



9TH ANNUAL VIRGINIA STATEWIDE PAYROLL
CONFERENCE
MAYHEM ON THE PAYROLL EXPRESS
HOTEL ROANOKE OCTOBER 15-16TH, 2009

Virginia Statewide Payroll Conference Exhibitor News

Points of Interest:

- **Calling All Exhibitors**
- **Marketing Audience**
- **Attendee List**
- **Welcome Packet**

Calling All Exhibitors!

All the tickets have been "sold" so sit back and enjoy the ride as the Payroll Express begins its trip to Roanoke. Early Bird registration for the attendees ends Aug 20th and so we should have the initial attendee* list out to those the end of August. You can begin marketing to these folks more than month before the conference starts. We will update you weekly as final registration does not end until September 18th

Thursday morning come in early and grab a bite of continental breakfast as you set up your booths. (7:30 -10:30 is set up time) Then prepare for the onslaught as eager attendees descend on the vendor hall at 11 am. Remember we asked you for a question that would steer folks to your booth to seek the answer. If you haven't submitted one please do so ASAP to ssalavejus@pensoft.com .If you have give-aways, only give them to those who engage in purposeful conversation or at least give you a business card. If you have themed your booth to match our conference theme or have dressed yourself with the motif that will also attract folks to your spot. Any sort of game or trivia works well too.

Take advantage of the lunch with the attendees to sit at a table with someone with whom you struck up a good conversation or just mingle and don't be bashful! Introduce yourself, explain what your company does, why you chose to participate as a vendor. If your company is a payroll company, do you or your colleagues also have payroll certifications? There are lots of ways to get the conversation started. Feel free to move around and have dessert at a different table. It's all about networking at lunch!

After lunch, enjoy a break, but be prepared for the attendees to return at 3:00 pm. They are all yours until 3:50 when we will wrap up with vendor door prizes and present our award to the vendor that attendees have voted 'best in show". We plan on submitting an article with pictures to the national APA magazine, "PAYTECH". How nice would it be to have your company showcased in this manner?

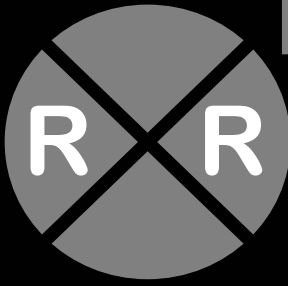
Finally, for the Diamond and Platinum sponsors and for those who have opted to stay, end the evening with "Law and Murder", our mystery dinner theater production. We look forward to renewing friendships with our returning sponsors and welcoming our brand new sponsors, CBIZ, Time Technologies, TransCard, MPAY, Checks in the Mail, and Cintas.

Exhibitor Committee

Kitty Baker
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Diamond Sponsors



Marketing Audience for the 2009 Virginia Statewide Payroll Conference



Preparing to exhibit at any conference is challenging. It is hard to decide your marketing strategy when you do not know who is attending the conference. Well this year the VSPC wants to help!

The following companies are sending their payroll and HR professionals to the 2009 Virginia Statewide Payroll Conference. Attendees will continue to register until September 18, 2009, so the list of companies will continue to grow. After September 18th, the conference is closed and the final list is compiled.

Our Diamond and Platinum sponsors will receive an electronic participant list as part of their sponsorship package. All other sponsors can purchase the electronic participant list for \$75.00. The electronic list will include the following information: organization, attendee name, e-mail, phone number, and the company employee count. This provides you the opportunity to market to our attendees long after the conference is over.

Organizations

- County of Rockingham
- Northern Neck Electric Cooperative
- Rappahannock Regional Jail
- Sumitomo Machinery Corp. of America
- ADP
- Altria Client Services Inc.
- American HealthCare, LLC
- Auditors of Public Accounts
- BSI Management Systems
- Canon Virginia, Inc.
- CBIZ Payroll
- Chesapeake Public Schools
- City of Richmond
- City of Salem
- City of Virginia Beach
- Computer Sciences Corporation
- County of Henrico, Virginia
- County of Roanoke
- Cox Communications
- Danville-Pittsylvania Community Services
- Davenport & Company, Inc.
- Eck Supply Company
- Federal Reserve Bank of Richmond

Business Type

- Local Government
- Electric Utility
- Correctional Facility
- Manufacturing
- Payroll
- Manufacturing/Wholesale Sales
- Nursing Home Management
- State Agency
- Services provider
- Manufacturing
- Payroll/Flex/COBRA Administration
- Public School System
- City Government
- City Government
- City Government
- City Government
- Government Contractor
- Local Government
- Government
- Telecommunications
- Community Service Board
- Brokerage Firm
- Distributor
- Banking

Marketing Audience for the 2009 Virginia Statewide Payroll Conference



Attendee Listing

The Diamond and Platinum sponsorships include an electronic participant list.

All other exhibitors can purchase the electronic participants list for \$75.00. The list includes: Organization, Business Type, organizations website, the attendee's name, the attendee's e-mail address, and the company employee level.

Any exhibitor interested in purchasing the electronic attendee list contact Kitty Baker at Kitty_Baker@adp.com.

Organizations

Germanna Community College
Harrisonburg Electric Commission
King George County
Langley Federal Credit Union
Lewis Marsh & Associates
Manorhouse Management Inc
Montgomery County
MPAY Software
Old Point National Bank
PenSoft
Performance Food Group
Portal Dynamics, Inc.
Rappahannock Electric Cooperative
Richmond Metropolitan Authority
Roanoke College
Roanoke Orthopedic Center, Inc
Shenandoah Shared Hospital Services, Inc.
Stanley Furniture Company
TransForce, Inc
UVA Medical Center
VA Workers' Compensation Commission
Virginia Cancer Institute
Virginia Department of Transportation
Virginia Farm Bureau
Virginia Retirement System
Virginia Western Community College

Business Type

Education
Public Utilities
County Government
Financial Institution
Accounting Firm
Assisted Living
Local Government
Payroll Software
Banking
Software Developer
Foodservice
Information Technology
Electric Utility
Traffic/Tolls
Education
Physician Practice
Health Care Services
Furniture Manufacturer
Staffing
Hospital
State Agency
Physicians Practice
State Government
Insurance
Retirement
Education

Exhibitor Welcome Package

We would like to make sure all of our exhibitors are comfortable and receive all the necessary information for having a successful show. Please be sure to pick up your welcome package when you register.

Each package will contain information and time schedules for the exhibit hall. In addition to general information, any necessary tickets for meals or social events will be included. If you should not get a welcome package when you arrive please get in touch with any one of the exhibitor committee members.

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