



INAUGURAL EVENT GUIDE

A large, diverse crowd of people is gathered outdoors for an event. In the foreground, a young woman with braided hair, wearing a white t-shirt and a yellow patterned skirt, is smiling broadly. To her left, a man wearing a black LA Dodgers cap and glasses is also smiling. In the background, other attendees are visible, some wearing event t-shirts. A blue tent with the text "OUR HEALTH." is partially visible on the left, and a red tent is on the right.

METRO BLACK EXPO

Official Event Guide

Our Community. Our Culture. Our Moment to Shine.

June 10th - 12th, 2027

Charlotte, NC



A NOTE FROM OUR FOUNDER

Welcome to Year One

Thank you for your interest in the very first expo. Not the tenth expo, not the twentieth -- but the very first. Everything you'll see at MBE, we built from scratch over the last two years, for this community, because metro Charlotte, and York County deserve an event like this and nobody was going to build it for us.

Whether you're here as a sponsor who believes in this expo, a vendor putting your business in front of a new crowd, or a family just waiting to see what we're about -- your interest in our event is priceless. You're part of the reason there will be a year two and three and so on!.

As an opening to the Juneteenth week, we want you to come to our event, walk through the marketplace, sit in on a workshop, talk to somebody you haven't met. That's really the whole point of the event.

Roderick K. Terry
Founder

KNOW BEFORE YOU GO TO THE EXPO

At a Glance

DATE

June 10th, 2027

**MBE Partner's Breakfast
Workshops & Sessions**

HOURS

**Open 8:00 am – 10:00 am
10:30 am – 06:00 pm**

June 11th, 2027

**Workshops & Sessions
A Chef's Plate**

HOURS

**Open 8:00 am – 05:00 pm
07:30 pm – 11:00 pm**

June 12th, 2027

Metro Black Expo

**Open 10:00 am – 05:30 pm
FREE EVENT**

QUESTIONS

**info@metroblackexpo.com
Office Phone: (980)301-8288**

WHY WE'RE HERE

Our First For Metro Charlotte

Metro Black Expo started with one plain observation: Metro Charlotte has no shortage of Black-owned businesses, and no shortage of people who want to support them. What's been missing is a single event that puts both in the same room at the same time for the same purpose. We showcase our businesses and our culture at the same time.

We're not a legacy organization with decades of events behind us. We're a first-year event platform, built in public, alongside the entrepreneurs and families we're serving. If you're taking a look at this expo guide, you're one of the people who will make year one a great success!



PILLAR 1 OF 4

Health & Wellness

Free screenings, mental health resources, and real support for body and mind – put directly in front of the families who need them.



PILLAR 2 OF 4

Education

STEM exposure, financial literacy, and scholarship access, aimed at students who don't usually get this early a head start.



PILLAR 3 OF 4

Entrepreneurship

Training, capital, and a real stage for Black-owned businesses -- because most small businesses fail from lack of access, not lack of ability.



PILLAR 4 OF 4

Wealth Creation

Homeownership education, investing basics, and estate planning -- the tools that turn income into wealth that actually lasts.





THE DAY OF THE EXPO, MINUTE BY MINUTE Schedule at a Glance

6:00 AM – Doors Open For Vendors
Exhibitor booths setup

10:00 AM – Doors Open For Public
Check-in, welcome table, and the Vendor Marketplace opens for the day. Entertainment runs throughout the day.

11:00 AM – Pillar Programming Begins
Health screenings, workshops, and youth STEM stations running throughout the venue.

12:00 PM – Main Stage:
Entrepreneur Spotlight where Founders share what it actually took to build their businesses.

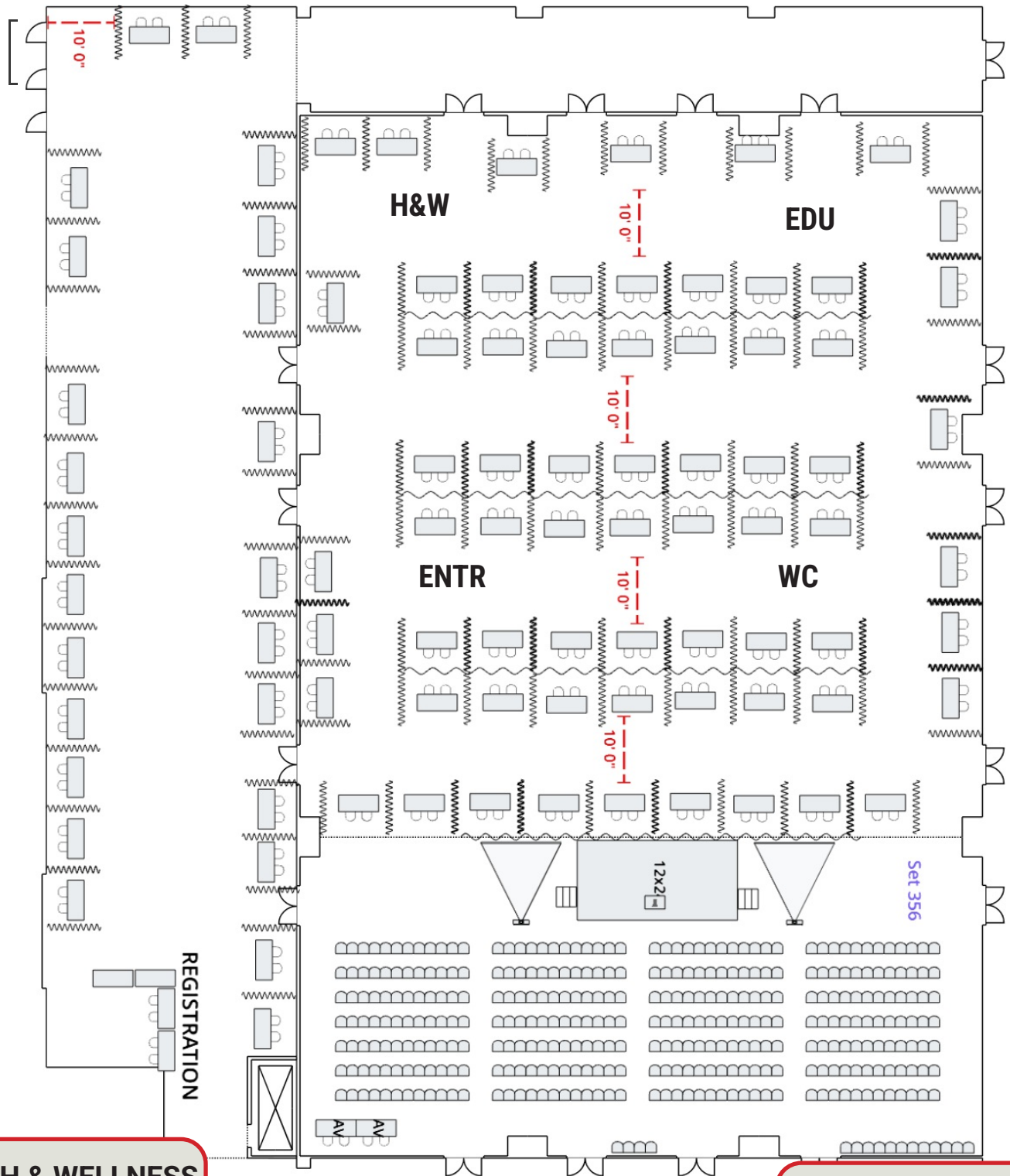
2:00 PM – Family & Youth Zone Peak Hours
Kids' activities, financial literacy games, and family programming.

5:00 PM – Closing Remarks
Founding team thank-yous, scholarship recipient announcements, and what's next.

5:03 PM – Doors Close
Planning for next year begins.

SHOP & SUPPORT

Vendor Marketplace



MAKE THE MOST OF THE EVENTS

Attendee Tips

Place holders to be updated as event draws near!

P

Parking

[Placeholder details on lots, garages, or street parking near the venue.]

A

Accessibility

[Placeholder -- note wheelchair access, accessible restrooms, and any accommodations available.]

K

Family Zone

A dedicated area for kids and families runs all day near [placeholder location in venue].

B

What to Bring

Comfortable shoes, business cards if you're networking, and a reusable bag for vendor finds.

F

Food & Drink

Food vendors on-site throughout the day. Outside food and drink policy: [placeholder].

W

Stay Charged

Charging stations available near [placeholder location]. Wifi: [network name / placeholder].

GET INVOLVED

Sponsor

Put your brand in front of thousands of Black entrepreneurs and families next year, while funding scholarships and grants.



GET INVOLVED

Vendor

Reserve a booth and get your business in front of a crowd that shows up specifically to support Black-owned businesses.

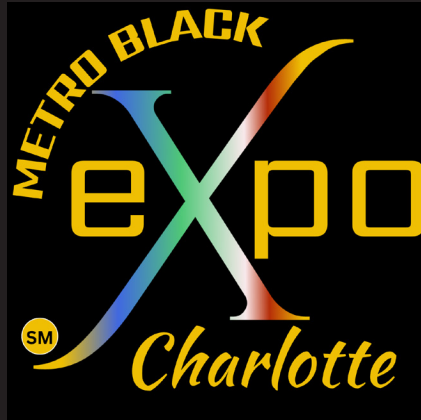


GET INVOLVED

Volunteer

Join the founding class of volunteers who help make next year's event happen from the ground up.





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See you in June 2027