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2013 Brand Camp Brings Together Thought Leaders, Entrepreneurs and Business Professionals from Around the Country to Discuss the Growing Entrepreneurial Climate.

East Lansing, MI — The 2013 Brand Camp is a foremost entrepreneurial and startup conference hosted at Wayne State University. Brand Camp is a conference featuring thought leaders, creative’s, and technology savvy individuals from around the country. Brand Camp’s purpose is to change how people build, launch, and grow ideas and the use of technology by entrepreneurs, small businesses and corporations, intrapreneurs and others.

The event is sponsored in part by Spartan Innovations and The Hatch both based in East Lansing. This event helps broaden people’s ideas and participation in entrepreneurship, which are goals of Spartan Innovations, the Hatch, the Michigan State University Institute for Entrepreneurship and a host of other entrepreneurial-related organizations, clubs, and groups in East Lansing and the state of Michigan. Speakers this year include: Alexis Ohanian, Founder of Reddit, Garrett Gee, Co-Founder of Scan, Brian Watson, VC at Union Square Ventures and more.

Tickets are $75 for Early Bird Registration and $125 for VIP Tickets.

More information about 2013 Brand Camp is available at: http://brandcampconference.com/

Spartan Innovations provides the educational and financial support necessary to turn MSU research technologies into successful Michigan businesses – and spur entrepreneurship in the Michigan economy.

The Hatch, in partnership with msuENet, is designed to host, encourage, cultivate and enable student entrepreneurs to grow their ideas through a creative, co-working environment.

The Institute for Entrepreneurship focuses on three main areas: teaching, research and outreach. Through teaching, research and outreach, the Institute supports related programs and activities in the Broad College of Business’s undergraduate specialization in entrepreneurship and its MBA secondary concentration in entrepreneurship. The Institute advances and promotes academic and applied research.

The Eli Broad College of Business and the Eli Broad Graduate School of Management includes five departments (Accounting and Information Systems, Finance, Management, Marketing, and Supply Chain Management), and one independent, industry-specific program, The School of Hospitality Business. Currently, about 5,000 students are enrolled at the undergraduate level, and about 1,000 students are enrolled in specialized master’s, doctoral or MBA degree programs as well as various Executive Development Programs, making Broad one of the largest business schools in the country.
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