



Making It in Michigan

May 7, 2025

Hosted by

MICHIGAN STATE
UNIVERSITY

Product Center
Food • Ag • Bio

MICHIGAN STATE
UNIVERSITY

Extension

In partnership with



FOOD & AG
BUSINESS DEVELOPMENT
Michigan Department of Agriculture
& Rural Development

JOIN US TO SUPPORT MICHIGAN FOOD ENTREPRENEURS

Join Michigan State University (MSU) Product Center team in person for the 2025 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 **May 7, 2025 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** to again host this impactful event.

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

Please consider investing in the 2025 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 - \$7,500

- Four 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 with the participant welcome materials
- Plus, general sponsor recognition outlined above

Platinum - \$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

Gold - \$2,500

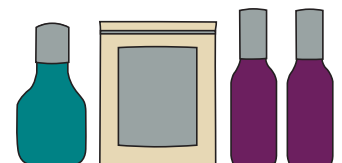
- Two complimentary conference registrations
- Quarter page advertisement in the program booklet
- One company-supplied pull-up banner displayed in the conference general session room
- Plus, general sponsor recognition outlined above

Silver - \$1,000

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

Bronze - \$500

- General sponsor recognition outlined above



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

A communication will follow sign up providing details about the various logos, jpg images and other information needed for inclusion.

Please make your checks payable to Michigan State University.

If you have any questions or wish to discuss special opportunities, contact Diane Drago of Diversified Management Services at 734-661-9340 or by email at ddrago@dmsevents.com.