

Tools and Connections

Small Biz Week **TRENTON** 2012



**OCTOBER
15TH - 18TH**

WHERE:

Convenient Locations
throughout the Greater
Trenton Area

WHY:

To learn new business
concepts and procurement
opportunities; meet
state-of-the art vendors;
and network with the cream of
the business community

WORKSHOPS:

More than a dozen seminars
focusing on topics like
Social Media, Costly Employment
Mistakes, Veterans Opportuni-
ties and Obstacles, Government
Procurement, Real Estate Oppor-
tunities, Tourism and Much More!

WWW.SMALLBIZWEEK.COM

PLAN NOW TO ATTEND!

It's the 19th anniversary of Trenton Small Business Week, and it
promises to be the best ever! Plans are currently in progress to fulfill
the needs of all members of the business community throughout the
tri-state area.

ALL WORKSHOPS AND MOST EVENTS ARE FREE!

EVENTS:

KICK OFF BREAKFAST WITH SMALL BUSINESS AWARDS – 10/15
11TH ANNUAL MERCER REGIONAL CHAMBER OF COMMERCE FALL EXPO – 10/16
TD BANK BUSINESS NETWORKING RECEPTION – 10/16
PRINCETON REGIONAL CHAMBER RUSH HOLT BREAKFAST – 10/17
CAPITAL CITY REAL ESTATE RECEPTION – 10/17
BIG EASY BUSINESS SOIREE AND NETWORKING AFFAIR – 10/18

WHO SHOULD ATTEND:

- Entrepreneurs
- New Business Owners
- Small Business Owners
- Corporate Executives

*And virtually anyone working in the
tri-state area or exploring business
opportunities!*

For more information on programs, visit www.smallbizweek.com or call ABS at 609-392-3800.
For information on sponsorship opportunities, call Tom McGough 609-989-3508.



PROGRAM AT A GLANCE:

MONDAY, OCTOBER 15

- Kick Off Networking & Awards Breakfast
- The 4 Ways to Grow Your Business
- Social Media 1 - Start Using It to Grow Your Business
- Social Media 2 - Developing Your Social Media Strategy & Taking the Tools to the Next Level

TUESDAY, OCTOBER 16

- Central NJ Expo 2012
- Women in Business – Speed Networking Breakfast
- How to Protect Your Company from the Costliest Employment Mistakes
- Veterans – Your Journey to Employment or Business Ownership
- How to Prepare for College – Student Loan Reductions, Application & FASA Processes
- TD Bank – Business Networking Reception

WEDNESDAY, OCTOBER 17

- Princeton Regional Chamber Breakfast with Congressman Rush Holt
- The How-To's of Government Contracts
- Financing: The Unusual Suspects – When Traditional Financing is Not Enough
- Entrepreneurship 101: Are You Really Ready to Start Your Business?
- Business & Funding Government Resources
- Promoción & Ventas En Las Redes Sociales (en Español)
- Capital City Real Estate Reception

THURSDAY, OCTOBER 18

- CEO Business Forums
- Business Soiree and Networking Affair

THANK YOU TO OUR MAJOR SPONSORS.
FOR A COMPLETE LIST OF SPONSORS, VISIT:

WWW.SMALLBIZWEEK.COM

PLATINUM

- The City of Trenton
- The College of New Jersey Small Business Development Center
- The County of Mercer
- Mercer Regional Chamber of Commerce
- Princeton Regional Chamber of Commerce
- TD Bank

GOLD

- New Jersey Economic Development Authority
- The Times
- US1 Newspaper

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