

Making It In Michigan 2025

Register for the Trade Show

Required fields are indicated with an asterisk (*)

Registrant Information

* First Name

* Last Name

* Company

* Corporate Address

Add'l Address

* City

* State

* Zipcode

* Phone Number

* 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.*

Incorporation and Food License Connection to Michigan

* I was incorporated in the State of Michigan. If not, the product must be made in Michigan and a Michigan food processor license for their product must be attached later in registration. Yes No

* My product is processed in Michigan. If not, the company must attach proof of being a Michigan corporation later in registration. Yes No

(Administrative Use Only)

Booth Number

Enter a whole number greater than or equal to 0.

Additional Booth Number

Enter a whole number greater than or equal to 0.

Additional Booth Number (3)

Enter a whole number greater than or equal to 0.

Contact Information

For information, please contact the contracted Diane Drago at ddrago@dmsevents.com or 734-661-9340; or Diane Longanbach at 517-526-7895 or longbach@msu.edu.

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Company Information

*

I understand my company name, website and company description (if provided) may be listed on the MSU Product Center website and in the Trade Show booklet if I register by the normal registration deadline.

Check if a MSU Burgess Institute Student.

Company Website URL

Please include the leading http:// and trailing domain such as .com, .net, .org, or .edu in your URL.

* Provide ONLY a 50-100 word description of your company and product(s) that will be available at the show. This description will be used in the Making It In Michigan Trade Show program book. Please proof-read for spelling and grammar.:

Is your company 50% or more: *

- Minority owned
- Women owned
- Veteran owned
- Not applicable

Check all that apply.

* List any official certifications.

Product Information

Are your products: *

- Shelf Stable
- Refrigerated
- Frozen
- Other
- Not Applicable

Check all that apply.

If other, please specify

Please indicate which, if any, of the following categories apply to your products: *

- 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
- Whole30
- None
- Other

Check all that apply.

If other, please specify

Please select the grocery store category your product(s) falls in: *

- Baked Goods
- Beer or Wine (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
- None/Not Applicable

Check all that apply.

If you have beer and wine products, list the type (beer or wine) and product name below for each flavor. Ex. Beer, Michigan IPA)

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Vendor Agreements

*

I agree to review and understand the information in the Making It In Michigan Vendor Fact Sheet linked on the registration main page and on the MIIM Trade Show webpage.

*

I understand that I must register by April 23 to be listed on the MIIM website and in the vendor booklet that will be available at the Trade Show.

*

I understand that safe, proper sampling is allowed and must be followed if samples are offered.

*

I understand that beer and wine vendors are REQUIRED to pay the Lansing Center to sample their products and that all products must be sourced by the Lansing Center prior to the event.

*

I understand vendor booths do NOT come equipped with electricity, and if I am in need of it that I will need to order it prior to the event and directly from the Lansing Center through their Utilities Order Form linked on the registration main page.

When completing the Utilities Order Form, please leave the Booth Number blank. The Making It In Michigan staff and Lansing Center will communicate about booth numbers directly.

*

I understand vendor booths will have access to basic Wi-Fi, and if I am in need of Wi-Fi with higher speeds I will need to order and pay for this directly from the Lansing Center's Internet Services linked on the registration main page.

*

I understand that a LIMITED amount of ice will be available at the Lansing Center and if I am in need of ice for my booth I will bring my own or rely on the limited supply from the Lansing Center.

Photo/Audio/Video Release

I authorize Michigan State University to record my image and voice, and give Michigan State University and all persons or entities acting pursuant to MSU's permission or authority, all rights to use these recorded images. I understand that said images will be used for educational, advertising and promotional purposes in all conventional and electronic media, and any future media. I also authorize the use of any printed material

in connection therewith. I understand and agree that these images and recordings may be duplicated, distributed with or without charge, and/or altered in any form or manner without future/further compensation or liability, in perpetuity.

* Please Indicate your authorization

Regulatory Compliance and Licensure Agreement

* Attach a copy of the license for the processing of this product for wholesale. A contracted manufacturer's license is acceptable.:

No file chosen

Michigan Corporations Processing Out-of-State Must Attach Proof of MI Corporation:

No file chosen

* I accept the below agreement and realize this serves as my electronic signature

I am certifying that prior to my participation in Making It In Michigan and offering to sell my products or services to buyers who participate in Making It In Michigan that I have complied with all regulations applicable to my company and its services and/or products. I certify that I have obtained all licenses, permits, and credentials required by federal, state or local law applicable to my company and its services and/or products.

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Event Participation Selection

Are you a Product Center client? *

- Yes
 No

You are not required to be a Product Center client to be a vendor at Making It In Michigan.

Is this your first time as a vendor at the Making It In Michigan trade show? *

- Yes
 No

Do you plan to attend the Making It In Michigan Reception on May 6, 5:30-8:30 p.m. in the Lansing Center's Exhibit Hall B where the Michigan Good Food Fund pitch event final round will be held? *

- Yes
 No

Two time periods are offered for booth setup, prior to the trade show opening to the public at 11 a.m. on May 7, 2025. Please select which day/time you intend to setup *

- 5-8 p.m. on May 6, 2025
 7:00 -10:30 a.m. on May 7, 2025

* How many business representatives will be at your booth (include yourself)? There are no additional charges for additional representatives.

Enter a whole number greater than or equal to 0.

Registration Information

* I would like to register as a vendor for the Making It In Michigan 2025 Trade Show.

* I would like to have the below amount of booth spaces at the trade show. (\$225.00)

*Each booth is 10' by 10'. Generally, vendors request one booth space. Each booth is \$225.
(91 openings available)*

If you received a discount code, please enter the code here.

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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 agree to have my contact information shared with other participants that are a part of the event/class I am attending:

By selecting 'Yes', you enable the coordinator to share your information with others in the class, this option may be mutually beneficial (ex. a class list or class roster).

* 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.

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. By answering the questions below, you help us to provide a snapshot of who participated in our program, support our commitment to providing programs to all segments of our community and help us to maintain continued funding for programs like the one you registered for today. 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.

For more information about MSU Extension Civil Rights commitment, please visit:
https://www.canr.msu.edu/od/civil_rights_diversity_multiculturalism/

Race

Race (check all that apply): *

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

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

Ethnicity

Ethnicity Hispanic/Latino: *

- Hispanic/Latino
- Non-Hispanic/Non-Latino
- Choose Not To Respond

Ethnicity Middle Eastern/Arab: *

- Middle Eastern/Arab
- Not Middle Eastern/Not Arab
- Choose Not to Respond

Provide any other information about your race and ethnicity that you would like to share:

Gender / Gender Identity

* Please indicate your Gender / Gender Identity

Provide any information about your gender or gender identity that you would like to share

Additional Information

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

Location Information

* County of residence:

* Zipcode

Contact Information

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