# **MADE IN CALIFORNIA PROGRAM**



### Why Join the Made in CA Program

CMTC supports manufacturers in the state and provides a *complimentary* service to promote your company name, brand, and product lines. By joining the Made in CA program, you will receive special event invites, have opportunities to create synergies with other manufacturers, and be able to advertise your products and capabilities.

### **Social Media Component**

Social media platforms create a "community of manufacturers" and extend your visibility beyond the CMTC website. Our weekly posts on LinkedIn, Facebook and Twitter enhance your company's exposure and provide opportunities for you to create conversations with others in the manufacturing community. Be sure to "follow us" or "like us" and CMTC will do the same on your social media sites.

### **Featured Manufacturers**

Each week five manufacturers are highlighted on the CMTC website. Featured companies receive special recognition to showcase their products, their company and their capabilities, and are selected based on the date when they joined the program.

#### **Benefits to Manufacturers**

- Complimentary listing of your company by industry, in alphabetical order, and by county
- Direct emails about national business opportunities (Buy America Scouting Program)
- Special invites to premier events that CMTC sponsors or hosts
- Networking events with other manufacturers to increase sales or find new suppliers
- Use of Made in CA logo on your website or packaging materials
- Monthly update of industry news to Made in CA participants
- Made in CA Certificate to display in your facility

#### Made in CA Open House Events



#### Website Benefits

- The CMTC website averages over 65,000 users and 195,000 page views per year
- The Made in CA program page ranks #2 of all CMTC website pages
- Your Made in CA profile page can generate potential business for you and increase traffic to your website
- The Made in CA online directory is a resource for entrepreneurs seeking a manufacturer to produce their new product, as well as a resource for you to identify new suppliers

# **Qualifications Required**

- Your company must be registered through Dun & Bradstreet with either a primary or secondary manufacturing NAICS code (CMTC will verify)
- The product's final assembly, manufacturing or processing must take place in California and the manufacturing facility must be located in California



#### How to Join

- Visit www.cmtc.com and click on the "Programs" tab and then "Made in CA"
- Review the benefits and complete the registration form by clicking on the "Join Today" button and then submit
- A CMTC representative will verify your NAICS code, and then contact you to verify the information and gather logos, product images, videos, news stories, etc.

### SAMPLE PROFILE PAGE



# **ADDITIONAL SEARCH FUNCTIONALITY**

