



2011 Business Expo and Matchmaker Fact Sheet

Presented by the Rochester Regional Veterans Business Council

23 August 2011 Rochester Plaza Hotel

- 1. What: The 2011 Business Expo and Matchmaker is a premier business event for Rochester area businesses.**
 - The Business Expo is for ALL Small Businesses that work with other businesses. Small business also includes Veteran owned, Woman owned, HUB Zone, and Minority owned or operated businesses across Upstate New York.
 - The Business Matchmaker event provides an opportunity for businesses to meet face-to-face with government agencies and prime contractors that have contractual obligations to do more subcontracting to Small Businesses.
 - The Awards Luncheon recognizes organizations or individuals who have helped improve, support and encourage veterans in business, education and community services.

- 2. Why: The purpose of the Expo is to provide opportunities for Rochester area businesses to connect Face-to-Face.**
 - Expand their markets beyond the Rochester Area.
 - Promote products and services to large companies and government agencies.
 - Make connections with other small businesses so you can help each other.
 - Bring more \$\$\$\$ to the Rochester

- 3. Who: Co-sponsored by PTAC and Monroe County**
Other Sponsors include – Klein Steel, M&T Bank, CDS Unistel Warrior Salute, Nazareth College, Mengler, Metzger, Barr, FedEx Office, and WROC TV

- 4. When: 7:30 a.m. – 3:00 p.m. Tuesday, August 23, 2011**
 - 7:30 a.m. – 8:00 a.m. Registration
 - 8:30 a.m. – 12:20 p.m. Matchmaker and Expo
 - 12:30 p.m. - 2:00p.m. Awards Luncheon
 - 2:00p.m – 3:00p.m Networking

- 5. Where: Rochester Plaza Hotel**
70 State Street, Rochester, NY 14614

Register On line at

www.veteransbusinesscouncil.org