



Making It In Michigan Vendor Strategies for Success

Preparing Your Product for Success

- Make sure your product is licensed either by MDARD, FDA, and/or USDA, whichever is appropriate for your product! You certified that you have the appropriate licensing when registering to be a vendor. You may be asked to prove that your product is licensed.
- Your product must be properly labeled. Follow Michigan Department of Agriculture and Rural Development labeling. http://www.michigan.gov/documents/mda/MDA_LBLGUIDE061308draft_283638_7.pdf
- Products will need a bar code on the label to be seriously considered by most retail buyers.

Setting Up for Success

- Each vendor booth you have reserved consists of a 10' x 10' space with an 8' high back drape that is black. The side drapes are 3' high and are also black. There is an 8' skirted white table and one chair. A small wastebasket is also provided.
- If you need electricity for your booth you must make arrangements in advance and fill out the Lansing Center utility form. <https://www.lansingcenter.com/services-forms/utilities-order-form> **This needs to be done and paid for in advance of the trade show with the Lansing Center.**
- Plan to arrive in plenty of time to unload your vehicle, go and park, and set-up your booth. Your booth needs to be ready by 11:00 am. A loading dock is available: [Please see PAGE 3](#)
- There will be some large utility carts available for set-up but these must be shared by all exhibitors.
- Parking is available in the vicinity of the Lansing Center and is not included in your vendor registration fee. <https://www.lansingcenter.com/about/parking-directions/parking>
- Food will be available for purchase from the Lansing Center through a concession booth. The concession booth will only be open from 8:00 am—12:00 pm as it is designed for vendor convenience, not trade show attendees. You want attendees tasting your product and not visiting the concession booth.

Marketing for Success

- Your booth should have an attractive, professional sign with the name of your product or business that you can hang as a banner on the back drape or attach to the front of your table drape.
- An enthusiastic entrepreneur who is on their feet and looking attentive is more likely to capture the attention of buyers.
- Some buyers will not be easily identified. Many will have name badges but some choose not to be identified. Treat each individual you interact with as though they could be a buyer. These conversations can set the tone for future orders.
- Direct sales the day of the show are allowed. While the primary focus is making connections with retail buyers, there will be general public attendees who will want to purchase products. Be prepared to handle these transactions.



- Have a sales sheet available for your products. This should be one page with contact information, ordering information and product attributes.
- Have a pricing sheet available for your products with wholesale pricing options outlined to include minimum order and perhaps volume pricing discounts.
- Understand what volume you can produce your product in so you know what quantity of order you can fill when a buyer inquires.
- A business card shows that you are serious about your business and is an easy way for buyers to save your contact information.
- Be prepared to describe your distribution plan so the buyer will know how you will get the product to them. The distribution plan may also be described in your sales sheet.
- Each vendor will receive two preprinted, pin-on name tags with the business name only and a place to write in the name of the person working at the booth. You are welcome to wear your own company name tags. Permanent company name tags are another way to present a professional image.

Sampling for Success

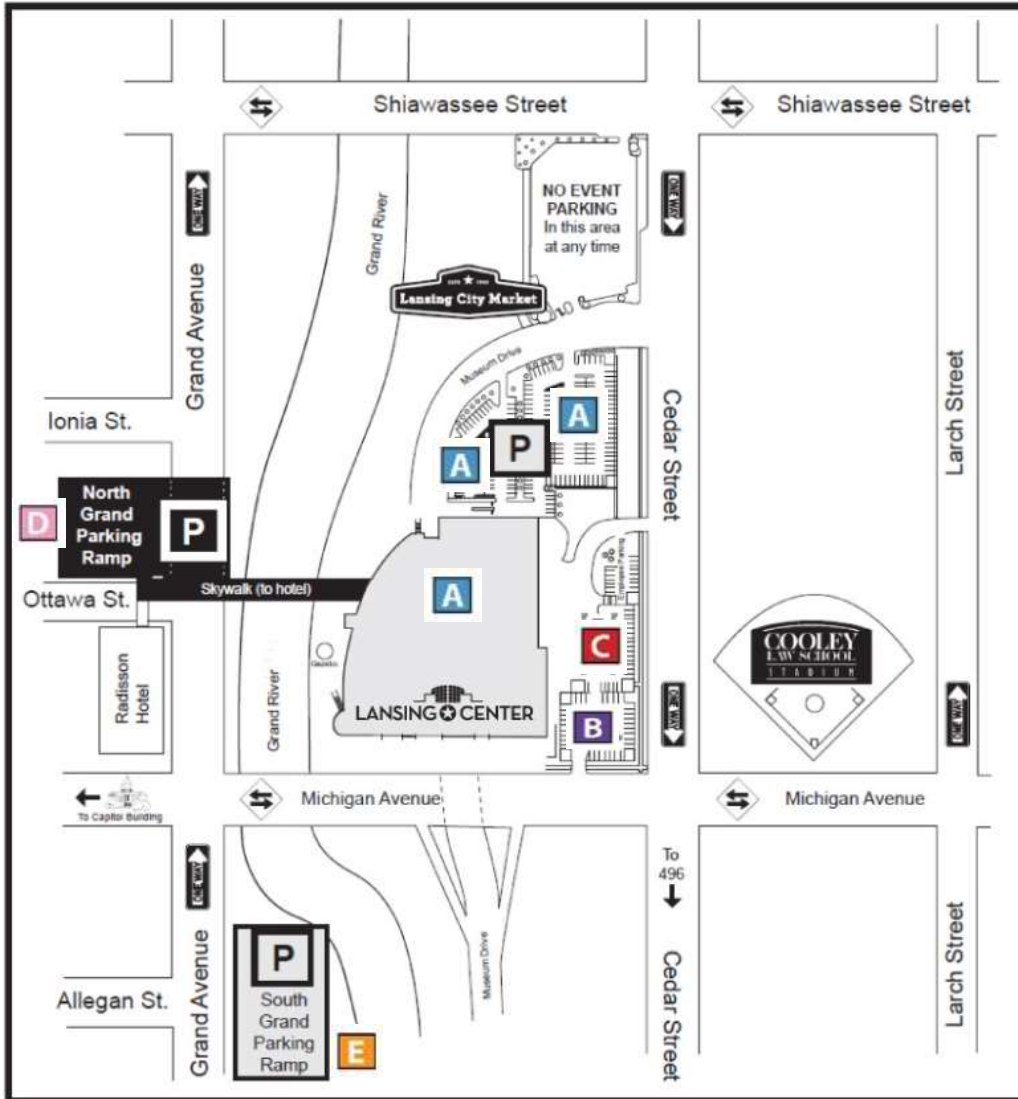
- Safe sampling is allowed and encouraged. Make sure that you are using safe sampling procedures as outlined by the Michigan Department of Agriculture and Rural Development.
https://www.michigan.gov/documents/mda/MDA_FdSmplngFarmMkts5-09_279110_7.pdf
- Cooking of raw meat or poultry on the premise is prohibited. If you have this type of product to sample it must be pre-cooked in a licensed kitchen and then reheated on site.
- You should bring your own sampling supplies like cups, napkins, gloves, tongs, etc. There is no store close to the Lansing Center to go to if you forget these important supplies. Limited amounts of ice will be available from the Lansing Center for a fee. Please plan accordingly.
- You should bring your own clean-up supplies like trash bags, paper towels, wet wipes, etc. Think about what you will need to clean up your sampling and demonstration area.
- Invite tradeshow participants to sample your product when they walk by. Approximately 300-400 participants are expected to walk through the trade show.

Risk Management for Success

- Be prepared to describe the liability insurance coverage you have and the dollar amount of the coverage.
- Be prepared to tell buyers what type of a recall plan you have and if there was a need to recall your product in the past due to a product safety or failure issue. This is important since, out of your control, one of the ingredients used in your product may be recalled which could trigger a recall of your product.



Unloading and Loading Information:



LOT C is designated for vendors to load and un-load **ONLY** (no parking). This is the closest access to the loading dock and is located along the east side of the building. **NO** unloading is allowed from **LOT B**. Vehicles parked in lots **B** or **C** will be **ticketed and/or towed** by the City of Lansing. **LOTS A** are accessible from Cedar Street and there is a cost associated with parking charged by the City of Lansing. This fee is not included in your fee as a vendor. Metered parking on the streets are also available around the Lansing Center.

The Lansing Center Address:

**333 E. Michigan Avenue
Lansing, MI 48933**

Trade Show located in Exhibit Hall A

P = Primary Parking

P = Secondary Parking

A LANSING CENTER PARKING

Open 24 Hours | Fees charged 5am to 11pm (Mon-Sun)
Rate: \$7 flat fee | Cash & Credit Accepted

B PERMIT PARKING

Open 24 Hours | Permit parking only
Rate: \$7 flat fee | Cash & Credit Accepted

C EXHIBITOR UNLOADING **NO EXHIBITOR PARKING**

D NORTH GRAND PARKING RAMP

Open 24 Hours | Fees charged 8am to 11pm (Mon-Fri)
Rate: \$1 per ½ hr/\$10 daily max | Cash & Credit Accepted

E SOUTH GRAND PARKING

Privately owned and operated
Call 517.708.3800 for more information

PARKING IN DOWNTOWN LANSING

Several convenient parking facilities and meters are located within walking distance of the Lansing Center.