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### **THOUSANDS OF SMALL BUSINESS OWNERS CONNECT WITH AMERICA'S TOP EXPERTS & UNCOVER NEW STRATEGIES AT THE 3<sup>rd</sup> ANNUAL NEW ENGLAND XPO FOR BUSINESS**

#### ***Exhibitors, Speakers, Media and Attendees Post Rave Reviews About Action-Packed XPO!***

**BOSTON, MA, June 6, 2011** – Over 8,000+ business owners & mid-market executives learned critical business-building tools & innovative strategies last week during the [New England XPO For Business](#) which took place on Wednesday, May 25<sup>th</sup> 2011 at the John B. Hynes Convention Center in downtown Boston.

“More than ever, businesses are facing an increasingly complex range of growth obstacles. We currently operate in a time where the entrepreneurial ecosystem is extremely unique. Event Management’s goal is to develop regional events that offer quality networking and resources that educate business owners & startups on how to effectively run a successful company,” said Marc P. Sherer, CEO of Event Management, “It’s important that we recognize the role small business has in the economy. XPO is a convenient opportunity for professionals to access information and tools from a diverse group of New England organizations.”

#### **EVENT HIGHLIGHTS:**

- XPO kicked-off with Massachusetts premier franchise owners talking about the business of Boston sports. Mayor Menino opened the breakfast with executives from the Red Sox, Bruins and Celtics answering questions from [Boston Globe](#) Business Editor Shirley Leung.
- Motivational speaker [Mel Robbins](#) gave advice for achieving one’s goals to a standing room only crowd.
- Technology evangelist [Chris Brogan](#) educated XPO attendees on the importance of utilizing social media to help recruit quality leads and increase brand awareness.
- After the show floor closed, attendees, exhibitors and speakers gathered for a VIP after-hours networking party.

**CLIENT REVIEWS & EXPERIENCES:** Dozens of attendees & exhibitors were posting messages to their social feeds about the success of XPO. Twitter and Facebook comments posted to [@newenglandxpo](#) included “thanks so much! It was great to work with you again,” “it was a fantastic event and I am really proud to have been a part of it! “It was great to speak to everyone at the [#NewEnglandXpo](#),” “The [@NewEnglandXPO](#) was a great event. Excellent seminars, great networking, and supporting local merchants -My booth had a great time and great experience. Thanks;” and “Thank you, all-around, an incredible day at the Hynes yesterday.”

“We exceeded our expectations and thank our generous sponsors, dynamic speakers and hundreds of exhibitors for participating in this dynamic event. I am extremely pleased with the level of business that was conducted at XPO,” said Mr. Sherer.

**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. The 4<sup>th</sup> Annual New England XPO for Business will be held May 16, 2012 at the Hynes Convention Center in Boston. Event Management also produces the New York XPO for Business, which will be held November 16, 2011 at the Jacob K. Jacob Javits Convention Center in New York. For information about both events, visit [www.eventmanagement.org](http://www.eventmanagement.org).

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