

### **What is the Manufacturers Marketplace intended to do?**

The Manufacturers Marketplace is a nationwide manufacturing database designed to bring together companies looking to expand their market and/or secure their supply chain. It provides the most comprehensive search capability including locations, processes, certifications, NAICS & SIC codes, capabilities and much more. It allows for unlimited searches and constant profile updating.

### **How did the Manufacturers Marketplace come about?**

The IMA partnered with the National Association of Manufacturers (NAM) to develop and offer this database to manufacturers of all sizes, on a nationwide basis. Over 300,000 companies are currently listed. The IMA and the NAM are continually reaching out to manufacturers to encourage enrollment so profiles can be completed and searching for the perfect partner can begin. Activity grows daily.

### **What types of companies can enroll in the Marketplace?**

Currently, only manufacturers can enroll in this nationwide database. At some point in the future, those companies that provide services to the manufacturing sector may be able to purchase a license. Here is the complete list of eligibility criteria:

- Manufacturers with operations in the U.S., even if headquarters are elsewhere
- Currently, service providers to the manufacturing sector are not eligible
- Solicitation is prohibited within the Marketplace
- Users who violate the eligibility requirements or who engage in solicitation activity will have their licenses revoked and will forfeit their license fees

### **Pricing & is membership in the IMA or the NAM necessary to enroll in the Marketplace?**

No. Any manufacturer can enroll in the Marketplace without being a member of the IMA or the NAM but will be charged the full annual license fee of \$2,500.00 per manufacturing location. It is only through membership in either the IMA or the NAM that a company can get the code to obtain an 80% discount. This discount drops the annual enrollment fee to \$500 per manufacturing location. If your company is not a member of either association, the corresponding membership dues for either/both organization will be required as well.

### **Will other manufacturing trade associations in Illinois have access to this database?**

No, this is an exclusive partnership between the IMA and the NAM.

### **What makes this database unique?**

- Companies can find you based on your CAPABILITIES
- You control the data in your profile and can update it as needed
- Every employee at your location can access the Marketplace
- You can search for companies based on your needs and criteria
- Unlimited searches

### **What does enrollment in the Marketplace afford my company?**

Once enrolled in the Marketplace, your company profile can be completed. In most cases, your company name and address is already in the database. If not, it is easy to add your listing. You will have the capability to search companies nationwide to secure your supply chain or expand your market. Solicitation within the Marketplace is prohibited.

### **My company is a small to mid-size manufacturer, what's in it for me?**

- Nationwide EXPOSURE
- Control of your profile content
- Ability to update your profile as your capabilities and market offerings change
- An affordable and efficient way to market your company
- An efficient way to search for suppliers

### **My company is a large manufacturer, how can this help me?**

- Comprehensive, precise search ability based on manufacturers' capabilities
- Instant access to hundreds of thousands of manufacturers across the country
- Meaningful search fields like processes, certifications, products, NAICS & SIC Codes
- Efficient and cost effective supply chain diversification and risk mitigation tool at your fingertips

### **What information can go in the company profile?**

The more complete the information, the more success you will have being found by companies looking for your expertise. To populate your company profile, include basic information like name and location along with other searchable features such as:

- Product
- Capability
- Processes
- Certifications
- Plant Size
- Equipment
- Capacity
- NAICS & SIC Codes
- Company Ownership Designation

### **Is this only for Illinois companies?**

No, you will be able to conduct nationwide searches based on the profile fields listed above. Companies from around the country will be able to find you!

### **How often can the company profile be updated?**

As often as necessary.

### **How is my company's data protected?**

Each enrolled company owns its profile, a distinctive feature from other types of databases. It is up to the company to enhance its profile, ensure its information is correct and up to date. Those updating the company's profile should exercise the utmost care in protecting log in credentials. All transmitted data to and from the Marketplace is encrypted with the most current security standards. No credit card numbers are stored at any time. It is sent directly to the credit card processing company and is not saved within the Marketplace.

### **Can my company be invoiced for the enrollment fee?**

No, ONLY credit card payments through the database are accepted.

### **My company has several manufacturing locations, in Illinois and other states. Does one license cover all locations?**

No, each location you choose to have a complete profile for in the database requires its own license. You may enroll different locations even if they are not in Illinois. Only one license is needed for ALL users at the same location. The database does not accept non-US plant locations.

### **If my company has multiple locations, can each location get the 80% discount?**

YES! As long as your company is a member in good standing with either the IMA or NAM, your locations can get the discount.

### **Does my company need to purchase a license every year?**

Yes, you will receive notice through the database when your license is about to expire. If your company remains a member in good standing with the IMA or the NAM, you will be eligible for the discount offered at that time. Note: Depending on when you enroll in the Marketplace, the license renewal may not coincide with the renewal date of your association membership.

### **Is there a Demo of the Marketplace available?**

Yes, visit [ManufacturersMarketplace.us](http://ManufacturersMarketplace.us) and click on the 'Attend a Demo' link for scheduling.

### **How do I get started?**

Contact anyone from the IMA Membership Team to discuss next steps.