



*“Featuring keynote speaker
Ed Bestoso, Home-based
entrepreneur, master
coach, and founder of
makegreengogreen.com”*

HOME-BASED BUSINESS RESOURCE FAIR & CONFERENCE

FRIDAY, NOVEMBER 18TH

WILLIAMSBURG HELLENIC CENTER | 8:00 am – 6:00 pm

4900 Mooretown Road | Williamsburg, VA 23188

CALLING ALL HOME-BASED BUSINESS OWNERS & ENTREPRENEURS!

Don't miss the region's 2nd annual Home-Based Business Resource Fair & Conference. This unique event features a resource fair with over 30 exhibitors, as well as conference sessions and specialty breakout tracks focused on topics relevant to all types of home-based businesses, including traditional, franchise, and direct & network marketing.

Attendees must register online for just \$30 (\$20 for Chamber members) at www.yorkbizexpo.com. Earlybird discounts available thru October 14, 2016

INTERESTED IN BEING AN EXHIBITOR OR SPONSOR?
***Call (757) 877-5920 or visit www.yorkbizexpo.com for more information
and to purchase tickets today!***



www.yorkbizexpo.com

Military Discount: HBBMILITARY16 | Student Discount: YORKHBB16



DETAILED SCHEDULE

- 8:00 am** Registration, Networking, Resource Fair, & Continental Breakfast
- 8:30 am** Welcome Remarks
- 9:00 am** General Session Panels Begin
- “TOP TIPS” PANEL #1: PROTECTING YOUR INVESTMENT
Cybersecurity & Data Protection, Legal Matters, Tax Topics, & Business Insurance
- “TOP TIPS” PANEL #2: GROWING YOUR HOME-BASED BUSINESS
Time Management & Organization, Networking & Self-Branding Techniques,
HR Topics: Employee or Contractor, & Marketing Essentials
- 11:40 am** Lunch Buffet Open
- Noon** Lunch & Keynote Speaker
- 12:30 pm** Networking & Resource Fair Open
- 1:30 pm** Specialty Breakout Sessions: Direct Sales & Network Marketing,
Franchises, & Traditional Home-Based Businesses
- DIRECT SALES & NETWORK MARKETING**
- **1:30 pm** Filling the Funnel: How to Perpetuate Leads & Customer Referrals
 - **2:15 pm** The Secret to Long-Term Residual Income - 12 Success Factors
 - **3:00 pm** How to Build Teams, Develop Leaders, & Duplicate Success
 - **3:45 pm** Keeping Your Head in the Game!
- TRADITIONAL HOME BASED BUSINESSES & FRANCHISES**
- **1:30 pm** Credit Card Processing Options, Regulations, Liability, & Tips
 - **2:15 pm** Managing & Financing Growth for Long-Term Success
 - **3:00 pm** Marketing & Social Media: Growing Your Business on a Small Budget
 - **3:45 pm** Surviving in Business: Overcoming Obstacles & Maintaining a Positive Life/Work Balance
- MISCELLANEOUS WORKSHOPS**
- **1:30 pm** Doing Business with the Government: SWAM Certification, eVA Registration, & How to Win Government Contracts
 - **2:15 pm** Starting Out the Right Way: The Process, Local Specifics, & Local & State Assistance Programs & Organizations
 - **3:00 pm** Chew on This: Food Topics for Home-based Culinary Businesses
 - **3:45 pm** In-Depth Cybersecurity, Social Media Security, & Data Protection
- 4:30 pm** Raffle Drawing & Closing Remarks
- 4:45 pm–6:00pm** Networking Reception & Resource Fair Open

PROFESSIONAL HEADSHOTS AVAILABLE FOR JUST \$15 EACH.
Must pre-register to take advantage of this opportunity.

WHO SHOULD ATTEND?

- Existing Home-based Business Owners in all industries (Traditional, Franchise, or Network Marketing)
- Transitioning Military
- Anyone thinking of starting a home-based business
- Public & private service providers to home-based businesses
- Students & Entrepreneurs

TIPS FOR ATTENDEES

- Bring plenty of business cards.
- Come early for more dedicated one-on-one-time with the exhibitors & resource providers.
- Bring a friend!
- Take advantage of the \$15 professional headshots to update your website, business cards, resume, & social media sites.