR PLAN**



Enjoying and Learning on the Exhibitor Floor

# ADVERTISE IN THE EXHIBITOR DIRECTORY & BUYING GUIDE

The *Exhibitor Directory & Buying Guide* is produced in conjunction with the Long Island Tax Professionals Symposium.

Printed in full color, in handy 5 1/2" x 8 1/2" magazine format, it lists each exhibiting vendor, booth location, contact information (including company name, address, telephone, fax, email, web address and reference to their ad location).

**Distribution:**

The *Exhibitor Directory & Buying Guide* has a print run of 2000. It will be distributed to each of the LITPS attendees.

In addition, the *Exhibitor Directory & Buying Guide* is distributed at other NCCPA National and Nassau/Suffolk Chapter events throughout the year. It is a year-round reference guide.



Sample pages from 2016 Exhibitor Directory and Buying Guide.

## Your Access To The Professional Tax Preparation and Financial Services Community LITPS EXHIBITOR DIRECTORY & BUYING GUIDE ORDER FORM

**Advertising Prices**

All prices include full color

**Ad Size (width x height)**

- Full Page (5" w x 7.85" h) \$750
- Inside Front Cover \$975   
(5.75" w x 8.75" h includes bleed)
- Half Page (horizontal, 5" w x 3.85" h) \$500
- Half Page (vertical, 2.375" w x 7.85" h) \$500
- 1/4 Page (horizontal, 5" w x 1.75" h) \$425
- 1/4 Page (vertical, 2.375" w x 3.85" h) \$425

**Advertising Close: October 3, 2017**

**Included with Exhibitor Packages:**

- Silver: 1/2 Page Ad
- Gold: Full Page Ad
- Platinum: Cover ID & Full Page Ad

**Order Here**

1. Check ad size desired.
2. Fill out name and company below.
3. Show amount on Sponsor and Exhibitor Worksheet (Page 5).
4. Be certain to include company and credit card information.
5. Please provide camera ready art or electronic files - (Hi resolution PDF preferred).  
Email to LITS@LITaxSymposium.org

Name \_\_\_\_\_

Company \_\_\_\_\_

E-mail \_\_\_\_\_

Telephone Number \_\_\_\_\_

Credit Card Number \_\_\_\_\_ CVW# \_\_\_\_\_ Exp Date \_\_\_\_\_

Name & Address on Credit Card \_\_\_\_\_

**Include this page with your contract**



Exhibitors and Attendees celebrating a great event!





**LITPS**  
**LONG ISLAND**  
**TAX PROFESSIONALS**  
**SYMPOSIUM**  
NASSAU/SUFFOLK CHAPTER -  
NATIONAL CONFERENCE OF CPA  
PRACTITIONERS  
22 Jericho Turnpike, Suite 110  
Mineola, New York 11501

PRESORTED  
FIRST CLASS MAIL  
US POSTAGE PAID  
PERMIT #552  
FARMINGDALE NY

### **HINTS FOR STRESS FREE EXHIBITING**

- Determine your drawing gift in advance
- Have a poster ready to identify your winners, etc.
- Bring a basket or fish bowl...  
Crest Hollow cannot supply everyone a bowl to collect business cards.
- Have some handy forms or paper slips for drawing entries. Many attendees do not bring enough business cards for the 40 plus drawings taking place each day.

### **IMPORTANT DATES**

*Make the most of your LITPS efforts*

- Reserve early
- Most exhibits are sold by mid to late July
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