

At the show there will be **free Small Business Presentations!**

If you would like to attend any of the presentations listed below we suggest that you pre-register since seating is limited to only 50 available chairs for each presentation in the Presentation Areas. After pre-registered attendees for the presentations are seated, other show attendees would be able to take any of the remaining seats.

All attendees at the presentations will be eligible to win one of 2 grand prizes.

- **A Free Booth for your company at next year's Small Business Show – SOHO Syracuse 2010.**
- **A Special Company Outing at the Syracuse Crunch** (20 tickets to the game of your choice, one Autographed hockey stick, welcome public address and scoreboard announcement).

To pre-register for any of the presentations listed below, let us know which presentations you will be attending & at what time. Fill out the registration form as well. At the show, please check in for the presentation at least 5 minutes before the start of the presentation.

SMALL BUSINESS PRESENTATIONS

The following will take place in **Presentation Areas "A" & "B"** located in the Exhibit Hall. Presentations are subject to change.

- 10:00am** *"Economic Stimulus: What's In It For Small Business?" (45 minutes) – Presentation Area "B"*
U.S. Small Business Administration
Learn how the Recovery Act and the U.S. Small Business Administration are working together to offer loan programs to start or expand your small business, information on surety bonds for supply, service and construction firms, government contracting opportunities, and training programs.
- 10:15am** *"Grow Your Business and Your Profits Using CRM - Learn 10 Ways to Increase Sales and Customer Satisfaction" (30 minutes) – Presentation Area "A"*
Net@Work
In the current economic climate some firms are actually thriving and not just surviving. Many emerging and mid-market companies have deployed Customer Relationship Management solutions in the past few years and it is really paying off now. When you come to this session you will learn how to quickly deploy a solution and the benefits of being able to make a difference in your bottom line. We will teach you some of the secrets of making yourself relevant to customers and prospects, turning service inquiries into sales opportunities, and how to deploy best practices to keep your sales pipeline full. Whether you are a small growing business or a well established company you won't want to miss this learning opportunity.
- 11:00am** *"Features and Functionalities of FiOS TV" & "Why Verizon Wireless" (60 minutes) – Presentation Area "A"*
Verizon & Verizon Wireless
Learn why VZ FiOS TV is a superior product in the marketplace and has enabled Verizon to deliver top notch performance with picture common tools like SEARCH, VOD and WIDGET. Our innovative tools will improve the way people watch TV and consume other media content. FiOS TV has deployed a best in breed product to compete in the marketplace and most important give customers a choice. Then Kenneth Toscano of Verizon Wireless will cover Small Business Solutions with an overview on devices, data cards, PDA's, and Netbooks and services such as Field Force Manager, Push To Talk, VZ Navigator, and Visual Voicemail.
- 12:15pm** *How is Your Credit Rating Impacting your Business? (45 minutes) – Presentation Area "B"*
Small Business Development Center
Good credit has always played a large part in operating your business success, but in these tough economic times, it has become even more critical. Credit can affect your interest rate, insurance premiums and your ability to secure financing. The presenter will provide some short term and long term strategies to improve your financial position.
- 12:30pm** *"How to get your story into The Business Journal?" (30 minutes) – Presentation Area "A"*
Central New York Business Journal
Adam Rombel, the managing editor of *The Central New York Business Journal*, will offer practical tips for getting the news out about your business. Attendees will gain an understanding of what types of news *The Business Journal* looks for and reports.
- 1:30pm** *"CNYCentral.com Can Help Your Strategy Shape Your Structure" (30 minutes) – Presentation Area "A"*
CNY Central.com
How local business owners can activate their on line objectives. Why local business owners need to define their on line goals. This will be an Informative half hour presentation.
- 2:15pm** *"How Green is Your Business & Why Should You Care?" (45 minutes) – Presentation Area "A"*
Small Business Development Center
What is a truly genuine green business? How does having a core green business model differ from greenwashing? Join us as we discuss how green, sustainable, and regenerative principles can help your business succeed. Also learn about local organizations and opportunities for strengthening your business model and positioning yourself as integral to your community in this era of sustainable business and localized economy

Also the **Small Business Development Center** will have 14 Mini-Business Advisement Sessions through the day in Presentation Area "B". You can meet one on one with a Certified Business Advisor for 15–20 minutes to discuss your business. First come first serve basis. To pre-register fill out the form.

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP CODE _____

PHONE NUMBER _____ FAX NUMBER _____

EMAIL _____

PRESENTATIONS YOU WANT TO ATTEND – PLEASE CHECK

- 10:00am** *“Economic Stimulus: What’s In It For Small Business?”*
- 10:15am** *“Grow Your Business and Your Profits Using CRM - Learn 10 Ways to Increase Sales and Customer Satisfaction”*
- 11:00am** *“Features and Functionalities of FiOS TV” & “Why Verizon Wireless”*
- 12:15pm** *“How is Your Credit Rating Impacting your Business?”*
- 12:30pm** *“How to get your story into The Business Journal?”*
- 1:30pm** *“CNYCentral.com Can Help Your Strategy Shape Your Structure”*
- 2:15pm** *“How Green is Your Business & Why Should You Care?”*

I would like to have a one on one Mini-Business Advisement Session at:

9:30am **11:30am** **1:30pm** **1:50pm** **2:10pm** **2:30pm** **3:00pm**

SUBMIT