

Local benefits our community.  
Membership benefits you.

# MEMBER BENEFITS GUIDE





## Promotional Benefits

- Participate in MIO cooking segments on Channel 6, 9 and 4
- Featured products in MIO recipes
- Appear in MIO's newsletter that reaches 4,000+ people
- Inclusion in grocery store group product demonstrations
- Inclusion in MIO sponsored shopper incentives and giveaways
- Year-round cost-share marketing and branding opportunities
- Promotion on MIO social media accounts  
*Opportunity to be featured in giveaways on social media and other marketing events*
- Indicate your MIO status on retail signage in grocery stores throughout the state  
*Opportunity to receive specific in-store signage with retail partners*
- Promote your product to restaurants via an MIO Food Service Advocate



Get MIO logo access for:

- Packaging
- Website
- Products
- Social
- And more!



# Funding & Networking

- Benefit from MIO's established relationships with key in-state retailers
- Mentorship from veteran food and beverage companies with experience in the Oklahoma grocery retail market and restaurant industry
- Member-only pricing with MIO local ad agency  
*Get low-cost product photos*
- **\$1,000** marketing stipend opp
- **\$1,500** trade show stipend opp
- Receive free or low-cost member educational opportunities and trainings
- Extensive networking opportunities
- Chance to serve on MIO leadership team or committee
- MIO legislative representation
- Monthly membership meetings  
*Retail market and food service updates*

# Event Access

- Eligibility to participate in MIO Expo
- Trade show opportunities with reduced booth costs
- Opportunities to showcase your products at MIO's annual Legislative Reception and interact with elected officials
- Be a partner in activities and events
- Participate in luncheons and events for major retailers and food service suppliers
- Opportunity to participate in food and beverage pairing events with MIO restaurants





Interested in becoming  
an MIO member?

Apply at [miocoalition.com](https://miocoalition.com)

