



San Diego Small Business Expo Returns September 18 with Free Workshops and Business Networking

Gold Sponsors Amazon, GotPrint.com and Verizon Business support a day of expert keynotes, practical workshops and networking at Sheraton San Diego Resort.

SAN DIEGO, CA, UNITED STATES,
September 17, 2026 /

EINPresswire.com/ -- [San Diego Small Business Expo](#) returns to Sheraton San Diego Resort on Friday, September 18, 2026, bringing Southern California entrepreneurs together for practical business education, new connections and access to products and services that support business growth. Free registration is available for the event, which features two keynotes, more than a dozen workshops and an exhibitor hall.



San Diego Small Business Expo returns to Sheraton San Diego Resort on September 18, 2026, for expert workshops, keynotes and business networking. Free registration is available.

The San Diego business conference and B2B trade show gives small business owners a place to evaluate services, explore practical uses for artificial intelligence and meet prospective customers and partners. Its agenda addresses decisions owners face every day, from choosing technology and managing taxes to improving marketing and expanding their teams.

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San Diego entrepreneurs need practical ideas and the right connections. Small Business Expo brings both together to help owners find new customers, solve challenges and grow their businesses.

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*Zach Lezberg, Founder & CEO,
Small Business Expo*

Keynotes on AI and Sustainable Business Growth
At 11:15 a.m., Nadia Hansen, AI strategist at CLV Enterprise Inc., will present “Your Next Hire Is an AI Agent.” Hansen will explain how small businesses can use AI coworkers to support email, marketing, social media and prospecting. Attendees will learn how agents can work alongside their teams and how to identify the first roles to automate.

At 1 p.m., Nicole Denise, brand intelligence strategist and CEO of CoAgency, will present “Thrive, Don’t Just Survive: The Entrepreneur’s Blueprint to Sustainable Success.” Her keynote will connect business strategy, branding and personal well-being with a practical plan for launching and growing a business, maintaining cash flow and avoiding common pitfalls.

Practical Workshops for Small Business Owners

The workshop agenda brings specialists from major business brands and public agencies directly to local entrepreneurs. Greg Schwartz of Amazon Web Services will present “The Small Business AI Playbook: How to Put AI to Work This Week,” while John Lawson of Verizon will lead “The Small Business Advantage: Getting Real Work Out of AI.” Pablo Silva Torres of Amazon Business will share purchasing tools and habits to help owners buy more efficiently.

Business structure and tax sessions include Lucius C. Davis III of the

Franchise Tax Board on California ownership options, Carol Xie of the Internal Revenue Service on taxes for entrepreneurs, and Izzy Rogner-Hall of Gusto on S-corporation elections. Additional workshops cover cybersecurity, advertising, AI visibility, sales communication, remote staffing and funding strategies. Together, the sessions give attendees ways to address immediate operating needs while planning for growth.

Business Networking in San Diego

The expo offers several ways to start conversations, find relevant contacts and follow up after the event:

- **Speed Networking:** Five scheduled sessions use two-minute, one-on-one introductions to help business professionals exchange information and meet new contacts.
- **Industry Meet-Ups:** Ten sessions connect attendees by business sector, including finance and real estate, marketing, technology, professional services, healthcare and hospitality.

**FEATURED KEYNOTES**



NADIA HANSEN
AI Strategist,
CLV Enterprise Inc.
Your Next Hire
Is an AI Agent
11:15 AM PT



NICOLE DENISE
Brand Intelligence
Strategist & CEO, CoAgency
Thrive, Don't Just Survive:
The Entrepreneur's
Blueprint to Sustainable
Success
1:00 PM PT

SAN DIEGO • SEPTEMBER 18, 2026
SHERATON SAN DIEGO RESORT

Nadia Hansen and Nicole Denise will present keynotes on AI agents and sustainable business growth at San Diego Small Business Expo on September 18, 2026, at Sheraton San Diego Resort.



Attendees meet exhibitors and make business connections at a previous Small Business Expo. The San Diego event returns September 18, 2026, at Sheraton San Diego Resort.

- Business Card Exchange: Attendees can display their business cards for other participants to discover, extending their visibility beyond individual conversations.
- Get Dotted®: The expo's color-coded industry badge system helps attendees identify professionals in relevant fields and start more focused conversations.

Speed Networking and Industry Meet-Ups are available to Silver, Gold, Platinum and VIP badge holders. Badge options are available through event registration.

On the exhibit floor, business owners can meet vendors, discuss their needs and explore solutions in areas such as marketing, finance, human resources and technology. These conversations give attendees a chance to assess potential providers and partnerships in person.

Sponsors and Partners

Gold Sponsors for the San Diego event are Amazon, GotPrint.com and Verizon Business. Silver Sponsors include CoAgency, Gusto, Textellent, TD SYNEX and Zoho.

Partners include the Internal Revenue Service (IRS), The Epoch Times, NTD News, SCORE, National City Chamber of Commerce and California Franchise Tax Board (FTB).

Register for San Diego [Small Business Expo](#)

The event takes place Friday, September 18, from 10 a.m. to 5 p.m. Pacific Time at Sheraton San Diego Resort, 1380 Harbor Island Drive, San Diego, CA 92101. Check-in opens at 9:30 a.m. Registration is required.

Business owners, startup founders and aspiring entrepreneurs can register free, explore badge upgrades and view the [full agenda](#) at www.thesmallbusinesssexpo.com/city/san-diego/.

About Small Business Expo

Founded in 2008, Small Business Expo produces business-to-business trade shows, educational conferences and networking events across the United States. Its national event series has welcomed more than 800,000 attendees across more than 250 expos and presented over 4,300 workshops. The events connect small business owners and entrepreneurs with industry experts, business solutions and opportunities to build professional relationships.

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