

# SHOP MICHIGAN EXPO

July 10, 2014

FOR IMMEDIATE RELEASE

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## Shop Michigan Expo comes to Lansing on September 26

Expo offers the chance to  
celebrate diversity and connect consumers

LANSING, MI –The Greater Lansing Area Club of the National Association of Negro Business and Professional Women’s Clubs Inc. and the Lansing Black Chamber of Commerce have partnered with several organizations to host the Shop Michigan Expo on Friday, September 26, 2014. The Expo will be held in Michigan’s Capital City at the Lansing Center, located at 333 E. Michigan Ave. from 9 a.m. until 7 p.m.

The Expo celebrates diversity by offering micro, small and diverse businesses the chance to build lasting relationships and connect with consumers as well as other business owners. The Shop Michigan Expo aims to increase awareness and support for micro, small and diverse businesses that are a vital part of local communities where consumers live, work and play.

Exhibitors will have the opportunity to connect with customers on a more personal level and to show them what their business is all about. The Shop Michigan Expo is open to all types of businesses and promotes growth and prosperity of our community’s economic system. Exhibitors include Battery Giant, Chierie International Market, LLC, Full Circle Financial Planning and DRM Genesis Home Healthcare Providers.

On Sept. 26, from 9 a.m. until 11 a.m. there will be business to business networking followed by business to consumer connection from 11 a.m. until 7 p.m. The fee for an exhibitor booth is \$250. Exhibitors and interested persons may also participate in the Business 2 Business Networking Breakfast from 8:45 a.m. until 9:30 a.m. for \$25 and a Business 2 Business Networking Lunch from noon until 1:00 p.m. for \$35. There will be a fee of \$5 for all consumer registrants.

Workshops will cover topics such as the “U.S. Small Business Administration 3C’s” (Counseling, Capital and Contracting), “Marketing Your Business” presented by MI - Small Business Development Center, and “Taxpayer Advocacy” presented by an I.R.S. Representative(s).

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Other topics may include “Installment Payment Agreements,” “Learning About Business Identity Theft” as well as “Offer of Compromise - New Requirements for Business Owners.”

Several sponsorships for the event are still available. Sponsors will have the opportunity to share their company story and be featured throughout the expo. Current sponsors include Pure Michigan Business Connect, Greater Lansing Convention and Visitors Bureau, the Lansing Regional Chamber of Commerce, the City of Lansing, Capitol National Bank, LAFCU and Prima Civitas. Sponsorship and exhibitor packets can be downloaded from the Shop Michigan Expo website.

A portion of the Expo proceeds will be donated to a Michigan charity that provides services to families and children statewide.

For more information on sponsorship opportunities or to register as an exhibitor, visit [www.shopmichiganexpo.com](http://www.shopmichiganexpo.com) or email [info@shopmichiganexpo.com](mailto:info@shopmichiganexpo.com).

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