

# Event Highlights

# Biz Fair

2018  
WASHINGTON SMALL  
BUSINESS FAIR

8 AM—Check-in at Building C

**Special Keynote:**  
Lars Wulff, Co-CEO  
Mud Bay

**Resource Center**  
Open in Building I from  
10 AM—1 PM

Your choice of  
90-minute  
**Workshops**  
in Building H  
at 10:30 AM, 1 PM  
and 2:45 PM

*Workshop schedule is subject to change*

Download workshop schedule and find  
directions at

[www.bizfair.org](http://www.bizfair.org)

## One Day One Place

Learn what you need to  
**start or grow**  
your **business**



Special thanks to Renton Technical  
college for donating space to make this fair possible.  
Biz Fair is presented by a partnership of government  
agencies, nonprofit business support organizations and  
educational institutions.

Food and beverages will be available for  
purchase at the college

Brochure printed by State of Washington

Saturday  
September 29  
8 AM to 4:15 PM



[www.bizfair.org](http://www.bizfair.org)

# FREE

**Renton Technical College**

3000 NE 4th Street  
Renton, WA 98506

## Session 1

10:30 AM—12 PM

### Starting a Business

What does it really take to start a business? Technical requirements, personal considerations & tips for success.

### Business Law Essentials

Learn how to select a legal structure, find the right lawyer and meet other legal challenges.

### Beyond Google: Free Market Research at Your Library

Learn to navigate various databases available through your local library to help you make informed decisions in your business planning.

### Financing & Crowdfunding

Financing alternatives are out there, but what is the best option for your small business? Hear about SBA loans & alternatives.

### Package & Promote Your Service Business

Selling services is not like selling widgets—learn how to package your service into more attractive offerings that are easier to sell.

### Keys to Creating a Business Boosting Website

Uncover the secrets that are guaranteed to make your website a powerful business-building tool.

### How Washington State Can Help Your Business

Meet the dynamic Washington State Small Business Liaison Team—get your questions answered and share your feedback.

Biz Fair brings together all your free small business resources in one day and one place.

## Session 2

1—2:30 PM

### Developing a Business Plan

Learn the process of creating an effective business plan using the lean canvas model.

### Sell to the Government

Discover how to use small business certifications and set asides to get your share of \$105 billion.

### Drive Traffic to Your Website

Search engine secrets, social networking tips and more—make your site a “traffic magnet.”

### Slay the Social Media Dragon

Marketing these days involves conquering the many-headed beast of social media—win the battle with these strategic and practical ways.

### Grow Your Business Internationally

From popcorn to plane parts, any business can increase their sales by exporting.

### Selling Online

Discover if you’re digitally ready, what online platforms to consider and where to turn for e-commerce help.

### Cash Flow & Profit Improvement

Is your business thriving but your cash flow floundering? Learn the essential financial statements.

### Washington State Taxes & Your Business

Learn when and how Washington State sales and B&O (business and occupation) taxes need to be collected straight from the source.

Check-in, Keynote and Small Business Owner’s Panel from 8 to 9:45 AM in Building C.

## Session 3

2:45—4:15 PM

### Register, License, Go!

Steps you need to register and license your business from the Secretary of State and Business Licensing Service.

### 3D Printing for Small Business

Imagine a world where shoppers can purchase your products based off of digital models before they are available—now possible!

### Taxes & The Small Business Owner

Find out what every small business needs to know about filing and paying federal taxes, and how to avoid the most common tax reporting errors.

### Food Truck Business Basics

Want to take your recipes on the road? Learn what you need to be successful with your food truck.

### DIY Website

You need a business website, but don't know where to begin—before you hire designers, we'll show you how to begin inexpensively.

### Managing Your Online Reputation

Learn how to effectively manage your reputation using multiple online platforms.

### Marketing Tips & Advice

Marketing is THE critical factor to your business success—discover powerful, cost-effective techniques to build your business.

Biz Fair is the longest running all government & non-profit small business fair in Washington.