

# Using Social Media to Grow Your Business

This half-day program will provide you with the latest information on how a social media strategy can help you effectively market and expand your business. Hear from marketing experts on innovative ways to use social media for networking, business exposure, lead development and driving potential customers and clients to your web site using **Facebook, You Tube, Twitter, LinkedIn** and **Blogging**. Also learn about the legal pitfalls in social media and how to prevent them in your own business.

The cost to attend is \$79 per person for NJBIA members and \$129 for nonmembers. For more information, contact Katie Wittkamp at 609-393-7707, ext. 239. To become an exhibitor, contact Sherry Esteves at ext. 219.

**Wednesday, June 26**  
8:30 a.m.-1:00 p.m.  
Sheraton, Eatontown, NJ  
(Exit 105, Garden State Parkway)

**Register Today!**  
[www.njbja.org/events](http://www.njbja.org/events)

### Panel of experts:

**Eileen Fitzgerald Addison Esq.**  
Genova Burns Giantomasi & Webster

**Kaitlin Friedmann**, Manager, Public Relations,  
Creative Marketing Alliance, Inc.

**Jim Mahlmann**, COO, NetCetra LLC

**Tony Popowski**, Manager, Public Relations,  
Grass Roots Marketing, Inc.

## REGISTRATION: Social Media Marketing

Wednesday, June 26, 2013 • Sheraton, Eatontown, NJ (Exit 105, GSP) • 8:30 a.m. - 1:00 p.m.

### 1 REGISTRATION INFORMATION:

(Please copy form for additional registrants.)

Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

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

( ) ( )

Phone \_\_\_\_\_ Ext. \_\_\_\_\_ Fax \_\_\_\_\_

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

**2 EXHIBITOR INFORMATION:** As an event exhibitor, you will receive complimentary registration for three attendees; your company name and logo on event signs; recognition during the program; and an exhibit table to display your company's promotional materials and network with attendees. Cost is \$1,000. For more information, call Sherry Esteves at 609-393-7707, ext. 219.

### 3 REGISTRATION FEES:

(Includes buffet breakfast and handouts)

<b>NJBIA Member</b>	<b>Nonmember</b>
<b>\$79 per person</b>	<b>\$129 per person</b>

**Preregistration is a must! Seating is limited!**

### 4 PAYMENT OPTIONS: (Payment is requested in advance.)

Check enclosed, made payable to NJBIA.

Credit Card:  AMEX  MasterCard  VISA

Account # \_\_\_\_\_ CVV# \_\_\_\_\_

Expiration Date \_\_\_\_/\_\_\_\_/\_\_\_\_ Dollar Amount \$ \_\_\_\_\_

Name of Cardholder (print) \_\_\_\_\_

Signature (required) \_\_\_\_\_

Credit Card Address (required) \_\_\_\_\_

- **Fax** registration to 609-503-9105.
- **Mail to:** NJBIA, Attn: Katie Wittkamp, PO Box 230, Trenton, NJ 08602-0230.
- **Cancel** by June 19 to receive a refund. Substitutions welcome.
- **Information:** Call Katie Wittkamp at 609-393-7707, ext. 239.

**Register online at [www.njbja.org/events](http://www.njbja.org/events)**

**NJBIA**

New Jersey Business &  
Industry Association

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