

**PRESS RELEASE: March 19, 2010**

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## **Five Sparrows Brings “Mobile Hospitality” to Livingston County Home Show**



HARTLAND, MICHIGAN, March 19, 2010 — Michigan [web site and marketing firm](#) Five Sparrows, LLC today announced it will be providing a unique mobile hospitality area for exhibitors at this year’s Livingston County Home Show on March 26-29, 2010. The Five Sparrows mobile office – a 30-foot RV that has been branded and equipped as a wireless office with a mobile access hot spot that supports multiple users – will be parked outside the main facility entrance as a hospitality area for Home Show exhibitors and staff to use during the event.

“We are really excited about bringing our mobile office to this year’s Home Show,” said Lauren Hobson, President of Five Sparrows. “It’s a very unique twist on a hospitality suite for an event, and we think that exhibitors will really enjoy having a cool place to go to check their email and get online for free while they are on-site at the Show.”

Hospitality area amenities include free wireless (secure) internet access, complimentary use of laptops for checking email or social media, hot coffee, cold soft drinks, and a covered outdoor networking area for visiting with other exhibitors or prospective new clients.

“Five Sparrows also plans to blog ongoing details of the event while we are at the Home Show, similar to what we did for the Howell Fantasy of Lights Parade in November,” said Hobson. “We will be taking lots of photos, shooting video, talking to exhibitors and visitors, and posting everything on our blog during the event each day.”

Five Sparrows will also be using its unique, trademarked approach to social marketing called Integrated Social Marketing (ISM)® to disseminate the blog posts to its multiple, integrated social networking channels like Facebook, Twitter, and YouTube. Updates, photos, and videos will be available to social fans and followers, and the information will also be live-fed to the Five Sparrows web site through ISM integration as well.

“We are also offering this year’s exhibitors the opportunity to keep their Home Show experience going all year long through a “virtual” Online Home Show Booth on the Home Show web site, which is available as a web directory upgrade to this year’s exhibitors,” said Hobson. “We have added some great new features for exhibitors this year, like the ability to add video and social networking links to their Online Booths.” The Online Home Show has been showcasing virtual exhibitor booths on the Home Show web site since 2008.

The Livingston County Home Show opens at 5 p.m. on Friday, March 26, 2010 and runs through 4 p.m. on Sunday, March 28, 2010. Visit [www.livingstoncountyhomeshow.com](http://www.livingstoncountyhomeshow.com) for more details.

### **About Five Sparrows, LLC**

Five Sparrows is a Michigan web site development firm providing [web sites and marketing services](#) to small businesses and non-profit organizations, featuring custom-designed, purpose-built web sites (no template sites – ever!). Services include web site development, web site redesign, Integrated Social Marketing (ISM)® consulting and implementation services, search engine optimization, web marketing and e-newsletters, and custom “always-on” marketing programs that combine web services and online marketing initiatives into one convenient, affordable program. Five Sparrows is located in Hartland, Michigan. For more information, call toll free 866-451-0145 or visit <http://www.fivesparrows.com>.

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