



MAINE PRODUCTS MARKETING PROGRAM

APPLICATION FORM

INSTRUCTIONS

Please complete this application, enclose 3 product brochures and 3 business cards and forward to:

Cheryl Breault
Maine Products Marketing Program
59 State House Station
Augusta, Maine 04333-0059

If you do not have a brochure, please enclose photos of your product(s).

Once the application is completed and returned, it will be evaluated to determine if, in fact, your product complies with the Maine Made Program criteria.

When the information herein is verified you will be eligible to purchase Maine Products Marketing hang tags and adhesive labels for your products (See enclosed order form) and be notified of various marketing opportunities through other program components.

IMPORTANT: Please answer all questions and sign the application and any included forms.

FAILURE TO INCLUDE PRODUCT PHOTOS AND COMPLETE AND SIGN ALL FORMS WILL DELAY THE PROCESSING OF YOUR APPLICATION AND MAY CAUSE YOU TO MISS PROGRAM OPPORTUNITIES.

If you have any questions, email cheryl.breault@maine.gov call 207-624-9804, and ask for the Maine Products Marketing Program.

Please type or print clearly.

Business Name: _____

Contact: _____

Address: _____

City: _____ County: _____ State: _____ Zip: _____

Business Phone: () _____ Home Phone: () _____

E-Mail address: _____ Web site address: _____

Federal Identification Number (or Social Security Number) _____

Where did you first learn about the Maine Products Marketing Program? _____

PRODUCT INFORMATION

Please indicate the extent to which the following activities occur in Maine:

0 = Not at all in Maine

1 = Partially in Maine

2 = Entirely in Maine

_____ Materials

_____ Labor/value added

_____ Distribution and handling

_____ Design and development

_____ (TOTAL)

Type of work (check all that apply)

_____ Production

_____ Limited edition

_____ One-of-a-kind

_____ Consignment

_____ Custom

_____ Traditional

_____ Contemporary

Production capacity (choose one):

Daily _____ Weekly _____

Monthly _____ Annually _____

General description of product line:

DID YOU INCLUDE PHOTOS OF YOUR PRODUCT, BUSINESS CARDS and BROCHURES?

Category (check all which apply, placing a 'P' by the primary category)

_____ Art

_____ Baskets

_____ Books/cards

_____ Candles

_____ Ceramics/Pottery

_____ Children's

_____ Clothing/accessories

_____ Crafts

_____ Fiber art

_____ Floral

_____ Folk Art

_____ Furnishings

_____ Furniture

_____ Garden/outdoor

_____ Glassware

_____ Industrial

_____ Jewelry

_____ Metal work

_____ Music/CDs/video

_____ Personal care

_____ Pet products

_____ Photography/prints

_____ Seasonal (e.g. Christmas, Hanukkah)

_____ Specialty foods/gourmet

_____ Toys/games

_____ Woodenware

_____ Other

What's New? (indicate your newest products)

MARKETING INFORMATION

How do you presently sell your product (check all which apply)

_____ Direct mail
 _____ Wholesale
 Through which outlets:

_____ Catalogue sales
 Through which catalogues:

_____ Sales representatives
 Through which reps:

_____ Retail

_____ Web sites
 Addresses:

_____ Other (specify): _____

Please check which of the following product information you have available, and send 3 examples of each with your application::

_____ Brochure
 _____ Catalogue
 _____ Photos (of product)
 _____ Price list
 _____ Slides (of product)
 _____ Web presence
 _____ Other: _____

What form(s) of advertising are you currently using:

What warranties or guarantees do you offer on your products:

In which trade shows, fairs or markets do you participate:

Have you ever participated in the New England Products Trade Show ?

Yes _____ which year(s) _____ No _____

Where can your work be seen in the coming year:

Owner operated:

_____ Yes _____ No

Type of business (check one or more which apply):

_____ For profit
 _____ Nonprofit
 _____ Cooperative
 _____ Distributor
 _____ Full- or _____ Part-time business

Is your facility open to the public:

_____ Yes _____ No

Hours of operation: _____

Number of years operating as a business: _____

Biography for web profile (what would you like folks to know about you personally or the development of your business?)

BUSINESS INFORMATION

Approximate gross sales for the last fiscal year:

_____ Under \$10,000
_____ \$10,000 - \$50,000
_____ \$50,000 - \$250,000
_____ \$250,000 - \$500,000
_____ \$500,000 - \$1,000,000
_____ \$1,000,000 - \$10,000,000
_____ Over \$10,000,000

What **percentage** of your total sales are **wholesale**:
_____ %

What **percentage** of your total sales are **retail**:
_____ %

Increase in gross sales (**wholesale**) over last year:
_____ %

Increase in gross sales (**retail**) over last year:
_____ %

Highest level of education or training obtained (by the owner): _____

Average number of full- or part-time employees at present: _____

Average number of full- or part-time employees over the past five years (if applicable): _____

Able and willing to expand in response to new business activity:

_____ Yes _____ No

List any current identification numbers pertaining to your product (e.g. agricultural or labor licenses, sales tax I.D. number):

Are you available to participate in workshops or demonstrations of your work:

_____ Yes _____ No

Are you interested in having a Business Development Specialist in your area contact you about additional state programs and services?

_____ Yes _____ No

List where your product is sold at the retail level:

Name

Address

Contact _____ (____) _____
Phone

Name

Address

Contact _____ (____) _____
Phone

Name

Address

Contact _____ (____) _____
Phone

Name

Address

Contact _____ (____) _____
Phone

List business credit references:

Name

Address

Contact _____ (____) _____
Phone

Name

Address

Contact _____ (____) _____
Phone

NOTE: The Maine Products Marketing Program reserves the right to disqualify any product from the program including, but not limited to, any product which is suggestive of religious, political, racial or sexual content, orientation or marketing. In addition, the Maine Products Marketing Program requires that all producers abide by procedures set forth for the Program by the Department of Economic and Community Development.

"I hereby certify that the information contained in this application is true to the best of my knowledge."

Signature _____

Date _____

DID YOU INCLUDE PHOTOS OF YOUR PRODUCT, BUSINESS CARDS and BROCHURES?

