



FOR IMMEDIATE RELEASE

Contact: **Amy Riemer**

978-475-4441 (O)

978-502-4895 (C)

amy@riemercommunications.com

NEW PROCUREMENT CENTER TO ENGAGE, EDUCATE AND EMPOWER AT NEW ENGLAND XPO

BOSTON, MA, April 14, 2011 – The region's driving business leaders & entrepreneurs will have free access to a range of innovative government programs and B2B services by attending the **3rd Annual New England XPO for Business** taking place Wednesday, May 25th at the John B. Hynes Convention Center in downtown Boston. The annual conference brings together businesses of all sizes from all industries to celebrate the fastest growing segment of the economy – small business!

This year's theme, "Empowering Small Businesses to Rebuild America's Economy" will be infused throughout XPO's exclusive events, show floor features and educational forums.

"Small businesses drive innovation, accelerate job growth, increase US competitiveness and are a major contributor to the strength of the United States," said Marc P. Sherer, CEO of Event Management. "This year we will focus on helping small businesses take their companies to the next level of success. For the first time New England XPO will offer a Procurement Matchmaking Event, which will connect XPO attendees (*veterans, minorities and women-owned firms*) with buyers from both the public and private sectors. Our goal is to aid small businesses in their quest to find new, more profitable revenue streams."

SHOW HIGHLIGHTS

- **2011 Procurement Matchmaking Event**: Matchmaking Event will be housed in a private show floor pavilion called the Procurement Center. This Center consists of 20 vendor tables showcasing purchasers from New England-based corporations, as well as, State, Federal and Municipal Agencies. This exclusive event is an opportunity for agencies or corporations to expand and diversify their supplier base by participating in pre-scheduled 15-minute meetings with qualified small business owners & operators.
- **Eastern Bank Business Resource Pavilion**: Largest and most comprehensive business information arena with 25 leading city, state and federal agency experts providing useful business information and resources. Attendees have access to a range of programs and services on important business topics including government procurement, financing, insurance, taxation, licensing requirements, trade, business planning, etc.
- **Comcast Business Class Cyber Café**: Beverages and free internet ready work stations will be offered to attendees to sit down and relax while checking email or updating their social media profiles. Furnishings Donated by Office Environments of New England.

This event is the single largest gathering of business leaders in New England. Free registration available: <http://www.eventmanagement.org/newengland/registration.php>.

New England XPO for Business is presented by Vu Telepresence and Eastern Bank with Media Partners Boston Globe Media, 96.9 FM WTKK and NECN. The XPO is supported by Rackspace Hosting, Ink from Chase, Constant Contact, Office Environments of New England, DGI-Invisuials, Comcast Business Class and the Associated Industries of Massachusetts.

Event Management, LLC is a Connecticut-based trade show management firm with over 20 years of experience in the production of major business shows and special events. Event Management produces trade shows in New England and New York. For additional information, visit www.EventManagement.org.

###