
BTC



Summit

The Boomer Technology Circles

A background image showing a surveying instrument, possibly a theodolite or level, resting on a map. The map has some text like "Magnetic Variation: 1°10'E (1999) slightly decreasing" and "SCALE 1:30000".

2010 BTC Summit Exhibitor Prospectus

Make personal contacts with the
nation's best firms

Network with leaders throughout the
industry

Learn from accounting firms' most
trusted consultants

more information:
www.boomer.com/btc
eric.hunt@boomer.com
1-888-266-6375



BOOMER
CONSULTING, INC.

Dear Prospective Exhibitor:

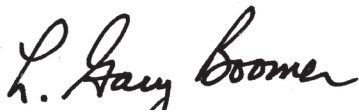
We are excited to extend an opportunity for you to be among an exclusive group of exhibitors at the 2010 BTC Summit coming this summer. The opportunities to extend your reach and network with some of the best firms will never be better.

The Boomer Technology Circles are an industry establishment that come highly anticipated by some of accounting's best minds and decision-makers. The scope of this program's influence shows no sign of letting up

We would be glad to talk to you about exhibitor opportunities in detail. Please do not hesitate to contact us.

We look forward to your participation.

Sincerely,



L. Gary Boomer, CPA.CITP
CEO, Boomer Consulting, Inc.



The Westin Crown Center in
Kansas City, Missouri, site of
the 2010 BTC Summit

ABOUT THE BTC Summit

The BTC Summit brings together the entire network of Boomer Technology Circle™ firms for one dynamic event. Technology implementation, practice management, training and human resources are at the core of every discussion and presentation at the Boomer Technology Circles—and the BTC Summit is no different.

The BTC Summit extends the networks of high performance firms as they interact with one another and discover value-added solutions from the industry’s best providers. The agenda is packed full of presentations by some of the most knowledgeable minds in the industry, and small group discussions foster an environment for authentic learning and relationship-building to flourish.

The only event of its kind for the accounting industry, the BTC Summit is an essential conference for any firm interested in staying on the leading edge of technology and performance.

WHO ATTENDS

Firms from across the nation, including many among the industry’s Top 100 Firms (ranked by *Accounting Today* magazine.)

PAST EXHIBITORS

Agility Recovery Solutions
 BizActions
 CCH
 Commercial Logic, Inc.
 Capital Confirmation
 Interwoven
 ProfitCents
 SurePrep
 Templeton Consulting
 Thomson Tax & Accounting
 XCM Solutions | Xpitax

PRICE

\$3,000

DATES

August 22-24 2010

CONTACT

Eric Hunt
eric.hunt@boomer.com
 888-266-6375

TERMS AND CONDITIONS

Purpose

The BTC Summit provides educational and professional relationship-building opportunities for attendees.

Standard Exhibit Space

Exhibitors will be assigned a designated area for exhibition at the BTC Summit.

Each Exhibitor Will Be Provided:*

- » Exhibition space
- » Electrical connections
- » One table
- » Two chairs

**Subject to change*

Upon Acceptance of Your Application, We Will Send Additional Information Outlining:

- » Shipping procedures
- » Setup and dismantle instructions
- » Information on audiovisual equipment and other supplies

Exhibitor

Times for exhibitors to exhibit and interact with meeting participants are established by BOOMER CONSULTING, INC. These times will typically occur during continental breakfasts, lunches and breaks. Unless otherwise noted, exhibits may not be open during sessions in progress. All session and meal times are approximate and subject to change. Exhibitors are permitted to attend general sessions.

To maintain the educational integrity of the Boomer Technology Circle™ meetings, exhibitors are asked to adhere to designated times. Once sessions begin, exhibitors must end any discussions with participants and encourage them to return to the sessions. This will enable participants to receive the maximum benefit from the programs and exhibits.

Exhibit Setup and Dismantling

Exhibitors are responsible for setting up and dismantling their exhibits during indicated time periods. Setup time will usually be designated for the afternoon before the first full day of sessions. Dismantling time will usually be after the final break of the last day of the event.

NOTE: Early dismantling is not permitted. Firms that dismantle prior to the end of an event's sessions will not be given priority when choosing booth locations at next year's events or may be denied exhibitor privileges at future BOOMER CONSULTING, INC. events.

The Exhibitor Fee Includes:

- » Use of exhibit space (previously described)
- » Admission of two representatives to the BTC Summit
- » Breakfasts, breaks and luncheons for the two representatives
- » Registration list for the BTC Summit, including the names and addresses of meeting participants (no email addresses); **this is available for you to use in one follow-up mailing only**

BOOMER CONSULTING, INC. does not endorse products offered by any Exhibitor unless otherwise stated.

*** Exhibit fees do not include hotel accommodations.**

Assignment of Exhibit Space

In assigning exhibit space, full consideration will be given to competing products and general grouping of exhibits for proper display and comparison. Every effort will be made for the equitable assignment of space. BOOMER CONSULTING, INC. reserves the right to relocate any exhibit for the benefit of the exhibitor or for the betterment of the exhibition. No firm, organization, individual or company without assigned exhibit space will be permitted to display or distribute products or literature, or solicit business within areas designated for meeting participants. Exhibitors will not be permitted to assign, sublet or share with others any part of the space allocated to them without written approval from BOOMER CONSULTING, INC.

Eligible Exhibits

BOOMER CONSULTING, INC. reserves the right to determine the eligibility of any company or product for inclusion in the exhibition and to reject, eject or prohibit any exhibit, in whole or in part, or exhibitor with or without giving cause. If cause is not given, liability shall not exceed the return to the exhibitor of the amount of the exhibitor fee unearned at the time of the ejection. If an exhibit or exhibitor is ejected for violation of these Terms and Conditions or any other stated reason, no return of fee shall be made.

Use of Space

Exhibitors may use exhibit booths or backdrops, provided they can be accommodated within their individual exhibit space and do not violate safety laws. Exhibits must be constructed so as not to obstruct the general view or the view of neighboring exhibits. Interference with the lighting and space of other exhibitors is prohibited.

BOOMER CONSULTING, INC. reserves the right to restrict exhibits which, because of method of operation, materials, or for any reason, become objectionable. All sound equipment must be regulated so that it does not disturb neighboring exhibits or meeting sessions. BOOMER CONSULTING, INC. reserves the right to determine at what point sound constitutes interference with others and must be discontinued.

Due to licensing and copyright regulations by ASCAP/BMI regarding music at public meetings, conventions and shows, exhibitors may not play music during the exhibition, either live or recorded.

Professional Conduct

Exhibitors should adhere to professional standards of behavior. All solicitation, demonstration and other promotional activities must be confined to designated areas.

Character of Display

Any materials not in keeping with the character and standards of BOOMER CONSULTING, INC. may not be distributed or utilized by any exhibitor. BOOMER CONSULTING, INC. reserves the right to prohibit or evict any exhibit which, in the opinion of BOOMER CONSULTING, INC., detracts from the general character of the exhibition as a whole. This reservation includes persons, things, conduct, printed matter or anything of a character which BOOMER CONSULTING, INC. finds objectionable. In the event of such restriction or eviction, BOOMER CONSULTING, INC. and its employees and agents shall not be liable for any refunds of rentals or other exhibit expenses.

Staffing

Exhibits should be staffed during the specified exhibit times by knowledgeable representatives. Exhibitors must supply BOOMER CONSULTING, INC. with the name(s) of all representatives who will attend the exhibition. BOOMER CONSULTING, INC. will not provide staffing for the exhibits.

Identification

Representatives must wear appropriate BOOMER CONSULTING, INC. identification at all times. Identification tags will be available for pick-up during the exhibit setup period or prior to the start of the BTC Summit.

Security

Although the hotel may maintain a security force, exhibitors are responsible for the safety and security of their exhibits and should consider removing from the exhibition area or otherwise securing all equipment, supplies and other materials at the close of each meeting day.

Shipping/Drayage/Storage

Exhibitors are responsible for shipping materials to and from the conference. Any and all costs associated with the shipping, drayage and storage of exhibit materials are the responsibility of the exhibitor.

Fire, Safety and Health

Federal, state and local laws covering fire, safety and health must be strictly observed. Aisles and exits must not be blocked by exhibits. Storage of boxes and materials beneath exhibit tables may also be restricted. All materials used in decoration must be flameproof. Electrical wiring must conform to the National Electrical Code Safety Rules. Follow the instructions of hotel personnel regarding conformity with fire, safety and health codes.

Care of Facilities

Exhibitor representatives must not injure or deface the walls or doors of the building. When such damage occurs, the exhibitor is liable to the owner of the property so damaged.

Liability

The exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend and save BOOMER CONSULTING, INC., the owner of the host facilities, and its employees and agents harmless against all claims, losses and damages to persons or property, governmental charges or fines and attorneys' fees arising out of or caused by the exhibitor's installation, removal, maintenance, occupancy, or use of exhibition premises or a part thereof, excluding any such liability caused by the sole gross negligence of the owner of the host facilities, its employees and agents.

Cancellation

Cancellation received after July 1, 2010 will not entitle the exhibitor to any refund. A charge of \$100 will be deducted from any refund issued on cancellations received 45 or more days prior to the first meeting at which the exhibitor is scheduled to exhibit or appear. All cancellation requests must be in writing.

Termination of Exhibition

In the event the premises where the meetings are to be held, in the sole determination of BOOMER CONSULTING, INC., become unfit for occupancy or are substantially interfered with by reason of picketing, strike, embargo, injunction, act of war, act of God, fire, emergency declared by any government agency or any other act beyond the control of BOOMER CONSULTING, INC., this agreement may be terminated by BOOMER CONSULTING, INC. In the event of such termination, the exhibitor waives any and all damages and agrees that BOOMER CONSULTING, INC. may, after deducting all costs and expenses including a reserve for claims, refund to the exhibitor as and for complete settlement and discharge of all said exhibitor's claims and demands his pro rata amount of all funds paid by all exhibitors.

In addition, the exhibitor acknowledges that BOOMER CONSULTING, INC. and the owner of the host facilities do not maintain insurance covering the exhibitor's property and it is the sole responsibility of the exhibitor to obtain business interruption and property damage insurance covering such losses by the exhibitor.

Interpretation and Amendments

BOOMER CONSULTING, INC. reserves the right to interpret or amend these regulations as it deems proper to ensure the success of the exhibitor and further the educational purposes of BOOMER CONSULTING, INC.

Travel

Expect a 25-45 minute ride from Kansas City International airport (MCI).

We recommend you make return flight reservations no earlier than two hours after the end of the meeting to allow adequate travel time to the airport.

Sedan, SUV and Limousine Service

Provided by Carey Limousine

Use code 'boom123' to receive \$5 off sedan or SUV airport service (discounted rates are below).

* For limousine airport service, please call 816-471-1234.

Online Reservation Instructions for Sedan and SUV Service

- » Visit www.kctg.com
- » Click on Carey Limousine
- » Click on "Online Booking for Town Cars"
- » Create a profile (In the "account authorization code" section enter boom123)
- » Log into the online reservation system
- » Create reservation

Shuttle Service

Provided by SuperShuttle. Reservations can be made on line at www.supershuttle.com or by calling 1-800-BLUE-VAN or 1-800-622-2089, ext. 2

Please bring your confirmation number to the Guest Service Booth for the agent on duty to use with our automated ticketing system.

Procedure

- » Claim your luggage.
- » Proceed to the SuperShuttle customer service booth located across from each baggage claim area. There are three SuperShuttle locations in each terminal
 - * Terminal A: Gate 1,15 & 30
 - * Terminal B: Gate 31, 50 & 60
 - * Terminal C: Gate 61, 72 & 80
- » A Customer Service Representative will meet you at each designated pick-up location and arrange SuperShuttle service to your destination. If a CSR is not available, please feel free to use the automated Kiosk system located in front of the guest services booth.
- » You will be issued a boarding pass and receipt. The driver will collect the boarding pass when you board the vehicle. You will not receive a return trip ticket when you check in at the airport.
- » You will be required to provide your confirmation number and name to the driver when returning to KCI. The driver will collect your signature.

- » If your shuttle service has been paid in advance, you **MUST** provide a confirmation number. If you do not have a receipt or confirmation number, you will be required to submit payment to receive a boarding pass.
- » Proceed to the SuperShuttle covered shelter in center median outside of the terminal. A SuperShuttle van will arrive shortly; normal wait is less than 25 minutes.

Return Reservations

Advance reservations are required.

SuperShuttle Shared-Ride Van Service—please contact us at (800) 622-2089, ext. 2 at least 24 hours in advance of your departure time.

Upon arrival at KCI, the ticket agent or kiosk will issue the boarding pass for service to the destination. For shuttle service back to the airport, provide the driver your name/confirmation number. The driver will obtain a signature for each passenger for verification of pre-paid reservation.

Cab Ride

Request the Westin Crown Center rate from Yellow Cab (888-471-6050) to travel between the airport and the hotel for a one-way, flat fee of \$39 (up to 4 people). Inform the hotel staff of any issues.

Parking

The hotel offers valet and self-parking options for a fee. Charges are applied to the room bill as incidental. Charges for individuals not utilizing a guest room are charged by the parking garage attendant. Self Parking: \$14.50 per day; Valet Parking: \$18 per day.

Once you are at the hotel, a marquee will direct you to the meeting room.

Hotel Reservations

The Westin Crown Center

1 East Pershing Road
Kansas City, MO 64108
816-474-4400

Reserve your room for \$140 per night at <http://www.boomer.com/hotel-summit>

What to Wear

Dress for the event is business casual.

Special Dietary Needs

Email arianna.campbell@boomer.com as soon as possible for menu accommodations.

Safe Travels!

Arianna

Arianna Campbell
Strategic Project Associate
Toll Free: 888-266-6375
arianna.campbell@boomer.com

BTC Summit Exhibitor REGISTRATION FORM



Organization Name: _____ Contact Name: _____

Address: _____

City: _____ ST/Prov.: _____ ZIP: _____ Web: _____

Phone: _____ Fax: _____ E-mail: _____

Please provide the names and e-mail addresses of the individual(s) who will represent your organization.

Name: _____ E-mail: _____

Name: _____ E-mail: _____

(Additional attendees @ \$595 each)

Name: _____ E-mail: _____

Name: _____ E-mail: _____

Exhibit Space

Exhibit space will be assigned on a first-come, first-served basis, upon receipt of signed Exhibitor Registration Form and payment in full. Boomer Consulting, Inc., reserves the right to make exhibit space assignments based on space availability, or to reassign and/or substitute comparable exhibit space as needed. Each Exhibitor will be notified of their assigned space prior to the event.

Description & Logo

Submit a 50-60 word description and high resolution vector image of logo—EPS or AI preferred—for inclusion in printed and non-printed promotional materials. Send to Arianna Campbell (arianna.campbell@boomer.com).

Recognition in promotional materials is subject to print schedule, receipt date of application, payment in full as well as receipt date of description and logo.

Cost

\$3,000

Fax or mail completed form to:

Boomer Consulting, Inc.
610 Humboldt Street
Manhattan, Kansas 66502-6035
Fax 785-537-4545
Phone 888-266-6375

Billing Questions?

Sue Thiemann
888-266-6375
sue.thiemann@boomer.com

Registration and Payment

Please make checks payable to: Boomer Consulting Inc.
610 Humboldt Street
Manhattan, Kansas 66502

Credit Card Payment:

MasterCard Visa (Please Circle)

Card Number: _____

Expiration Date: _____

Name (as it appears on credit card): _____

Billing Street Address: _____

Billing Zip Code: _____

Signature: _____

Request an Invoice (check here)

Authorized Signature

In witness whereof, I (Exhibitor) have caused this contract to be signed by an officer of the organization and person duly authorized. I have read the terms and conditions included. I understand they shall constitute part of this contract and I, the Exhibitor, agree to abide and conform thereto.

Signature

Date

Printed Name

Title

Thanks for your support!