



SMALL BUSINESS SATURDAY®

NOV 29

GET READY FOR THE DAY

Small Business Saturday® was founded in 2010 by American Express to help business owners with their most pressing need — getting more customers. Four years later, shoppers across the nation continue to rally in support of small businesses on the Saturday after Thanksgiving.

GET INVOLVED ON NOV 29

Find creative ways to help your business get more customers. There are many opportunities to join in:

ATTRACT CUSTOMERS

Apply for free online ads¹ and personalize signage, banners, and more at ShopSmall.com/GetReady.

PROMOTE YOUR BUSINESS

Sign up to receive free Shop Small® branded merchandise² in mid-Oct to help you engage customers on the day.

HELP CUSTOMERS FIND YOU

If you're an American Express® Card accepting merchant that qualifies for the Shop Small Map³, you can confirm or update your public business information to ensure that it's listed correctly for Small Business Saturday.

BE PART OF AN EVENT

Find people in your neighborhood who may be planning events for Small Business Saturday and see how you can join in. Visit ShopSmall.com/Rally.



**CREATE FREE PERSONALIZED
MARKETING MATERIALS**



**REQUEST FREE
SHOP SMALL MERCHANDISE**



**QUALIFYING MERCHANTS³: CONFIRM YOUR
INFORMATION FOR THE SHOP SMALL MAP**



CELEBRATE WITH YOUR COMMUNITY

¹Free ad application is open through 11:59 A.M. ET on 11/14/2014, or while supplies last. Eligibility restrictions apply; visit ShopSmall.com/KnownForCreatorTerms for full details.

²Merchandise is only available to eligible small businesses from 6:00 A.M. ET on 10/16/2014 through 11:59 P.M. ET on 11/14/2014 or while supplies last. Limit one order per business. See full terms and limitations at www.ShopSmall.com/MerchandiseTerms.

³The Shop Small Map will only feature qualifying American Express Card accepting small merchants for the 2014 American Express Card Member Offer for Small Business Saturday. Online-only businesses and businesses without a physical storefront or location do not qualify to be included. American Express reserves the right to decline any update to a merchant's customer-facing information if it contains inappropriate content. See americanexpress.com/ShopSmallFAQs for merchant qualifications.