



## Vendor Application Example

Below you will find the questions and information requested as part of the Making It In Michigan Vendor Application for the 2021 Virtual “Tradeshow” Catalog that will be shared with buyers and other potential customers as part of the conference. If you have any questions please contact ANR Event Services at [events@anr.msu.edu](mailto:events@anr.msu.edu)

### Pre-registration Questions

I understand that this is a virtual event? \*

- Yes
- No

I understand cottage food businesses will not be accepted at this event \*

- Yes
- No

I agree that all of the information provided on these forms will be shared with buyers and everything except sell sheets with pricing will be shared publically in an online vendor catalog \*

- Yes
- No

*If you answer no to this question, please discontinue your registration.*

Next Section Below



## Company Contact Information

\* Company

\* First and Last Name of Primary Contact

\* Business Address

Add'l Address

\* City

\* County

\* State

\* Country

\* Zipcode

\* Best Phone Number to reach you at

\* E-mail

*If you supply an e-mail address, a receipt for your registration will automatically be sent to that account. An e-mail address is required to pay using a credit card.*

Company Email you wish to have listed on website if different than the one above

Company phone you wish to have listed on website if different than the one above

Next Section Below



## Company Information

Company Website

*It is highly recommended that you provide some type of company website link if at all possible.*

\* List your company's social media platform links:

\* Provide your company story below:

Is your company 50% or more \*

- minority owned  
 women owned  
 veteran owned  
 Not Applicable

\* Is your company officially certified for any/all of the qualifications above?

\* Are you legally registered to do business in the State of Michigan?

\* I understand and agree that any photos/videos provided may be used by Michigan State University?

\* Please attach a copy of the state or local food license. If using a co-packer, please have the co-packer provide a copy of their food manufacturing license.:

No file selected.

*Upload a file with one of the following file type extension(s): doc,docx,pdf,jpeg,png*

## Regulatory Compliance and Licensure Agreement

You certify that, prior to your participation in Making It In Michigan and offering to sell any products or services to buyers, you have (a) complied with all regulations applicable to your company and its services and/or products, and (b) obtained all licenses, permits and credentials required by federal, state or local law applicable to your company and its services and/or products.

I have reviewed and accept the above agreement and this serves as my electronic signature

## Product & Compliance Information

\*  I am a Michigan Entrepreneur and I would like to be a Vendor at the 2021 Virtual Marketplace Trade Show (\$50.00)

\*

I understand that buyers may request samples and a private pitch presentation or discussion and I am prepared to provide samples and participate in a virtual buyer meeting.

\*  I understand that I am able to advertise and sell my products online via my webpage or social media that will be connected to this virtual show

### Discount Codes

If you received a discount code please enter the code here

*Please only use one code for your highest value discount/scholarship if you received more than one code.*

Next Section Below



## Product Information

\* Please provide a brief description of your product or products which will be available to view:

**Please use the upload function below to upload additional company and product information including all sell sheets and any other information to help promote your products**

*You may submit multiple page documents in each file upload below*

\* Product/Company Information for Public Website - Sell Sheets with no pricing or other details:

No file selected.

*Upload a file with one of the following file type extension(s): doc,docx,pdf,jpg,tiff,png,xls,xlsx*

Product/Company Information - Public Website Information:

No file selected.

*Upload a file with one of the following file type extension(s): doc,docx,pdf,jpg,tiff,png,xls,xlsx*

\* Product/Company Information for Buyers Specifically - Sell Sheets with Pricing etc.:

No file selected.

*Upload a file with one of the following file type extension(s): doc,docx,pdf,jpg,tiff,png,xls,xlsx*

Product/Company Information for Buyers Specifically:

No file selected.

*Upload a file with one of the following file type extension(s): doc,docx,pdf,jpg,tiff,png,xls,xlsx,ppt,pptx*

Are your products: \*

- Shelf Stable
- Refrigerated
- Frozen
- Other

If other, please specify

If applicable, please upload necessary documentation to support this confirmation:

No file selected.

*Upload a file with one of the following file type extension(s): doc,docx,pdf,jpeg,png*

Have all the necessary tests been completed and the results documented? \*

- Yes
- No
- My products don't require testing

Next Section Below



Please indicate which, if any, of the following categories apply to your products: (Check all that apply): \*

- Allergen Free
- Certified Gluten Free
- Certified Organic
- No Artificial Colors
- Clean Label
- Dairy Free
- Grain Free
- Gut Health
- High Fiber
- Low Sodium
- Sugar Free
- No Sugar Added/Low Sugar
- No Artificial Sweeteners
- Keto
- Kosher
- Paleo
- Plant-Based
- No Preservatives
- Vegetarian
- Vegan
- Made with Whole Grains
- Whole 30
- None
- Other

If other, please specify

Please select the grocery store category your product(s) falls in. You may select more than one category: \*

- Baked Goods
- Beverages (shelf stable - alcoholic)
- Beverages (shelf stable - non-alcoholic)
- Beverages (refrigerated)
- Bread
- Canned or Jarred - Condiments, salsa, sauces, marinades and dressings
- Dairy
- Deli
- Dry goods, pasta and cereals
- Meats/Seafood
- Pet Food or Treats
- Produce
- Snacks

Do you currently have the 2016 formatted Nutritional values? \*

- Yes
- No

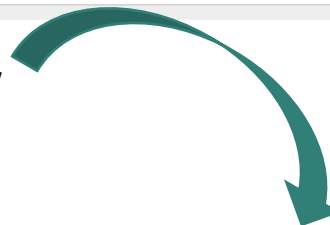
Do you have GS1 barcodes on your products' labels? \*

- Yes
- No

Please tell us about any environmental aspects of your product. For example, locally sourced ingredients, compostable or recyclable packaging, etc.:

Please tell us anything else we need to know about your company or products:

Next Section Below



## Distribution

\* How many retailers are you currently in?

*Enter a whole number greater than or equal to 0.*

Are you willing to do sampling events at the store when allowed? \*

- Yes  
 No

What parts of Michigan are you willing to distribute? \*

- Upper Peninsula  
 NW MI  
 NE MI  
 Central MI  
 West MI  
 SE MI  
 SE MI  
 Other

If other, please specify

\* What is your current form of distribution?:

\* What is the largest number of cases you can produce within a 2-3 week time frame to fulfill a purchase order?

*Enter a whole number greater than or equal to 0.*

## Pure Michigan Business Connect (PMBC) and the Michigan Department of Agriculture and Rural Development (MDARD) are excited to partner with the MSU Product Center on the 2021 Virtual Making It In Michigan event on May 6, 2021.

As a part of the Making It In Michigan event, PMBC & MDARD will host buyer-supplier matchmaking bringing together purchasers including grocers, retailers, distributors, institutional buyers, or anyone looking to procure Michigan-made food, with suppliers from around the state - all with one common goal to strengthen Michigan's food supply chain.

**SUPPLIERS:** Would you like to get your Michigan-made innovative food products in front of buyers and distributors? A list of participating buyers and their purchasing needs will be available in a supplier application at <https://pmbc.connect.space/miim-matchmaking/details>. Not all suppliers may be selected for meetings but will be able to take advantage of other great Making It In Michigan resources and programming opportunities.

Please contact [tillk1@michigan.org](mailto:tillk1@michigan.org) with questions on participating in buyer-supplier matchmaking.

Next Section Below



### Accessibility

Michigan State University is committed to providing equal opportunity for participation in all programs, services and activities. Please indicate any accessibility requests below at least two weeks prior to the start of the event. Requests received after this date will be honored whenever possible.

### Communications Settings

*By registering for this event through ANR Events Management you will receive all communications related to your event to ensure you have all the information necessary to participate and pay if applicable. Please carefully read the questions below and respond appropriately. Your answers to the questions below will not affect the communications you receive associated with the event you are registering for through ANR Events Management.*

**\* I am interested in receiving communications about other events and activities that might be of interest to me from the College of Agriculture and Natural Resources, Michigan State University Extension or AgBio Research:**

*By selecting 'Yes', you enable course coordinators and others throughout MSU Extension and the College of Agriculture and Natural Resources to send you information about other programs that might be of interest to you.*

Next Section Below



## Civil Rights Survey Information

MSU Extension programs are open to everyone. We are required, to ensure civil rights policy adherence, to report program participant race and gender data to the United States Department of Agriculture (USDA). Only aggregated information (total numbers across all programs) about race and gender are reported to the USDA. Providing the following information is **voluntary** and will be maintained strictly for reporting purposes. While these questions are required, you are welcome to select "choose not to provide" as your response. All participant records are stored securely and kept confidential. Thank you for taking the time to provide us with this information.

\* Please indicate if you are attending this program as part of your role at Michigan State University:

\* Please Indicate if you are a youth or adult:

### Race

Race (check all that apply): \*

- Alaskan Native or American Indian
- Asian
- Black or African American
- Native Hawaiian or other Pacific islander
- White or Caucasian
- Choose not to provide

If you checked Alaskan Native or American Indian above please provide your Tribal Affiliation:

### Ethnicity

Ethnicity (check all that apply): \*

- Hispanic or Latino
- Middle Eastern or Arab American
- My ethnicity is not listed
- Choose not to provide

If your ethnicity is not listed above, please specify:

### Sex and Gender

\* Please indicate your sex:

\* Please indicate gender or gender identity or enter 'Choose not to provide' below:

### County of Residence

\* County of residence:

### Additional Information

Please share anything else that is important for us to know about your identity: