



**11th ANNUAL
CONFERENCE AND
MARKETPLACE TRADE SHOW**

November 8, 2018
The Lansing Center

2018
SPONSORSHIP
PACKAGES



The MSU Product Center is pleased to announce the 11th annual “Making It In Michigan” Conference and Marketplace Trade Show to be held Thursday, November 8th at the Lansing Center. The theme of this year’s conference is **“Connecting With The Consumer - Understanding Today’s Market”**. We anticipate over 400 participants from around the state and welcome this opportunity to bring our clients, partners, government representatives and university colleagues together for a day solely focused on growing Michigan’s economy.

Conference Overview

Once again, the conference features multiple networking and educational sessions bringing together leading Michigan experts to help guide attendees in launching and expanding their food or ag-related business. Tabitha Mason, Managing Partner, *Zingerman’s Cornman Farms*, will be the featured speaker during lunch and discuss the importance of creating a vision and how the company has grown exponentially by focusing on great food and great service.

Marketplace Trade Show Overview

The Marketplace Trade Show will feature over 200 vendors of Michigan specialty food and agricultural products. Michigan’s premier specialty food show continues to create an exclusive, one-day opportunity for local companies to network with retail buyers across the state.



Making It In Michigan

CONFERENCE AND MARKETPLACE TRADE SHOW

2018 Sponsorship Packages

DIAMOND

\$5,000 CONTRIBUTION

For a contribution of \$5,000, you will be recognized as a Diamond Sponsor on all preconference promotional materials, event program, website and social media initiatives. You will also receive four complimentary tickets to the conference and a free booth space at the Marketplace Trade Show.

PLATINUM

\$2,500 CONTRIBUTION

For a contribution of \$2,500, you will be recognized as a Platinum Sponsor on all preconference promotional materials, event program, website and social media initiatives. You will also receive two complimentary tickets to the conference and a free booth space at the Marketplace Trade Show.

GOLD

\$1,000 CONTRIBUTION

For a contribution of \$1,000, you will be recognized as a Gold Sponsor on all preconference promotional materials, with a listing on all marketing materials, event program, website and social media initiatives. You will also receive two complimentary tickets to the conference.

SILVER

\$500 CONTRIBUTION

For a contribution of \$500, you will be recognized as a Silver Sponsor, which includes recognition in all preconference communications, event program, website and social media initiatives.

GREEN & WHITE

\$250 CONTRIBUTION

For a contribution of \$250, you will be recognized as a Green & White Sponsor, which includes recognition in event program.





WHY

should you be a sponsor of the 11th annual **Making It In Michigan Conference and Marketplace Trade Show?**



- Making It In Michigan annually facilitates economic activity in the agri-food sector.
- For ten years, this annual event has grown dramatically with the interest of consumers and retailers in local food products.
- Your sponsorship reaches key influencers in Michigan's vital food processing and value-added agriculture industries.

WHO attends the Making It In Michigan Conference and Marketplace Trade Show?

- Vendors: Shelf stable food products, refrigerated and frozen food products, personal care products and professional business products and services including packaging, financing, and distribution
- Retail buyers: large supermarket chains or institutional food buyers, independent grocers, specialty food stores
- General consumers
- Brokers
- Distributors
- Food Cooperatives
- Chefs

WHAT do conference and Marketplace Trade Show participants plan to do as a result of attending the 2017 Making It In Michigan event?

- Conference attendees reported they plan to:**
- Develop a new food product or business 42%
 - Launch a food product for retail sale from my food service business 35%
 - Contact retailers to market my product 47%
 - Hire a distributor to promote my product 29%

Vendors reported:

- Receipt of new orders 39%
- Contacts established would lead to future orders 40%





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Reserve your sponsorship today to be included in all of our promotional materials.
To become a sponsor, please contact Trina Bierschbach at 517-353-7185 or trina18@msu.edu. You will also need to provide a digital image of your logo/trademark for inclusion in all promotional materials.