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Frequently Asked Questions

What is the Small Business Summit 2010?

The fifth annual Small Business Summit focusing on “*Strategies for the New Economy*” will be held on March 16, 2010 at Digital Sandbox in New York City. Hundreds of small business owners and vendors will come together to learn and share their strategies for finding and retaining customers in this ever changing economic landscape. Kicking off the keynote presentations will be Mel Parker, Director of Small and Medium Business at Dell and Seth Godin bestselling author, entrepreneur, and marketer. For more information or to register for the Summit, please visit www.smallbiztechsummit.com.

Why is the Small Business Summit so important?

The Summit addresses the issues small business owners are facing every day. The focus, “*Strategies for the New Economy*,” offers attendees a series of top quality presentations and discussions central to using marketing, technology and core business processes to extend and enhance the customer lifecycle within today’s business environment. Attendees can take away practical knowledge that they can put to use in their business right away. This year’s topics will include: “IT Strategies: From the Backroom to the Boardroom”, “Strategies to Create Successful Email Campaigns,” “Successful Strategies from Grow Your Business Experts,” “The Hottest Technologies for Your Business,” Insights on Being Indispensable to Your Customers” “Building Successful Communities” and the presentation of the Summit’s first annual Small Business Strategy Award.

- The Small Business Summit is the only small business conference and trade show FOR small business owners produced BY a team of small business owners.
- Produced by Prime Strategies and, Smallbiztechnology.com, the Small Business Summit highlights the critical connection between small business and technology.
- Event sponsors such as Dell®, Campaigner, Infusionsoft, Intuit, Microsoft® Business, Wasp Barcode Technologies, CMIT Solutions, NYS Small Business Development Center, and the Manhattan Chamber of Commerce are set to demonstrate how their products and services are specifically geared for small business.

Who will be speaking?

Speakers will include Seth Godin, Mel Parker of Dell , Melanie Attia of Campaigner, Shashi Bellamkonda of Nework Solutions, Angus Thomson of Intuit, Grant Wickes of Wasp Barcode, Ellen Pack of Elance and others.

What is the Small Business Strategy Award?

The **Small Business Strategy Award** will honor one small business that has thrived and achieved milestones despite the economic downturn. The Summit organizers are looking to recognize a business with entrepreneurial and strategic excellence that has led to significant increased profits, expanded market, and/or improved market position. If yours is one such company, please visit http://smallbiztechsummit.com/small_business_strategy_award.php

In addition to receiving the award and prize, the winner will have the opportunity to introduce their business and tell their story. The deadline for award applications is March 1, 2010.

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. If you are in a small business or do business with a small business, the Summit is for you.

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 just over half of all private sector employees.
- Pay 44 percent of total U.S. private payroll.
- Have generated 64 percent of net new jobs over the past 15 years.
- Create more than half of the nonfarm private gross domestic product (GDP).
- Hire 40 percent of high tech workers (such as scientists, engineers, and computer programmers).
- Are 52 percent home-based and 2 percent franchises.
- Made up 97.3 percent of all identified exporters and produced 30.2 percent of the known export value in FY 2007.
- Produce 13 times more patents per employee than large patenting firms; these 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 and International Trade Admin.; Advocacy-funded research by Kathryn Kobe, 2007 (www.sba.gov/advo/research/rs299tot.pdf) and CHI Research, 2003 (www.sba.gov/advo/research/rs225tot.pdf); U.S. Dept. of Labor, Bureau of Labor Statistics.

Where can I find additional information on the Summit?

To learn more about the Summit, please visit, <http://smallbiztechsummit.com>

What are the details?

Tuesday, March 16, 2010 - 8AM-5PM

Digital Sandbox

55 Broad St

New York, NY 10004

To register, please visit www.smallbiztechsummit.eventbrite.com