

# ***BUSINESS BUILDING TRADESHOW!***



Smart businesses can reach more than 500 potential clients/customers at the Entrepreneur's Growth Conference **Business Building Tradeshow (BBT)!** You are invited to exhibit in this one-of-a-kind event. The tradeshow showcases conference sponsors, leading community organizations that assist entrepreneurs, and companies that want to promote their products and services to our region's business owners. Exhibitors display their products and services and get to speak one-on-one with the conference's 500+ attendees. The tradeshow is a lively networking opportunity that provides exhibitors a great way to reach hundreds of potential new clients/customers all in one day. Don't miss this tremendous opportunity to promote your business!

## ***THE MANY BENEFITS OF PARTICIPATION***

### **SHOWCASE YOUR PRODUCTS AND SERVICES**

Increase marketing opportunities by making valuable contacts with key decision makers in the business community. With more than 500 attendees, the Entrepreneur's Growth Conference (EGC) is a perfect venue to showcase your products and services at the Business Building Tradeshow (BBT) and develop new business opportunities. Conference attendees seek knowledge and innovation. They look for better, more efficient ways to accomplish their business objectives. Don't miss the opportunity to show them what you have to offer.

### **HIGHLIGHT YOUR EXPERTISE**

Exhibiting not only includes a spacious exhibit area with table, but also an advertisement in the BBT's Guide to Exhibitors, which is distributed to each EGC attendee. Your organization can also create thousands of impressions through giveaways to attendees and other available marketing opportunities.

### **AFFORDABLE EXHIBIT FEES**

We want to give as many organizations as possible the opportunity to connect with attendees, so we offer the most affordable exhibit fees around. It's one of the easiest, most economical investments any organization can make to reach this important target audience – the region's business owners.

## ***YOU CAN'T GO WRONG!***

No matter what market you are targeting, the EGC allows you to reach it. The EGC attracts attendees throughout all industries and in all stages of growth.

The EGC offers "tracks" of sessions, including a new venture fast track and established company growth track. Our demographics indicate that about half of EGC participants attend sessions geared toward early-stage companies that are just beginning to flourish. The other half of EGC attendees choose sessions specifically for the seasoned entrepreneur in a much later stage of growth. Special interest tracks attract business owners in the technology sector and other niche markets.

The bottom line is that the Business Building Tradeshow is an excellent opportunity for you to promote products and services directly to those who need it. The assembly of such an elite target market all in one day is unrivaled by any other conference.

*"I have worked with many SBDCs all over the United States. The SBDC program in Pittsburgh has the most supportive and enthusiastic group of people that I have ever dealt with." – BBT Exhibitor*

Duquesne University  
Small Business Development Center

**10TH ANNUAL**

## **ENTREPRENEUR'S GROWTH CONFERENCE**

**JUNE 5, 2008**

### **ABOUT THE ENTREPRENEUR'S GROWTH CONFERENCE**

Hundreds of attendees attend this exciting event every year to gather the resources, information and inspiration that small business owners need to reach their next goal, whether they are at the helm of a company planning explosive growth or managing a recently founded start-up.

With an inspiring keynote address by Andy Litinsky and dozens of expert-led, information-packed workshops and live demonstrations, the EGC offers fresh views on cutting-edge topics, covering the latest trends that affect today's entrepreneurs. The EGC's elegant **Business Building Tradeshow** concludes the day, housing more than 50 organizations that offer products and services geared toward helping businesses prosper.

The Entrepreneur's Growth Conference offers unrivaled networking opportunities and is a great venue for small business product and service providers to meet the region's most promising entrepreneurs. The EGC attracts attendees throughout all industries and in all stages of growth. No matter what market you are targeting, the EGC allows you to reach it! Join us!

**Register by  
May 9  
for Early Bird  
discount!**

### **BREAKFAST KEYNOTE: ANDY MASICH**



**President and CEO of the  
Senator John Heinz History  
Center**

There's so much to love about Pennsylvania's history. Western Pennsylvania features everything from the pre-revolutionary drama of the French and Indian War to the launch story of the Lewis and Clark expedition and the legendary gridiron match-

ups of the super Steelers.

As the president and CEO of the Senator John Heinz Pittsburgh Regional History Center, Andy has a constant eye on our region's rich past. According to Andy, "the great thing about our history is what it means for our present and our future. It makes Pennsylvania a fascinating place to live, work and visit—a place rich with character and culture and with a tradition of innovation fueling our 21st century identity."

Listen as Andy talks about the past 250 years of innovation in Pittsburgh and how it relates to what we do today.

### **LUNCHEON KEYNOTE: ANDY LITINSKY**



**President of Trump  
Productions, Youngest  
Contestant on The  
Apprentice, First-Ever  
Apprentice to be Rehired  
by Donald Trump**

Andy started a business at age 13 with just \$500. Within two years, he had over 30 part-time employees and was generating six-figure

revenues. Not only is Andy an entrepreneur at heart, but he is also well-known for being the youngest contestant on the popular TV show *The Apprentice* and the first-ever apprentice to be rehired by business mogul Donald Trump. Listen as Andy speaks about his experiences and what he has learned.

## EXHIBIT SPECIFICATIONS

When you purchase exhibit space at the Business Building Tradeshow, you receive:

- Your space in the exhibit hall includes one 6' draped table, identification sign and two chairs.
- Two (2) complimentary full-day conference registrations.
- The option to register up to two additional individuals from your company at a discounted full-day rate of \$99 (typical full-day rate is \$119).
- Your company listed in the Program Book and Exhibitor Booklet.
- Company ad in Exhibitor Booklet (4.7" wide x 7.5" high).
- And last, but not least, TRAFFIC!

## EXHIBIT FEES

The Early Bird Registration for your exhibit space is:

- \$550 (for-profit organizations)
- \$400 (non-profit organizations)

These early bird prices apply to organizations that submit Exhibitor Agreement with full payment no later than **May 9, 2008**.

After **May 9, 2008**, exhibitor fees will **increase to \$650 and \$500**, respectively. Early Bird Registrations with full payment receive preferential booth positioning on a first-come, first-served basis.

Electricity is provided at an additional fee of \$40. **All requests for electricity must be placed no later than May 20, 2008.**

*"The EGC is one of the best venues to directly reach those who need our services most. The face-to-face networking with the entrepreneurs and the relationships we forged made the event a win/win." –*  
**A BBT exhibitor**

## EXHIBIT SET-UP – JUNE 5

**Set-up time: 7:00 a.m. – 8:00 a.m.**

Loading and unloading for the tradeshow will take place directly in front of the **Duquesne Union on Locust Street**. You may temporarily park your vehicle in front of the Union **with flashers on**. Enter the building and proceed to **check-in at the Exhibitor Registration Table**. Look for Duquesne SBDC staff to assist you.

After check-in, staff also will be available to assist you in transporting your display to the fifth Floor. Please request this assistance at the registration table if needed.

After taking exhibit materials to the fifth Floor, **immediately return to your vehicle and park in the Forbes Avenue Parking Garage** off of Forbes Avenue. The Forbes Avenue Parking Garage is the **only** garage for which parking will be discounted. Parking validation instructions will be announced during the tradeshow.

There are **two times** for the tradeshow: **9:15 - 10:00 a.m. and 3:00 - 5:00 p.m.** Please plan to be set-up and ready by 8 a.m.

### AGENDA:

<b>7:45-8:15 a.m.</b>	Event Registration & Breakfast Keynote Speaker, Andy Masich
<b>8:15 to 9:15</b>	Opening & Morning Guest Speaker
<b>9:15 to 10:00</b>	Business Building Tradeshow & Live Demonstrations
<b>10:10 to 11:15</b>	Workshops I
<b>11:20 to 12:30</b>	Workshops II
<b>12:40 to 2:00</b>	Luncheon & Keynote, Andy Litinsky
<b>2:10 to 3:15</b>	Workshops III
<b>3:00 to 5:00</b>	Business Building Tradeshow, Demonstrations, Dessert & Prizes

We are asking exhibitors to provide interactive exhibits. If you have a live demonstration that you would like to give during the tradeshow times, please indicate this on your registration form so that we can promote it to attendees. Demonstrations should be limited to five-minute intervals.

## ANOTHER MARKETING OPPORTUNITY

Make sure your message gets "in the bag!" Put a **promotional item in the official conference tote bag** so that every attendee receives it. You may include software, a pamphlet, a one-page marketing piece or one promotional item of your choosing. The tote bag holds all essential conference materials including the Conference Program and Exhibitor Booklet. **Cost: \$200**

# JOIN US!

Remember, as a Business Building Tradeshow exhibitor, you will not only reach attendees, but you will also be showcasing your products and services to EGC sponsors, fellow exhibitors and world-class speakers.

## **SOME PAST EXHIBITORS OF THE EGC INCLUDE:**

ABS Computer Technologies  
Allied Office Products  
Alpern Rosenthal  
All State Insurance Company  
American Entrepreneur Radio  
Buchanan Ingersoll  
CEO Forum of Pittsburgh  
Coastal Displays  
Comcast  
Dennis Piper & Associates  
Diskriter, Inc.  
Ditto Documentation  
Dollar Bank  
DUQ 90.5FM  
Duquesne Light  
Eckert Seamans  
Enterprise Bank  
Equitable Gas  
Exhibity LLC  
Gefsky and Lehman, PC  
Highmark Blue Cross Blue Shield  
Horovitz Rudoy & Roteman  
Innovation Works  
Integrated Quality Systems  
Management Science  
Microsoft  
National City  
Nauticom  
Parker Hunter  
Payroll 1  
Pittsburgh Business Times  
Pittsburgh Regional Alliance  
Pittsburgh Technology Council  
PNC Bank  
SBN Magazine  
Risk Management Resources  
Schneider Downs & Co., Inc.  
Seton Hill University  
Sisterson & Co.  
SMC Business Councils  
Stokes and Hinds  
UPMC  
Wilke & Associates

## **INDUSTRIES REPRESENTED AT PRIOR CONFERENCES INCLUDE:**

Healthcare  
Pharmaceutical  
Construction  
Manufacturing  
Human Services  
Electrical  
Production  
Distribution  
Environmental  
Architecture  
Medical  
Supply  
Technology  
Biomedical  
Wireless Communication  
Marketing  
Rehabilitation

## **SOME OF OUR PAST SPEAKERS HAVE HAILED FROM:**

Kinko's/FedEx  
Chick fil-A  
Lillian Vernon  
NASA  
Deloitte & Touche  
Precision Therapeutics  
Pittsburgh Digital Greenhouse  
The Allegheny Institute  
True Commerce  
Many other successful companies that exemplify entrepreneurship at its finest.

## **RESERVE YOUR SPACE TODAY!**

To be sure that your space is reserved properly, please complete the enclosed Exhibitor Agreement and fax it to the Duquesne University SBDC at 412-396-5884. We must receive the completed Exhibitor Agreement and full payment in order to reserve your exhibit space. Exhibitors will be accepted on a first-come, first-served basis. Early Bird prices in effect through May 9 only. Registrations with full payment receive preferential booth positioning.



**Hurry!**  
**Space is limited!**

# ENTREPRENEUR'S GROWTH CONFERENCE

**JUNE 5, 2008 / Business Building Tradeshow / EXHIBITOR AGREEMENT**

Please complete the information below and on the next page and return to:

**DUQUESNE UNIVERSITY SBDC • 600 FORBES AVENUE • PITTSBURGH, PA 15282**

**PHONE 412-396-6233 • FAX 412-396-5884**

**YES**, we want to take advantage of this tremendous opportunity to exhibit in the Business Building Tradeshow at the 10th annual Entrepreneur's Growth Conference on June 5, 2008.

**Please check appropriate selections in the left column, including any optional items. After making your selections, total all fees that pertain to your company under "Total Exhibit Fees" in the right column. Complete "Method of Payment" for total amount enclosed. Proceed to next page to properly complete Agreement.**

## EXHIBITOR SELECTIONS

FOR-PROFIT

Before May 9th @ \$550

After May 9th @ \$650

NON-PROFIT

Before May 9th @ \$400

After May 9th @ \$500

Optional Items:

I will require electricity for my exhibit space for an additional \$40.

Yes, I would like to take advantage of additional full-day conference registrations at the discounted rate of \$99 per person.

I would like:

One additional registration @ \$99

Two additional registrations @ \$198

**Tote Bag Inserts** – Yes, I would like to take advantage of the Tote Bag Insert marketing opportunity for \$200.

Yes, I will have a live demonstration at my booth. Please describe:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## TOTAL EXHIBIT FEES (FROM SELECTIONS)

EXHIBIT FEE \_\_\_\_\_

ELECTRICITY (\$40) \_\_\_\_\_

ADDITIONAL REGISTRATIONS \_\_\_\_\_

TOTE BAG INSERTS (\$200) \_\_\_\_\_

**TOTAL ENCLOSED** \_\_\_\_\_

**Payment in full is due with this application. NO EXCEPTIONS.**

## METHOD OF PAYMENT

Check for full amount enclosed

*Make check payable to **Duquesne University SBDC***

Check No \_\_\_\_\_ Amount: \$ \_\_\_\_\_

Charge full amount to my:  Visa  Mastercard

Discover

**For Official Use Only**

**Do not write in this space**

Date Rec'd: \_\_\_\_\_

Check #: \_\_\_\_\_

Amount: \_\_\_\_\_

Balance Due: \_\_\_\_\_

Balance Paid: \_\_\_\_\_

Credit Card# \_\_\_\_\_ Exp. \_\_\_\_\_

Name on Card \_\_\_\_\_

Signature \_\_\_\_\_

**PLEASE CONTINUE TO NEXT PAGE TO PROPERLY COMPLETE THE EGC EXHIBITOR AGREEMENT.**

# ENTREPRENEUR'S GROWTH CONFERENCE

**JUNE 5, 2008**

**Important information regarding your exhibit** - Thank you for choosing to exhibit in the Business Building Tradeshow at the 10th annual Entrepreneur's Growth Conference! Please note that detailed **instructions** regarding your exhibit, including how to submit your ad and company description for the "Guide to Exhibitors" tradeshow booklet will be sent to you prior to the event. Please complete the following information so that we may properly process your exhibit request.

Company Name \_\_\_\_\_

Contact Person \_\_\_\_\_

Title \_\_\_\_\_ E-mail \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

## **REGISTRATION – EXHIBITOR PERSONNEL**

Exhibit space includes two (2) full-day conference registrations. Please list below who from your organization will use these full-day registrations.

### **1ST EXHIBITOR REGISTRATION**

Name \_\_\_\_\_

Title \_\_\_\_\_

E-mail \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

### **2ND EXHIBITOR REGISTRATION**

Name \_\_\_\_\_

Title \_\_\_\_\_

E-mail \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

If you have indicated in the "Exhibitor Selections" on the previous page that you would like to take advantage of the additional full-day conference registrations at the discounted price, please list the name(s) of the additional person(s) you would like to register at \$99 each.

Name \_\_\_\_\_

Name \_\_\_\_\_

### **QUESTIONS?**

Feel free to contact Christine Hughes at the Duquesne University SBDC. She will be happy to assist you.

**Christine Hughes - 412.396.6233**  
**hughesc@duq.edu**

**Please review all information carefully before submitting to ensure that your exhibit space is reserved properly!**



**Small Business Development Center**  
**Duquesne University**

*Helping businesses start, grow, and prosper.*