



Success  
No Delay

# SOHO | SME BUSINESS CONFERENCE AND EXPO

FOR  
**BUSINESSES**  
ON THE **GROW**



**4 CITIES ... ONE GREAT DAY FOR BUSINESS!**

**VANCOUVER**  
**14<sup>th</sup> Year!**



Pop: 2,165,893

**Sept 16, 2010**

Expected  
2,000 – 2,500

**TORONTO**  
**6<sup>th</sup> Year!**

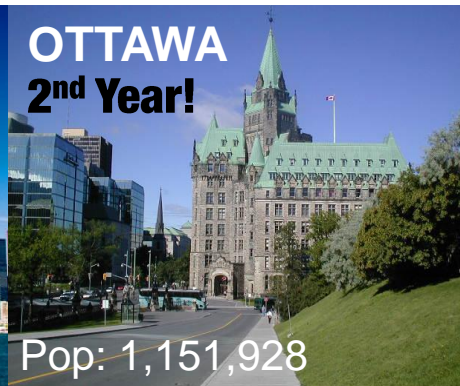


Pop: 5,191,030

**Oct 27, 2010**

Expected  
2,000 – 2,500

**OTTAWA**  
**2<sup>nd</sup> Year!**



Pop: 1,151,928

**Oct 29, 2010**

Expected  
1,500-2,000

**CALGARY**  
**3<sup>rd</sup> Year!**



Pop: 1,038,223

**Spring 2011**

Expected  
800-1,000

# **SOHO-SME Business Conference & Expo**

## **CONFERENCE OVERVIEW**



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## 2010 HEADLINE PRESENTERS

SOHO attracts amazing presenters including entrepreneurs, industry and business experts providing excellent value to conference delegates, sponsors and exhibitors.



**Sir Richard Branson**



**President Bill Clinton**



In partnership with Power Within, SOHO is pleased to include Sir Richard Branson in Toronto and President Bill Clinton in Ottawa.



**Jordan Bank**  
**Managing Director**  
**Facebook Canada**



**Alfredo Tan**  
**Senior Director**  
**Facebook**



Facebook Canada executives provide insight on the future and business of social media marketing. Facebook will present in Vancouver, Toronto and Ottawa.



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## ABOUT SOHO BUSINESS GROUP



**We create results-driven marketing programs and activities for participating organizations to maximize marketing, leads and branding objectives.**

**SOHO Business Group launched in 1996.** We are a national marketing and lead generation company focused on connecting small and medium sized businesses (up to 50 employees), with valuable tools, resources, partner benefits and special events to support business growth and success.

**The SOHO|SME Expo**, in its 14<sup>th</sup> year, is recognized as the **#1 National B2B Conference and Expo Program** that reaches out to thousands of small and medium sized businesses. This unique event connects sponsors, exhibitors and attendees to the most valuable tools, resources, business products/services and “how-to” knowledge to help overcome business challenges, solve business problems and provide sound solutions to grow successfully.



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## THE SOHO|SME VISION

**To motivate, inspire and drive  
business growth and success.**

- ✓ A **unique experience** for attendees, exhibitors and sponsor to connect, network and do business
- ✓ promotes **entrepreneurial spirit**...a small business celebration
- ✓ provides access to **valuable tools, information and resources**
- ✓ highly **recognizes participating sponsors** supporting small business
- ✓ **maximizes marketing, branding & lead generation** objectives before, during and after the event
- ✓ introduces the **latest products, services and technologies** through keynote presentations, expert panel discussions and product/service demonstrations



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## ALL STAR LINE-UP OF PRESENTERS





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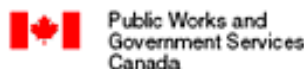
## PARTIAL CLIENT LIST



From anywhere... to anyone



24 HOUR COMPUTER  
SUPPORT TASK FORCE





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**THANK YOU TO OUR SPONSORS!**



**SOHOSME Sponsor Recognition Awards**



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# CANADA'S SOHO|SME MARKETPLACE

**Small and medium size businesses account for 97.5% of**

| SOHO-SME Business in Canada            |                  |             |
|--|------------------|-------------|
| 1-4 Employee Companies                 | 613,820          | 27%         |
| 5-20 Employee Companies                | 306,213          | 13%         |
| 21-50 Employee Companies               | 91,640           | 4%          |
| Self-employed / No employees           | 1,255,404        | 55%         |
| <b>Small Business Total:</b>           | <b>2,267,077</b> | <b>100%</b> |
| 50+ (including corporations)           | 58,466           | 2.5%        |
| <b>Total all businesses in Canada:</b> | <b>2,325,543</b> |             |

Source: Stats Canada



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## THE SOHO|SME AUDIENCE

Our aggressive marketing campaign successfully attracts the right audience...

- **SOHO (0 to 4 employee companies)**  
Micro Enterprise including early stage, home office and established businesses to include **business owners/founders and entrepreneurs** responsible to for business decisions.
- **SOHO (5 to 20 employee companies)**  
Growing small businesses to include **business owners, executives and managers** responsible for business decisions.
- **SME (21 to 50 employee companies)**  
Growing small and medium sized businesses to include **CEO/Presidents, senior executives and managers** responsible for business decisions.

### KEY SEGEMENTS:

- *Women entrepreneurs*
- *Young entrepreneurs (18-35)*
- *Business Technology & E-commerce*
- *Manufacturing: Import/Export*
- *Business Services*
- *Business Consultants*



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# **SOHO-SME EVENT MEDIA AND MARKETING CAMPAIGN**

**PRINT**

**RADIO**

**DIRECT MAIL**

**PARTNER CHANNELS**

**ASSOCIATION MARKETING**

**PUBLIC / MEDIA RELATIONS**

**INTERNET**

**TELEVISION**

**EMAIL MARKETING**

**SEARCH ENGINE PLACEMENTS**



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# SOHO|SME MARKETING CAMPAIGN

**Over 2 MILLION Media Impressions...thousands of attendees!**

- **Targeted print advertising** including magazine, newspaper & association newsletters
- **Targeted radio marketing / promotions** to business audiences
- **Internet marketing** including website banner advertising, email classified advertising, and email marketing campaigns & promotions on over 50 business-to-business portals including business associations and trade organizations
- Aggressive **public relations and media campaign** including media advisories, featured speaker announcements / profiles, event calendars
- **Association marketing** will include various business and trade organizations to participate in aggressive marketing and communications with its members and subscribers (as a part of our Association Program)
- **Promotions & Event marketing** includes participating, promoting and marketing the conference at various 3<sup>rd</sup> party events, conferences, tradeshow, receptions.
- ...and more developed by SOHO during the campaign period
- Social Media marketing and event postings (i.e. Facebook, LinkedIn, etc.)



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For more information including  
exhibit rates contact:

Tyler Gibson

Sales Director, Small Business

[tyler@soho.ca](mailto:tyler@soho.ca)

1.800.290.7646 ext 257