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**ADVISORY**

# Innovation Awards to be Held in Los Angeles

The nomination period has opened for the fifth annual **Tax & Accounting Technology Innovation Awards**, which will be presented in Los Angeles on June 12, 2008, at a special event at the California Accounting and Business Show & Conference.

Jan. 30, 2008

OKLAHOMA CITY – April 18, 2008 – The nomination period has for the fifth annual **Tax & Accounting Technology Innovation Awards**, has now closed. The Awards will be presented in Los Angeles on June 12, 2008, at a special event at the California Accounting and Business Show & Conference.

Presented by *The CPA Technology Advisor*, the Innovation Awards are the pinnacle of recognition for technology vendors serving the tax and accounting profession. The highly coveted awards are presented for advancements to existing products and services as well as innovative developments in new technologies that are directly marketed to tax and accounting professionals.

“Tax and accounting professionals rely on technology to help them service their clients, whether it’s software, hardware, online applications or other services,” said Executive Editor Gregory L. LaFollette, CPA.CITP. “Through the Innovation Awards, the professional community has a voice that acknowledges and rewards vendors of innovative technologies that aid in the productivity and profitability of accounting and tax firms.”

Winners of Innovation Awards in previous years have included Microsoft, Intuit, PayCycle, CCH, Maxtor, DoubleSight Displays, Thomson Tax & Accounting, SurePrep and BankServ.

A total of five awards are presented each year based upon nominations received from vendors, academics and the professional community. The awards are not ranked or categorized. Instead, all qualifying nominated products and services have the opportunity to be selected for one of the five awards. Award recipients are decided by the Award Committee, which is comprised of the editorial staff at The CPA Technology Advisor, thought leaders among the profession, and the publication's Editorial Advisory Board. Board members include accounting and tax professionals from various sized firms across the country who are engaged in a variety of practice areas

To qualify for consideration for an Innovation Award, products or services must meet all of the following conditions:

- Commercially available (no Beta versions)
- Verifiable paying users
- Less than two years in production (Significant new modules or features, or programs that have undergone a major revision or version change are eligible, regardless of the age of the overall product)
- Directly marketed to tax and accounting profession
- If selected, a representative of the vendor must be available to receive the award in person at the California Accounting and Business Show & Conference.

### ***About The CPA Technology Advisor***

Founded in 1991, The CPA Technology Advisor is the largest review-based technology magazine for tax and accounting professionals, offering an independent information source dedicated to providing them with the knowledge they need to make informed decisions regarding implementing various technologies in their practices and for their clients.

Through in-depth reviews and comparisons of technology products and services, along with topical features and columns by respected members of the professional community, The CPA Technology Advisor helps practicing tax and accounting professionals explore, purchase and implement new technologies efficiently and productively. The magazine's audited circulation of approximately 50,000 tax and accounting professionals look to it for its editorial independence and integrity.

Neither The CPA Technology Advisor nor its parent company, Cygnus Business Media, Inc., own or invest in the products or services reviewed or covered in the publication. It is this independence that has enabled The CPA Technology Advisor to become the most respected and widely distributed magazine focusing on technology available to practicing public accountants and tax professionals.

Cygnus Business Media publishes 80 business-to-business media products including trade magazines, directories and cards, and produces 50 tradeshows within 15 major markets. The company is made up of four distinct divisions – Cygnus Publishing, Cygnus Expositions, Cygnus Custom Marketing and Cygnus Interactive – with a portfolio of over 200 separate media products reaching five million professionals annually. Its custom marketing opportunities have been instrumental in building strong brands within competitive marketplaces while its Interactive division’s websites together attained nearly 100 million page views attracting nearly one million unique visitors. Visit [www.cygnusb2b.com](http://www.cygnusb2b.com) for more information.

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