

# Roswell to Host First Ever Veteran Business Expo of Georgia

The National Veteran Supplier Diversity Coalition, in partnership with Roswell Inc, will host the first ever Veteran Business Expo of Georgia at the Country Club of Roswell on Tuesday, April 30. This one-day event will



bring together veteran-owned business owners and entrepreneurs and corporate purchasing professionals for a reverse tradeshow and matchmaking event.

This innovative tradeshow model is unique within the industry and will serve the needs of veteran business professionals as well as the local, regional, and national companies looking to work with and hire veteran-owned businesses.

The expo will feature networking opportunities, in-depth, one-on-one matchmaking activities between veteran-owned businesses and corporate purchasing professionals, and an exhibit hall specifically tailored for small-to-medium veteran-owned businesses to share their products and services with large corporations looking to network and grow their supplier diversity program.

“The best way we can help veteran entrepreneurs is to give them access to as many opportunities as possible,” said Brent Moeller, director of outreach for NVSDC. “As veteran

entrepreneurs, ourselves, we saw first-hand the problems with traditional trade shows and decided to create a new model based directly around the needs of veteran entrepreneurs—something affordable and exclusively veteran-focused that would provide access to an expansive network of private companies and government purchasing managers who are passionate about using veteran suppliers.”

Additionally, veterans interested in learning about opening a franchise will have opportunities to hear from and connect with professionals in the franchising industry.

“We are thrilled to be bringing this new, innovative, and much-needed event to our community in order to serve and support veterans and veteran-owned businesses here in Roswell and within the region,” said Steve Stroud, executive director of Roswell Inc. “We’ve been honored to work hand-in-hand with the NVSDC team and look forward to seeing the positive impact this event will have on fostering a vibrant business environment for our veterans.”

To date, the Veteran Expo of Georgia is sponsored by Lockheed Martin (Title Sponsor) and SAS Software (Partner Sponsor). As Title Sponsor, Lockheed Martin is also specifically sponsoring the one-on-one matchmaking activities.

Additional sponsors will be announced in the coming months, and sponsorship opportunities are still available for interested companies at multiple levels.

For more information about sponsorships, becoming an exhibitor, or registering to attend as a veteran-owned business, visit [nvcdc.org/trade-show](https://nvcdc.org/trade-show).

### **About National Veteran Supplier Diversity Coalition**

The National Veteran Supplier Diversity Coalition (NVSDC) is a nonprofit that works to support veteran-owned businesses and any company seeking to increase its own commitment to veteran

suppliers. NVSDC accomplishes this through recognizing corporate commitment to diverse suppliers, promotion of sourcing opportunities for vets, aiding companies in meeting their supplier diversity goals, providing start-up funding for veteran small businesses, and offering mentoring programs.