



Wednesday, September 22  
1-5 pm @ Ventana Grill, Pismo Beach  
\$49/person

Today's economy is frigid, no doubt about it. Yet some Central Coast businesses are generating blazing hot sales by leveraging innovative marketing technologies.

What is the secret to their success?

Attend The 2010 Tech Symposium to Discover...

**Cool** Technologies for **Hot** Sales in a **Frigid** Economy



**With HubSpot As Keynote!**

Mike Volpe, VP of Inbound Marketing, is traveling from Boston to present: *"Using Inbound Marketing Technologies to Grow Your Business!"*

**Panel Session I:**

**Cool Technologies: There's an App for That!**

gain insight on which technologies – apps, smart phones, software, etc – can grow your sales

**Panel Session II:**

**Hot Sales in a Frigid Economy: They're Doing It!**

learn how others have earned hot sales in this frigid economy through technology

EVENT DETAILS

1pm - 5pm: Panel Sessions & Keynote

5pm - 7pm: Networking Mixer

Cost: \$49/person, includes appetizers & beverages



visit [www.softec.org](http://www.softec.org) for details & to register!