

# Media Advisory

## No Bailouts, No Breaks for SMBs

### **Small businesses drive America's economy but what drives small business?**



Feb. 3 Small Biz Summit at New York's Digital Sandbox showcases experts & innovation

**Why:** Inform, educate and share the OFTEN-FORGOTTEN ECONOMIC REALITIES:

- America's small businesses-some 20 million strong-are the strength of our nation's economy. They account for 39 percent of the country's gross national product, create two out of every three new jobs and produce two and one half times as many innovations per employee as do large firms.
- Small firms represent:
  - 99.7 percent of all employer firms.
  - Employ half of all private sector employees.
  - Pay 45 percent of total U.S. private payroll.
  - Have generated 60 to 80 percent of net new jobs annually over the last decade.

*Source: <http://www.smallbusinessnotes.com/aboutsb/sbfacts.html>*

**What:** Small business experts, advisors and technology providers will gather in New York for one day, with some of the New York area's leading small businesses at the 2009 Small Business Summit. The summit is expecting more than 300 attendees, exhibitors and speakers.

**Who:** Experts in small business with the latest insights, products and technologies for small businesses, plus executives and experts from corporations serving small businesses.

Stories & Sources, among others, include:

1. **Cover Your Assets.** The latest advances in mobile inventory and asset tracking software. This allows a small business to track inventory and assets managing expenses like a big company but without the expensive hardware or software, Solutions starting at \$595 to \$2,495, small business deploying these solutions are seeing cost savings from \$30,000 to \$60,000 per year. Source: Grant Wickes, Wasp Barcode Technologies, Booth #18.
2. **Increase Performance and Reduce Costs.** Small businesses want to focus on their business, not their IT. By leveraging remote monitoring and resolution tools, Dell's Managed Services for Small Business helps prevent unnecessary downtime, increase network performance and reduce IT maintenance costs. Source: Dell Small and Medium Business, Booth #11&12. Also hear from Dell's Vice President of Communities & Conversations Bob Pearson on strategies for building lasting relationships with customers online.
3. **Get Work Done, Affordably.** Elance is today's secret weapon for SMBs that need to get it all done without the expense of full time staff. With the largest online network of rated and certified technology and creative freelance experts, Elance helps businesses cost effectively get the people and expertise they need, whenever they need it, to help them get their work done. Source: Brad Porteus, Elance.

**When & Where:** 8 a.m. to 5 p.m., Tuesday, Feb. 3, 2009 at the Digital Sandbox Network Event Center, 55 Broad Street, New York (across from the New York Stock Exchange)

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