



Safe Space 1st

Together
WE
THRIVE

SmALL BUSINESS is ESSENTIAL UNITED

Presents

UNITE 2021 CONFERENCE

Information Package

Contact: +1-647-725-7575 info@sbeunited.org
<https://sbeunited.org/> <https://safespace1st.com/>



Small Businesses Abandoned

Lights off, doors slammed shut for the last time and livelihoods coming to an end. Another small business is lost to the pandemic. According to the Canadian Federation of Independent Business (CFIB), more than 200,000 small businesses could shut their doors permanently as a result of the pandemic. Now more than ever, small businesses need a lifeline.



A BETTER FUTURE

Small businesses being left with locked doors, "sorry we're closed" signs, and feelings of uncertainty may be the present, but it cannot be the future.

With your support, the future for small businesses will be bright and sustainable, and our vision of unified, collective, and strong business communities striving towards economic recovery and stability will be achieved.

LIVING LEGACY

Long after the conclusion of this conference, your support will have an impact, leaving behind a legacy of community, small business sustainability, and unity.

Our attached Sponsorship Package offers various sponsorship options providing tremendous opportunity for promotion, community impact, and recognition.

WHO IS SBE UNITED

Dedicated to helping small businesses, Small Business is Essential United (SBE United) is a non-profit organization whose mission is to arm small businesses with the support, protection, and resources needed to operate safely while remaining vigilant and united.

UNITE 2021 CONFERENCE

Embarking on its journey, SBE United is launching its Safe Space 1st movement, and hosting a Small Business Summit supported by a series of Small Business Conferences, with the first conference commencing on **Thursday, November 25th 2021** in Oshawa, Ontario.

These conferences will feature expert guest speakers, safe business operation education, local business influencers, opportunities for networking, and an award ceremony for small business and community champions. Additionally, they will provide a platform for giving a unified voice to small businesses and raising the much needed capital for creating change.

Thank you for your consideration, and we look forward to speaking with you to discuss the sponsorship opportunities attached in greater detail.

Kind Regards,
Steve Anderson
President for SBE United

SMALL BUSINESS UNITE 2021

More Than A Conference

SmALL Business is Essential (SBE) United proudly presents 'UNITE 2021 Conference'.

The Safe Space 1st Experience

The foundation for Safe Space 1st is unity, safety, preparedness and protection. The pandemic has shown that the future is unpredictable, and all businesses are vulnerable without innovation, adaptability and community.

Creating Safe Spaces 1st for employees and customers, businesses take ownership of their own destiny. Taking ownership provides the foundation to keeping businesses open and operating safely throughout the pandemic and future threats.

Universal standards of safe space management and Safe Space 1st Certification have been developed by the efforts of many research, health and business volunteers since March of 2020. In September of 2021, SBE United partnered with Ontario Tech to continue with the development of self assessment tools, best practices for different industries, reporting guidelines, traffic plans and training recommendations. The continued development of these universal standards and best practices for pandemic preparedness and business sustainability will result in prevention of future lock-downs that have had considerable costs throughout North America. It is with the uncertainty of future events, and pandemics that SBE United focuses on continued improvement and innovation of safe space management practices.

Living Legacy

Unite 2021's Living Legacy will be measured by the value that continues after the Conference has concluded. Networking, collaboration, accountability, mentoring, and investment are some of the benefits that this conference is designed to create. Businesses will take the Safe Space 1st philosophy back to their businesses and communities. Safe Space 1st is a movement that enhances anyones brand and relationship with the community.

Stronger Together

The Pandemic has devastated small businesses. The small businesses who have survived lockdowns, misinformation, discrimination, and uncertainty, have done so with the support of their community and other local champions. The Unite 2021 Conference is dedicated to bringing local businesses together and supporting them to THRIVE in challenging times.

At this year's UNITE 2021 Conference, we will be exploring how to unite our communities, resources, intelligence and voices to give small businesses the same level of leverage and influence as big businesses. In addition to industry experts, local business and community champions will be called upon to share their personal success stories, and innovative methods used to adapt to the changing market place, successfully recreating their futures.

UNITE 2021 CONFERENCE SERIES

*Giving Small Businesses the Big Business
Advantage*

WHEN

Thursday

November 25th 2021

9am-5pm

Registration Opens at 8:00am

WHERE

Venue: Tosca Banquet Hall 800
Champlain Ave Oshawa, Ontario
L1J 7A6

**Tickets can be purchased through
Event Brite**

Click here to buy your ticket today...

Important COVID-19 notice regarding vaccine passports:

Proof of double vaccination and photo identification is required for admittance to the event as per venue and provincial government guidelines.

HOSTED BY
SBE UNITED

FEATURING

- Sales author of CTB: *Cut the Bullsh*t*; Edward Henry
- Guest speakers; Local business influencers, industry experts and recognized small business and community champions
- Raffle and Door Prizes

TICKETS

- Sponsors get VIP tickets included based on level of Sponsorship
- \$179 VIP
- \$99 General Admission

BENEFITING

- Small businesses everywhere and the community

PROCEEDS

- CTB Book: \$19.99 each
- All proceeds go towards small businesses!



Meet Our Speakers

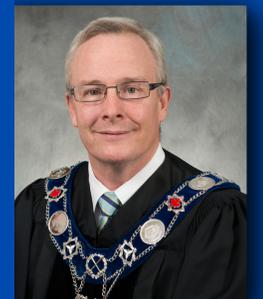
Edward Henry, SBE Founder & Patron, is a career sales professional who believes in the science of selling. His work in sales waste reduction and sales control plan implementations have helped clients across North America sell more, and improve customer relationships by maintaining a selling standard that is uncommon today. His selling systems help companies reduce existing sales waste and immediately increase revenue without additional marketing investment. His passion for selling is contagious, and his journey to finding his life partner, finding himself, and becoming **extra**-ordinary is inspirational and motivating.



Steve Anderson, SBE President, is an Olympic Gold and Bronze Medal Coach, Holistic High Performance Expert, Transformational Speaker, Author and Social Entrepreneur. For over thirty years Steve has dedicated himself to helping individuals, organizations and communities create inclusive, diverse cultures and success with fulfillment. Steve is currently SMALL Business is Essential (SBE) United President, CEO of Steve Anderson Gold Consulting, Head Coach Vanuatu National Beach Program, and Venture Partner with R3i Ventures.



John Henry, Regional Chair Elected as Durham's Regional Chair and CEO in 2018, John served as the Mayor of Oshawa from 2010-2018, and Regional Councillor for Oshawa's Ward 5 from 2006-2010. He has previously served as a member of the Regional Planning & Economic Development Committee, as Chair of the Durham Region Local Housing Corporation, member of the Durham Region Transit Executive Committee and the Durham Environmental Advisory Committee. Born and raised in Oshawa and a dedicated volunteer, John has a vested interest in the future development, prosperity and quality of life for Durham residents, while keeping a close eye on fiscal responsibility.



Dan Kelly, President of CFIB Serves as President, Chief Executive Officer and Chair of the Board of Governors of the Canadian Federation of Independent Business (CFIB). In this capacity, Dan is the lead spokesperson and advocate for the views of the Federation's 109,000 small and medium-sized member businesses. Dan has served on dozens of provincial and federal committees and task forces and has represented Canada's small businesses at the International Labour Organisation in Geneva. He currently serves on Finance Canada Payments Consultative Committee (FINPAY) and the Canadian International Trade Tribunal Advisory Committee. Dan is a regular speaker in Canada and around the world on topics like international trade, the payments industry, and skills and labour shortages.



Tickets can be purchased through

Event Brite

Click here to buy your ticket today...

Feel Free to contact us:

phone: +1 647 725 7575 Email: info@sbeunited.org

