

Since 1902, the Michigan Manufacturers Association (MMA) has been dedicated to securing a prosperous future for Michigan manufacturers through effective advocacy, meaningful education and strategic business services.

MMA Associate members are critical service providers and trusted experts that support Michigan's manufacturing industry. They help our manufacturing members with the benefit of growing their own networks as well.

Take your Membership to the next level with all the benefits of basic Associate Membership plus additional perks.

MMA Associate Member Benefits at a Glance	Basic	Premium
Exclusive access to member-only content	✓	✓
Free subscription to all MMA publications including <i>MiMfg Magazine</i> and e-newsletters	✓	✓
Time-sensitive updates on critical issues	✓	✓
Savings on insurance, supplies and services programs	✓	✓
Discounted registration for educational and networking events, regional and statewide	✓	✓
Special pricing for sponsorship and advertising to better promote your company	✓	✓
Access to 10 interest-specific policy committees	✓	✓
Share your expertise through MMA publications and social media	✓	✓
Access to member-exclusive Industry Member Directory	✓	✓
Associate Member Directory Listing	Basic	Enhanced
Showcase your business with webinar and e-learning opportunities		✓
Help guide MMA content and Policy Committees		✓
Promote your events to other MMA members		✓
Special recognition at all MMA events		✓
Annual \$500 Event Credit, redeemable for registration at any MMA event		✓
Registrant reports for all events attended		✓
Concierge service to develop a comprehensive plan to maximize your engagement		✓
Advanced notice for event speaking & sponsorship opportunities		✓



“Premium Associate Members can share the expertise and services of their companies through a multitude of mediums. MMA staff makes it easy to connect with other members in an engaging, fun and cost effective manner. If you are a manufacturer, focus on manufacturing or are strictly a Michigan business, MMA is the only option.”

— Megan Brown • MTMIC

READY TO JOIN?

Join online at mimfg.org or contact our membership team for more information.



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EXPAND YOUR BRAND WITH MMA

Develop a comprehensive plan to build your brand, solidify your image and increase your engagement with Michigan manufacturers.

Contact MMA to develop a comprehensive advertising, sponsorship and thought leadership plan to increase your engagement with Michigan manufacturers.

Build a package that works for your company with multiple opportunities available, including:



SPONSORSHIP OPPORTUNITIES

Support manufacturing growth and innovation with sponsorship and engagement opportunities available throughout the year. Develop a comprehensive plan to build your brand, solidify your image and increase your engagement with Michigan manufacturers. Work with MMA's team to build a package with multiple event sponsorship, thought leadership and advertising opportunities available.

- MMA's events provide solutions to the manufacturing industry with focus on trends to help members stay ahead of the curve.
- Networking is built into each MMA event with opportunities to cultivate your client list.

PRINT & DIGITAL ADVERTISING

MMA offers advertising opportunities through our bi-monthly magazine, digital e-newsletters and event programs. Prominently promote your company before Michigan's manufacturing industry to increase your brand exposure, reach new customers and strengthen your business-to-business connections.

- *MiMfg Magazine* focuses on issues and trends important to Michigan's manufacturing industry and is published six times per year and distributed to more than 5,000 manufacturing decisionmakers.
- MMA's well-read e-publications reach industry leaders and supporters from the c-suite to the shop floor.
- MMA event programs are tailored to the individual event audience with focus ranging from operations, workforce solutions, advocacy and celebration of the manufacturing industry.

THOUGHT LEADERSHIP

MMA members are the experts when it comes to manufacturing. As an industry supporter uniquely positioned to assist manufacturers, you can share your expertise, resources and winning strategies with other MMA members to keep Michigan manufacturing moving forward.

- **Event Presentations:** limited opportunities are available throughout the year to speak at MMA events.
- **Article Contribution:** content is accepted for MMA's bi-monthly membership magazine, online blog and event programs.
- **Video Content:** Exclusive to Premium Associate members, webinars offer a great way to share your expertise on our popular Online Learning Center.

Learn more about the many opportunities available to expand your brand with MMA

