



Making It In Michigan

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Making It In Michigan Vendor Fact Sheet

Preparing Your Product for Success

- A food license granted by a food inspector is required for the processing of your product. You are certifying that you have the appropriate licensing when registering to be a Making It In Michigan vendor. Bring a copy of your license on the day of the event.
- Your product must be properly labeled. Follow [Michigan Department of Agriculture and Rural Development labeling guide](#).
- Products will need a UPC code on the label to be seriously considered by most retail buyers.

Setting Up for Success

- Each individual vendor booth you have reserved consists of a 10' x 10' space with an 8' high drape and 3' high side drapes. The booth includes a 8' skirted table, one chair, and a small wastebasket.
- If you need electricity for your booth you must make arrangements in advance and fill out the [Lansing Center Utilities Order Form](#). This needs to be ordered and paid for directly from the Lansing Center in advance of the trade show. 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.
- Basic Wi-Fi will be available the day of the show. On the day of the show, you can go online and [purchase higher speed Wi-Fi](#) directly from the Lansing Center if needed.
- Plan to arrive in plenty of time to unload your vehicle, find parking, and set-up your booth. Your booth needs to be ready by the start of the trade show. A loading dock is available for use. Please see page 3 for a map of where the loading dock is located.
- There will be a limited amount of large utility carts available for set-up, but these must be shared by all exhibitors and are not guaranteed. Many vendors choose to bring their own carts.
- Parking is available in the vicinity of the Lansing Center and is **NOT** included in your vendor registration fee. Please visit the [Parking Page on the Lansing Center's website](#) for more information.
- Food concessions will be available at the Lansing Center.

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 everyone you interact with as though they are a buyer. These conversations can set the tone for future orders.
- Direct sales on 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



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to handle these transactions through cash. Internet connection in the exhibit hall is not strong, so swipe machines may not work unless they have an offline payments feature.

- 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.
- Know what volume of product you can produce in a timely manner. Buyers will inquire.
- 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 channel so buyers will know how you will get the product to them.
- Each vendor will receive pre-printed name tags for the number of representatives entered in the vendor registration. The name tags will have the business name printed along the bottom with a place above 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. Compliment permanent company name tags with company branded apparel and you have a showcase for SUCCESS.

Sampling for Success

- Safe sampling is allowed and encouraged. Make sure that you are using [safe sampling procedures as outlined by MDARD](#).
- 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. The Capital City Market is across the street if you forget these important supplies.
- A limited amount of ice will be available at the Lansing Center so please plan ahead for a source for ice.
- 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 200-300 participants are expected to walk through the trade show.