



# Making It In Michigan

## April 24, 2024

### Lansing Center

Hosted by

MICHIGAN STATE  
UNIVERSITY

Extension

MICHIGAN STATE  
UNIVERSITY

Product Center  
Food • Ag • Bio

In partnership with



PURE MICHIGAN  
Business Connect

## Join Us To Support Michigan Food Entrepreneurs

Join Michigan State University (MSU) Product Center team in person for the **2024 Making It In Michigan Conference and Trade Show.**

The MSU Product Center is dedicated to supporting entrepreneurs in the food industry by offering food businesses the information and tools they need to succeed today. Making it in Michigan attracts nearly 200 food businesses and dozens of buyers every year.

The conference will be held **April 24, 2024 at the Lansing Center.** The program will feature **in-depth educational sessions, networking opportunities and take-home resources.** The program will also boast a **pitch competition with the Michigan Good Food Fund.**

The event features a trade show for food entrepreneurs to sell products and connect with buyers. The event will also offer educational sessions for new and established businesses. As in the past, the event will feature an award ceremony for some exceptional entrepreneurs!

The MSU Product Center is excited to partner with The Michigan Department of Agriculture and Rural Development and the Michigan Economic Development Corporation to offer a **unique matchmaking opportunity for buyers and sellers.**

To learn more about the conference visit <https://www.canr.msu.edu/miim/>

**Please consider investing in the 2024 Making it In Michigan as we work to showcase new products and companies from across the state.**





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## Sponsorship Opportunities

**All sponsor levels will receive recognition in the program booklet, some email communications, the sponsor web page and facility signage.**

### Diamond - \$20,000\*

- Six complimentary conference registrations
- Complimentary booth in the trade show
- Full page advertisement in the program booklet
- One company-supplied pull-up banner displayed in the conference general session room
- Sponsor booth display opportunity at the trade show welcome reception
- Inclusion of company provided literature or swag in the participant welcome materials
- Recognition in a individualized social media post
- Plus, general sponsor recognition outlined above

\* Additional requests for support of specific activities of the program may be requested to the Making It In Michigan program organizers.

### Platinum - \$10,000

- Four complimentary conference registrations
- Complimentary booth in the trade show
- Half page advertisement in the program booklet
- One company-supplied pull-up banner displayed in the conference general session room
- Sponsor booth display opportunity at the trade show welcome reception
- Plus, general sponsor recognition outlined above

### Gold - \$5,000

- Three complimentary conference registrations
- Complimentary booth in the trade show
- Quarter page advertisement in the program booklet
- One company-supplied pull-up banner displayed in the conference general session room
- Sponsor booth display opportunity at the trade show welcome reception
- Plus, general sponsor recognition outlined above

### Silver - \$2,500

- Two complimentary conference registrations
- Quarter page advertisement in the program booklet
- One company-supplied pull-up banner displayed in the conference general session room
- Plus, general sponsor recognition outlined above

### Bronze - \$1,000

- Two complimentary conference registrations
- Plus general sponsor recognition outlined above



Reserve your sponsorship today to be included in all our promotional opportunities!

Please complete your sponsorship commitment online at:  
<https://events.anr.msu.edu/miimsponsor24/>.

A communication will follow sign up providing details about the various logos, jpg images and other information needed for inclusion. Please make your check payable to MSU.

If you have any questions or wish to discuss special opportunities,  
contact Mollie Woods at 517-281-3100.