



Sept 2011 3 E News presented by

## Florida Business Expo

### Effective Expos & Exhibits

designed to Motivate, Educate & Stimulate business throughout the Sunshine State

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

How many reasons do you need to attend?

## FLORIDA BUSINESS EXPO

September 21, 2011

Rosen Centre Hotel 9840 International Dr, Orlando, Florida 32819

Exposure, Education & Networking!  
Business 2 Business from throughout the State  
Learn from the masterminds: It doesn't get any bigger than this

Advance tickets on-line at [www.FloridaBusinessExpo.com](http://www.FloridaBusinessExpo.com)

Exhibit information: [Info@FloridaBusinessExpo.com](mailto:Info@FloridaBusinessExpo.com) 407.296.5882

**FLORIDA BUSINESS EXPO**

Rosen Centre Hotel  
**SEPTEMBER 21, 2011**

A powerful event designed to Motivate, Educate & Stimulate Florida Business

Florida - The Sunshine State

### Announcing our 2011 Speaker Line-up

200 Seats available / 100 SOLD

Luncheon Keynote Speaker

Luis Cuneo, IBM Senior Marketing Executive  
"Building Business One Brick at a Time"

**8 Seminars at your disposal: Don't miss this opportunity! Knowledge is Power!**

Reaching  
Thousands of  
Florida Business  
Statewide  
via our

Premier Partnership  
Program

Media Relations

Million Dollar Coaches  
Corner

Florida  
Leadership Network

Platinum  
Sponsors



6 ways to deliver your marketing message the QR way-in the right place at the right time:

1. Branding: Add QR codes to literature, packaging, tags, etc... Make it easy to get to you. "Like" you on Facebook, Tweet purchases to friends, subscribe to SMS announcements for sales, website access, etc...
2. Advertisements: Harness curiosity. Be the first in your market with a QR billboard (or the first greasy spoon with a digital edge)
3. Shipping Materials: Get more stars. Solicit ratings and reviews by adding QR codes to packing slips that link to feedback forms.
4. Product Displays: Link to ratings and reviews, recommendations, bonus video, additional product features, wish lists, registries.
5. Coupons: 45% of shoppers compare prices online while shopping in-store. Deliver a special coupon straight to their smart phone to scan at checkout.
6. Promotions: Use QR codes

Pamela Starr, Constant Contact  
the power of email marketing

Jamie Halscott, Unbreakable IT  
Using IT to rout out the competition

Jason Perez, Pre-Paid Legal

Mikaela Nix, Collegiate Staffing  
Tips for Entrepreneurs

Terry Brennan, Hutchinson Law  
Intro to Intellectual Property & Social Networks

Vincent Lopresti, Small Business Administration  
Accessing capital in today's environment

Helene Abrams, Eprentise  
Building a team with some lessons learned

Million Dollar Coaches Corner - Mastermind panel and think tank  
David Stacey, Moderator & Founder of David Stacey Intl, Capital specialist  
Harland Henry, Economic development strategist  
Russell Case, Manufacturing and product design engineering  
Ed Alexander, Entrepreneurship Law Firm, corporate and commercial law  
Shelley Costello, Author, speaker, social media and internet marketing

with a gaming aspect to capture leads. People watching Fringes canned special codes and were given a top-secret message.

### Premier Partnership Program

We're partnering with business to business organizations to promote events. Please email or phone us for further information.

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

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