



# **SMALL BUSINESS EXPO: BI-ANNUAL TRENDS REPORT**

August 2018



## INTRODUCTION

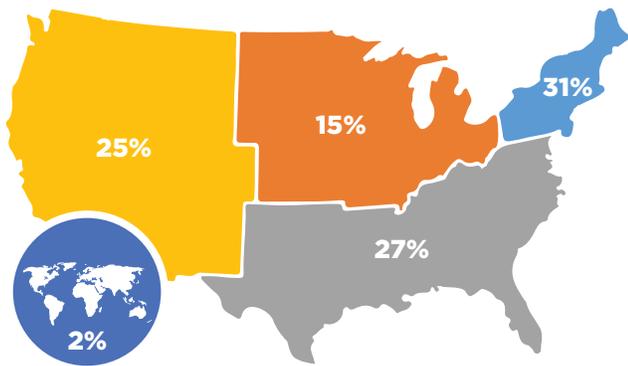
In today's digital-driven environment it's more important than ever for businesses to innovate in order to stay ahead. Today's consumer is savvy and has high expectations from the businesses they choose to interact with. Small businesses need to find a way to remain competitive in order to not be left behind, and it is imperative to stay up-to-date on the trends and challenges most impacting their bottom line. The latest Small Business Expo: Bi-Annual Trends Report surveyed over 400 small business owners spanning across several industries, providing quantitative and qualitative analysis of how entrepreneurs are faring within the current economic climate in the United States, and the current state of small businesses overall.

A handwritten signature in black ink, appearing to read "Zach Lezberg".

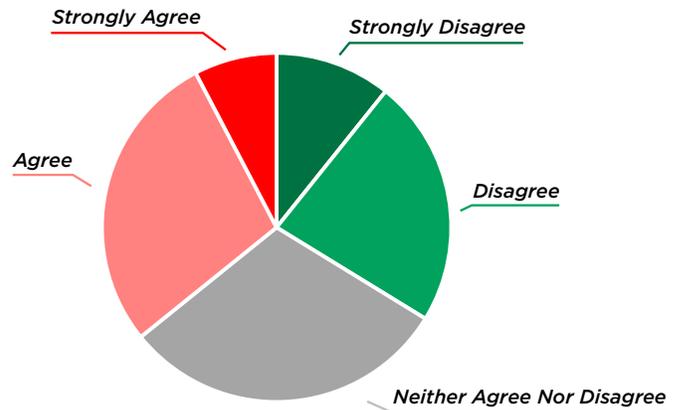


Zach Lezberg  
Owner & CEO  
Small Business Expo

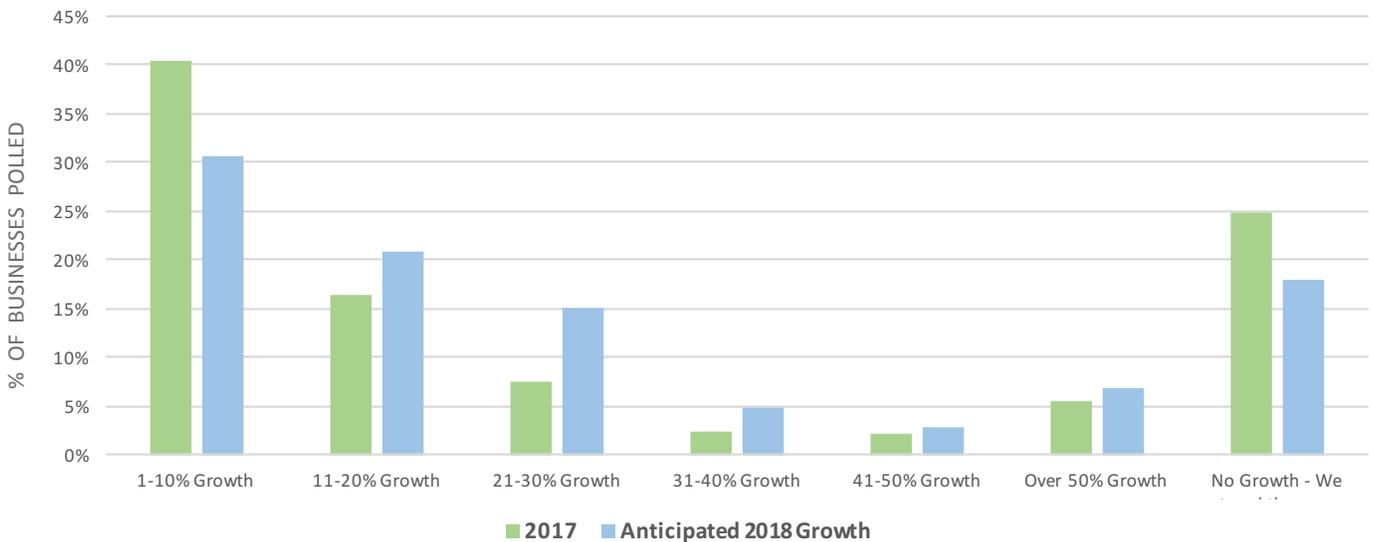
**1. In which region is your company headquartered?**



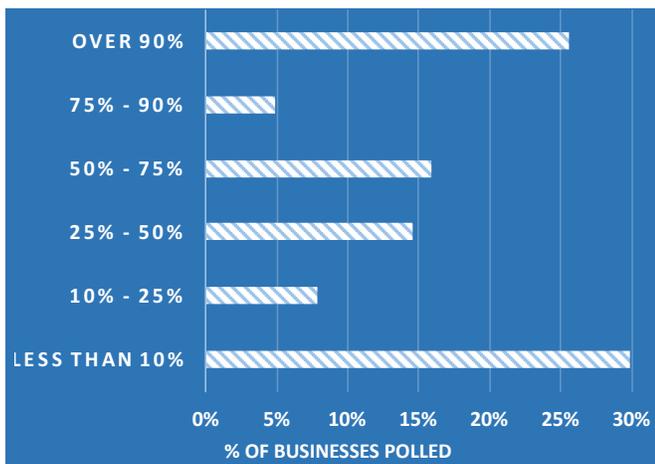
**2. Do you agree that age is/has been a factor in the success of your business?**



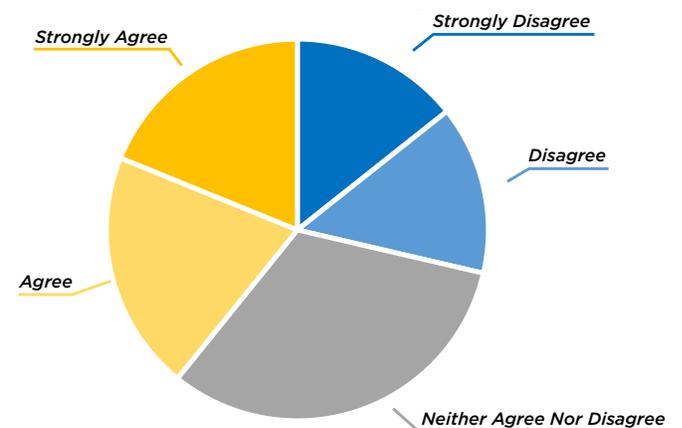
**3. What kind of growth in gross revenues, if any, did you see in 2017 over 2016? What kind of growth in gross revenues, if any, do you anticipate in 2018 over 2017?**



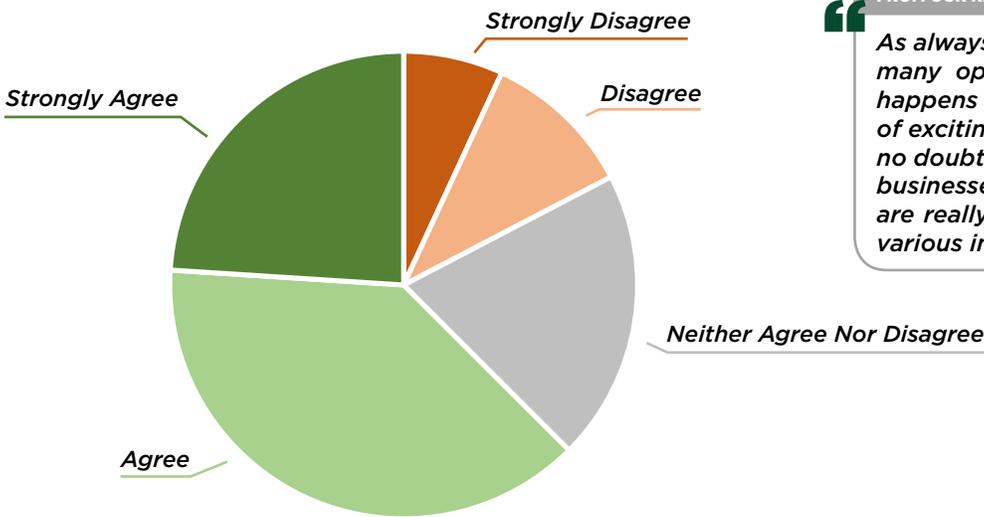
**4. What percentage of your staff are female?**



**5. Do you agree that workplace diversity is an issue in your industry?**



**6. In the past year, my confidence in my business has grown and my overall outlook for the next year is positive.**



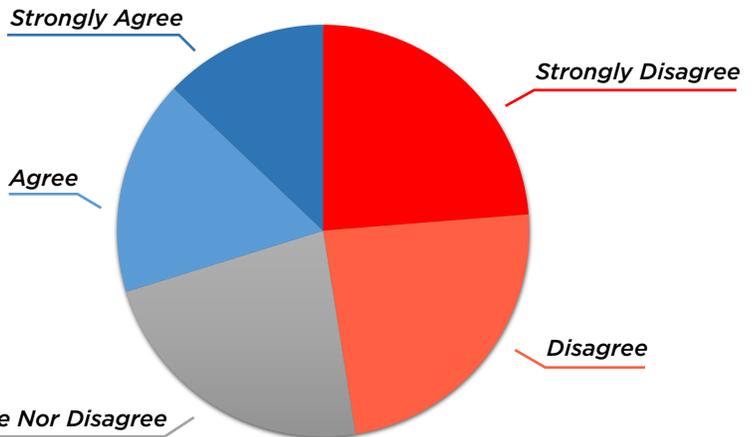
**FROM OUR RESPONDENTS:**

*As always for those that look, there are many opportunities. No matter what happens with the economy we see a lot of exciting changes in the world. I have no doubt that there will be a lot of new businesses in the next few years that are really going to unseat the kings in various industries.*

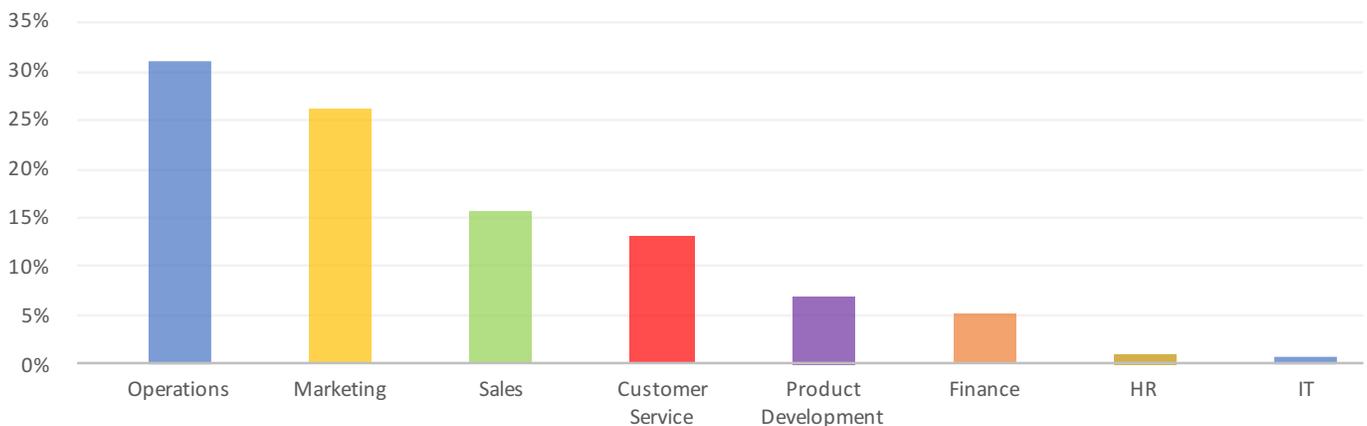
**7. The current US Administration supports Small Business and is trying to help small businesses across the country grow & succeed.**

**FROM OUR RESPONDENTS:**

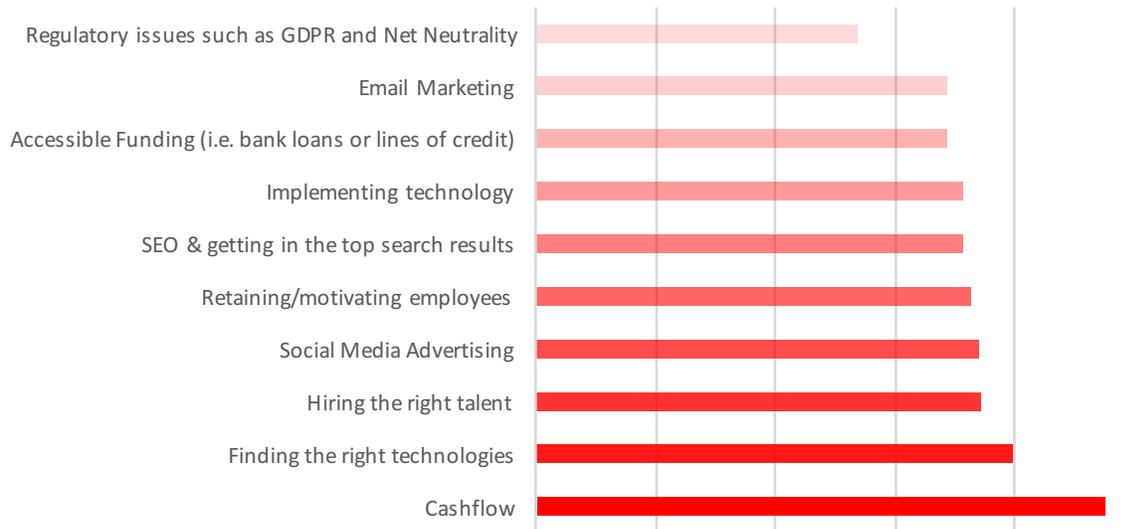
*Small business is the backbone of job growth in the U.S. economy. It should be easier to start a business and we should do more to fund start-ups and provide the technical expertise to help them grow and succeed. Unfortunately, the big corporations drown out small businesses and support government policies that favor those already at the top.*



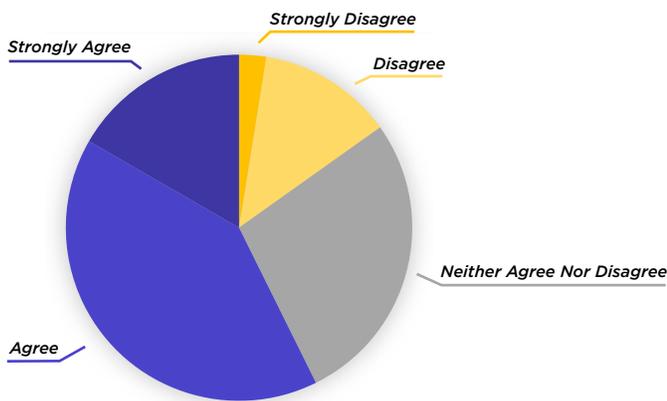
**8. Which area of your business do you spend the most time on?**



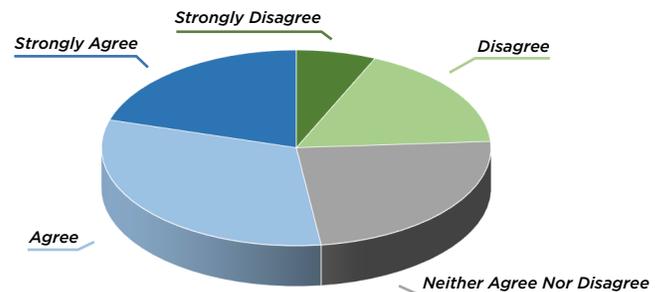
**9. Please rate the below in accordance with how each impacts your current business activities, with 1 being least impactful and 10 being the most impactful.**



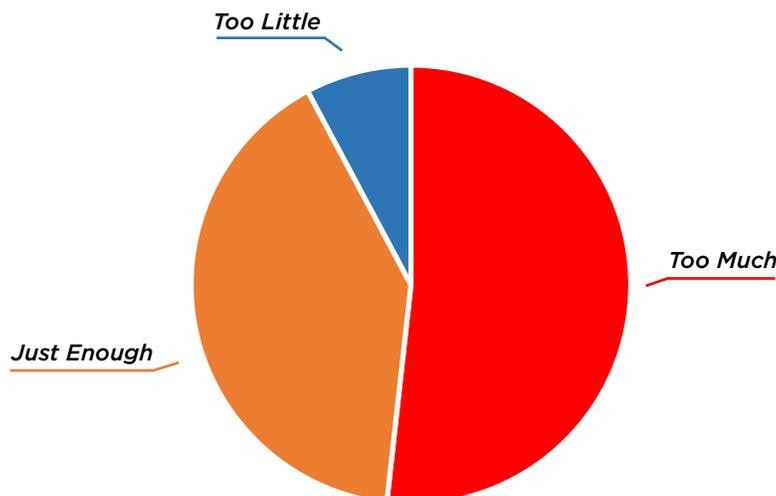
**10. The US is currently experiencing a brick and mortar “retail apocalypse”.**



**11. The Supreme Court’s ruling that states can require online retailers to collect sales tax will negatively impact small business.**



**12. Do you feel there is too much, just enough, or too little government regulation of small business?**



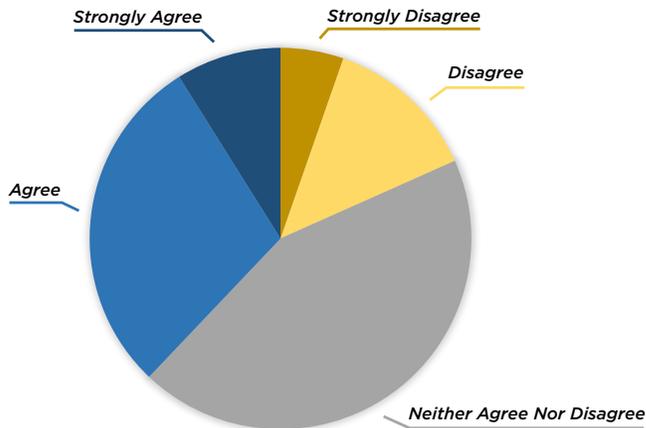
**FROM OUR RESPONDENTS:**

*Excessive regulation makes it harder for small business to compete with larger businesses. Every extra step or tax, effects small business owners exponentially. In addition, larger companies can shift P&Ls through various channels that alter market prices making it harder to compete.*

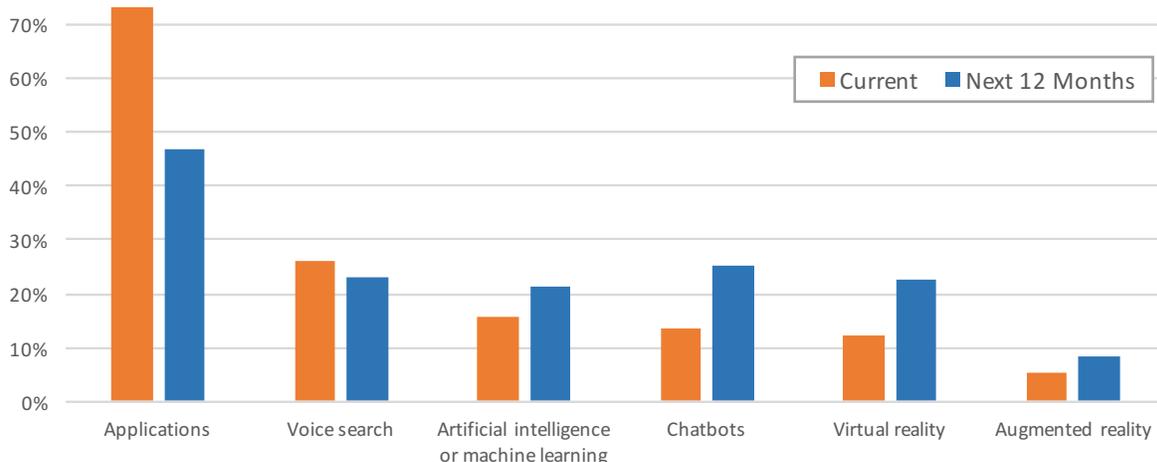
### 13. Do you agree that emerging technologies (such as AI, MI, Computer Vision) are beneficial to your business model?

FROM OUR RESPONDENTS:

“ I think the best way that small businesses can thrive is to leverage social media to advertise products and services. People still want a ‘hands-on’ experience even if its a virtual experience via photos or video. ”



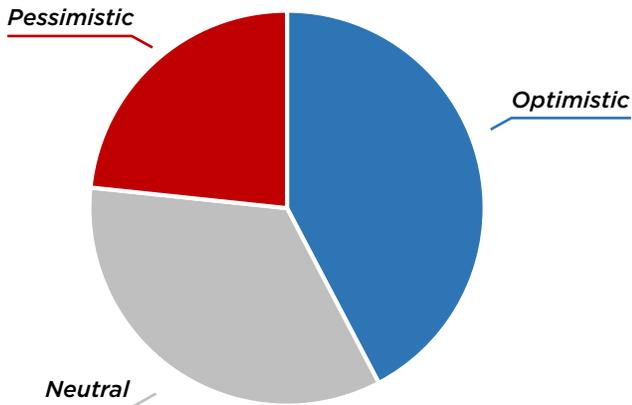
### 14. Which of the following technologies do you currently employ? Which of the following do you anticipate introducing in the next 12 months?



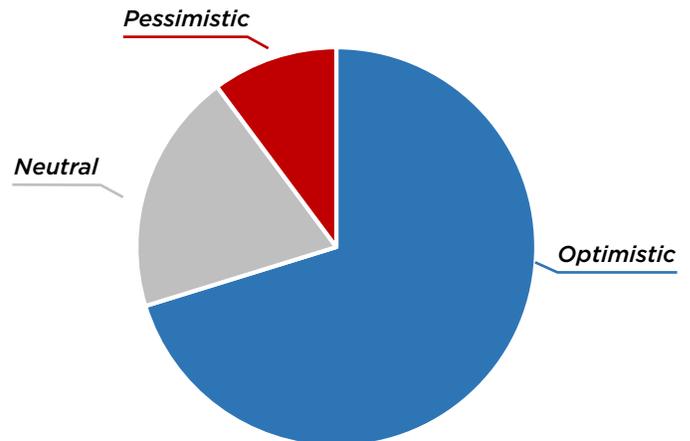
### 15. Which of the below do you consider to have been - or to still be - factors for success in your business?



**16. Are you optimistic or pessimistic about the US economy in the next 12 months?**



**17. Are you optimistic or pessimistic about the economic future of your business in the next 12 months?**



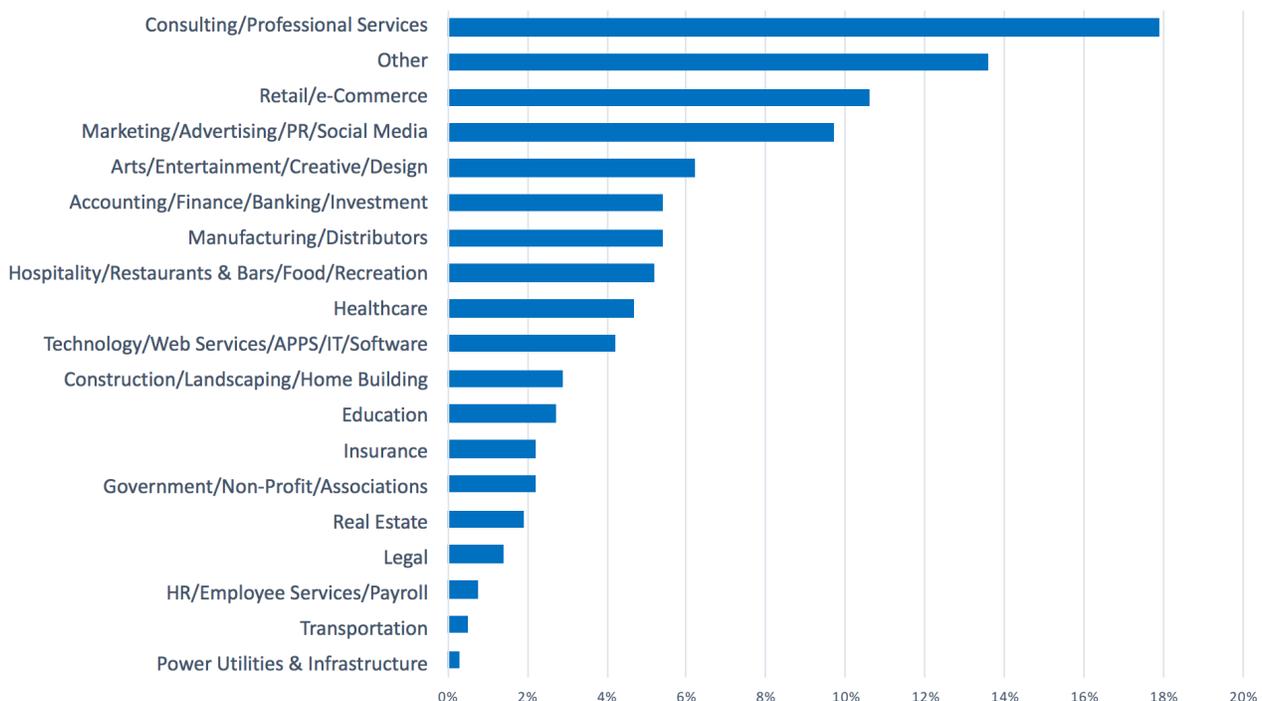
**FROM OUR RESPONDENTS:**



*The current state of US businesses gives an opportunity to envision a larger vision of what one's business can contribute locally & globally. Change is inevitable. Think outside the box; look at what one has to offer the growth of our economy; make it all a teachable moment. In due time your talent will profit both you & your community.*



**18. In what industry would you categorize your business?**





## SHOW DATES

2018

### DALLAS

JANUARY 24 // KAY BAILEY HUTCHISON CONV. CTR.

### MIAMI

FEBRUARY 14 // JAMES L. KNIGHT CTR.

### PHILADELPHIA

APRIL 12 // PENNSYLVANIA CONVENTION CTR.

### WASHINGTON D.C.

APRIL 20 // WALTER E. WASHINGTON CONV. CTR.

### NEW YORK CITY

MAY 3 // JACOB K. JAVITS CONVENTION CTR.

### BOSTON

MAY 17 // JOSEPH P. HYNES CONVENTION CTR.

### CHICAGO

MAY 24 // UIC FORUM

### DENVER

JUNE 7 // COLORADO CONVENTION CTR.

### SAN FRANCISCO

AUGUST 9 // SAN MATEO COUNTY EVENT CTR.

### LOS ANGELES

OCTOBER 18 // CALIFORNIA MARKET CTR.

### SAN DIEGO

OCTOBER 25 // SAN DIEGO CONVENTION CTR.

### PHOENIX

OCTOBER 31 // PHOENIX CONVENTION CTR.

### ATLANTA

NOVEMBER 15 // COBB GALLERIA CENTRE

### AUSTIN

DECEMBER 6 // PALMER EVENTS CTR.

### HOUSTON

DECEMBER 13 // HYATT REGENCY HOUSTON

## WHAT IS SMALL BUSINESS EXPO?

- Small Business Expo is the nation's largest B2B trade show, conference & networking event dedicated to small business owners & business professionals, held in **15** of the largest small business cities in the U.S.!
- Small Business Expo brings together thousands of business owners and decision-makers to shop for products & services from suppliers like you.
- In addition to our huge exhibitor hall, there are many other networking opportunities including: business critical Workshops, Speed Networking, Business Card Exchange & Main Stage Presentations.

## WHO EXHIBITS?

Any company that has a product or service that helps a small business should exhibit at Small Business Expo. If you want qualified leads and want to increase your sales, exhibiting at this show is a **MUST!**

## WHY EXHIBIT?

- Brand your Business
- Reach THOUSANDS of Qualified Buyers
- Make Immediate Sales
- Generate Great Sales Leads
- Get New Customers
- Reach Your Target Audience of Business Owners & Buyers
- Introduce Your Company's New Products & Services
- Distribute Product Samples
- Give Live Product & Service Demonstrations

## GET YOUR COMPANY INVOLVED:

- Exhibitor Space (sell your product or service face-to-face)
- Sponsor Pavilions and Lounges
- Sponsor specific areas of the show, or the entire event
- Host your own 45 minute workshop
- Send Dedicated E-mail Blasts to our list of over 1.1 Million subscribers
- ShowGuide Print Advertisements
- On-Site Display Ads
- Banner Ads on our website
- **And much more!**



### "WE HAD A GREAT DAY TODAY..."

we met a lot of businesses, business owners [and] affiliated industries."

[VIEW MORE TESTIMONIALS ▶](#)