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## November/2010 3 E News Presented by "Florida Business Expo"

**"Who is the wealthiest person, the one who has the most or the one who needs the least?"**



### Florida Business Expo "Million Dollar Coaches Corner"

From left to right  
Helen Vella, Harland Henry, Eric Shulman, David Stacey, Liz Rivera Otts, Roberto Andreos

## 3 E News

# Effective Expos & Exhibits

### SunBiz Showcase Alliance celebrates Global Entrepreneurship Week (GEW) 2010 with a special offer. *Virtual Business Showcase*

This year, SunBiz Showcase Alliance is participating in GEW with a new twist in its support of small businesses. To celebrate GEW 2010 (November 15-21), we will host an online business showcase.

GEW is a rallying point for a worldwide movement of entrepreneurial people. It's not just about one week. Through the platform of GEW, existing programs are showcased, new entrepreneurial initiatives are launched, national policies are influenced and entrepreneurial people who got their first inspiration from GEW go on to achieve great things.

Link: [Virtual Business Showcase](#)



## Tradeshow Traction

### How to work a room

A trade show offers unparalleled opportunities to make new connections and solidify existing ones, get the word out about your company and make a great impression - all for the low price of admission.

Here's a list of tactics to help you make the most of your time as a trade show attendee:

- Have plenty of cards ready to hand out
- Have a separate place in a pocket or your purse where you can slip all the cards you'll be collecting
- Ask questions of exhibitors that lead to a conversation about their business before mentioning your own
- Look for a way your business can dovetail or complement each exhibitor's business and capitalize on that connection
- Avoid monopolizing any exhibitor
- Leave your business card with vendors and exhibitors with whom a connection may be valuable now or in the future
- Come early when vendors are fresh and you may be more easily remembered
- Print mailing labels with your name and contact information that you can quickly affix to exhibitors' prize drawing forms or guest lists to save oodles of time
- Follow up with exhibitors within two days after the event
- Evaluate the ROI of attending the tradeshow

Provided by:  
Linda Barnby, Founder & CEO  
National Association of  
Entrepreneurs  
[www.theNAE.org](http://www.theNAE.org)

It is FREE to participate as long as space is available.  
Submissions must be received no later than Nov 7, 2010

### Welcome Helen Vella

#### **FLORIDA LEADERSHIP NETWORK**

a subsidiary of Florida Business Expo, LLC created to educate business and community leaders through seminars and training courses, will be led by our newest addition, Helen Vella. Along with an impressive list of accolades including a successful consulting business of her own, she is a born leader and entrepreneur. We are honored to be working with her.



Helen Vella, Senior Business Consultant  
[www.FloridaLeadershipNetwork.org](http://www.FloridaLeadershipNetwork.org)  
Info@FloridaLeadershipNetwork.org  
407.232.4439

### Exhibitor of the Month



No eXpo would ever be complete without its' caterers.  
Catering by Creative Events knows how to serve great food and make it especially delightful through their presentation. Always

Submit your tips and ideas for possible addition to our newsletter via email

1,000 Business Cards

**\$50**

14 point, Dbl sided color

email [Travelingliz@cfl.rr.com](mailto:Travelingliz@cfl.rr.com)

[2010 Photo Gallery](#)  
[Brion Price Photography](#)  
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professional, always great attitude and above all, always fabulous food.

Congratulations Catering by Creative Events!  
You're our November Exhibitor of the Month.  
Contact Catering by Creative Events at 352.536.2599

Join Our Mailing List!



## Welcome Stuart Raskin

### FLORIDA BUSINESS EXPO

**Stuart is accomplished in community and client relations, HR & sales management. He is well known and well respected in the community. He is a seasoned professional and we are truly blessed to have him join our group.**



Stuart M Raskin  
Stuart@FloridaBusinessExpo.com  
407 353 9795

### What's New?

- Advisor Harris Rosen
- Advisory Board
- David Stacey
- Jim Bowie
- David Lowell
- Juan Guzman
- Helen Vella
- Roberto Andreos
- Harland Henry
- Dan Gracia
- Michelle Williams

- Melissa Shwarz, Intern
- Christian Shaw, Intern

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"Those people who are crazy enough to think they can change the world are the ones who do"

Hats off to Fun Spots' Mark Brisson for all of your contributions!



**YOU ARE CORDIALLY INVITED TO ATTEND OUR ANNUAL**

**"Taste of Business"**

**EVENT HOSTED BY:**



**BiZ HuB**  
Your Office. Your Network.

**JOIN BiZ HuB CLUB'S ENTREPRENEUR NETWORK AT THIS POWER NETWORKING EVENT**

**PLUS** PRIZES  
DRINKS MUSIC  
HEAVY HOR'DERVES

**When:**  
November 4th, 2010  
Starting at 5PM

**Where:**  
310 Lakeside  
Located on Central  
Across from Lake Eola

### Florida Business Expo, Inc

[www.FloridaBusinessExpo.com](http://www.FloridaBusinessExpo.com)

[Info@FloridaBusinessExpo.com](mailto:Info@FloridaBusinessExpo.com)

407-296-5882

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