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### Frequently Asked Questions

#### **What is the Third Annual Small Business Summit - 2008?**

The Third Annual Small Business Summit 2008 is an opportunity for small business owners, entrepreneurs and small business focused vendors across a number of industries to meet, network, and exchange ideas. Industry experts will be on hand to discuss proven strategies central to using technology and improving core business processes, which can be immediately implemented by any small business.

#### **Why is the Third Annual Small Business Summit - 2008 so important?**

- There are 23 million small businesses in America.
- This Summit was created by Marian Banker and Ramon Ray, each a small business owner to highlight the critical connection between today's small business and technology.
- The Summit addresses the issues small business owners are facing every day. The theme, "It's Time to Reinvent Your Business," picks up where last year's Summit, "Business & Technology, Growth Strategies That Work" left off. It offers attendees a series of top quality presentations and discussions central to using technology and core business processes. Attendees can take away practical knowledge that they can put to use in their business right away.
- Small Business Summit 2008 is the only small business conference and trade show FOR small business owners BY small business owners.
- Event sponsors such as Dell, entellium, Google, Network Solutions, BackUpMyInfo, Catalyst Web, Gotvmail, FileMaker, Intuit, M5Networks, Microsoft, Net@Work, SitePal, Verizon, Verizon Wireless, the US Postal Service, Wasp and Xerox are set to demonstrate how their products are specifically geared for small business. For example, Microsoft's OneCare and Vista, Dell's Vostro, and Verizon's FIOS will be exhibited to help attendees learn how they can take advantage of these technologies.
- The Summit is based on the model many small businesses use today, a "virtual team." , leveraging each of their strengths and expertise. The list includes, but is not

limited to: business support, advertising and graphic design, public relations, marketing, web design, event planning and management..

### **Who will be there?**

Speakers will include: Karen Quintos, VP of Marketing for Small and Medium Business for Dell, Barry Moltz, entrepreneurial author, speaker and angel investor, Adrian Miller (Sales Diva), Jennifer Shaheen (The Technology Therapist), Marshall Makstein (Presentation Wizard), Laura Allen (Queen of the Business Pitch), Nancy Ploeger (President, Manhattan Chamber of Commerce), Anita Campbell (America's Small Business Guru), Lauri Touby (mediabistro.com), Jennifer Walzer (BackUpMyInfo) Nina Kaufman (Wise Counsel Press), Brent Leary, radio host and technology guru ( Business Technology Radio) and many others.

We hope that you will be there as well. To register, please visit [www.smallbiztechsummit.com](http://www.smallbiztechsummit.com).

### **What can I learn? How do I know the summit is for me?**

The theme of this year's Summit is "Business & Technology: It's Time to Reinvent Your Business." You will learn what technology and business solutions are available to you now as you prepare to reinvent or expand your business. Whether you are a business owner or decision maker in a small business, our speakers and panel discussions will provide you with tangible and actionable ideas and tools.

### **Do I have to own a small business to attend the conference?**

The Summit provides a great opportunity to network, find synergies, and better focus on the needs of your business, regardless of its size.

### **How important are small businesses to the US economy?**

According to the US Department of Commerce, Bureau of the Census, small firms:

- Represent 99.7 percent of all employer firms.
- Employ about half of all private sector employees.
- Pay more than 45 percent of total U.S. private payroll.
- Have generated 60 to 80 percent of net new jobs annually over the last decade.
- Create more than half of nonfarm private gross domestic product (GDP).
- Supplied 22.8 percent of the total value of federal prime contracts in FY 2006.
- Hire 40 percent of high tech workers (such as scientists, engineers, and computer workers).
- Are 52 percent home-based and 2 percent franchises.
- Made up 97 percent of all identified exporters and produced 28.6 percent of the known export value in FY 2004.
- Small innovative firms produce 13 times more patents per employee than large patenting firms, and their patents are twice as likely as large firm patents to be among the one percent most cited.

Source: U.S. Dept. of Commerce, Bureau of the Census; Advocacy-funded research by Kathryn Kobe, 2007 ([www.sba.gov/advo/research/rs299tot.pdf](http://www.sba.gov/advo/research/rs299tot.pdf)); Federal Procurement Data System; Advocacy-funded research by CHI Research, 2003 ([www.sba.gov/advo/research/rs225tot.pdf](http://www.sba.gov/advo/research/rs225tot.pdf)); U.S. Dept. of Labor, Bureau of Labor Statistics, Current Population Survey; U.S. Dept. of Commerce, International Trade Administration.

### **Where can I find additional information on the summit?**

To learn more about the Summit, please visit, <http://smallbiztechsummit.com> or check out our You Tube video at <http://youtube.com/watch?veVTacJCNL-k>

### **What are the details?**

Third Annual Small Business Summit 2008  
Monday, February 11, 2008  
8:00 am ET - 5:00 pm ET

Crowne Plaza Times Square Manhattan  
1605 Broadway  
Broadway at 49th Street  
New York, NY 10019

To register, please visit [www.smallbiztechsummit.com](http://www.smallbiztechsummit.com). Special early bird price is available until Feb 1, 2008.