



WEST MICHIGAN
PUBLIC PROCUREMENT ALLIANCE

MEET THE BUYER

Wednesday, October 14th, 2026 | 9:00am - 1:00pm

**Kent District Library – Richard L. Root Kentwood Branch
4950 Breton Rd SE
Kentwood, MI 49508**

Join us to explore upcoming business opportunities and network with industry professionals. Refreshments will be provided by the Gerald R. Ford International Airport Authority.

Host Agencies:

- City of Grand Rapids
- City of Kentwood
- City of Kalamazoo
- Gerald R. Ford International Airport
- Grand Rapids Community College
- Grand Rapids Public Schools
- Kent County
- Macatawa Area Express Transportation
- Ottawa County
- Partners in Action
- State of Michigan Procurement
- The Rapid
- West Michigan Apex Accelerators

Register at: westmippa.org/annual-event

MEET THE BUYER BEST PRACTICES GUIDE

*Show Up Ready.
Stand Out.*



Meeting with buyers is your opportunity to showcase your business and leave a lasting impression. Standing out takes more than just showing up—it requires preparation, clarity, and confidence. By focusing on the right strategies, you can connect effectively, highlight what makes your business unique, and turn conversations into meaningful opportunities. The following key areas provide practical ways to make the most of your time and ensure buyers remember your business.

Putting your Best Foot Forward



Do your Research

- Review buyer participant list ahead of time
- Target only those matching your offerings
- Skip mismatched tables — focus where it counts



Performance Highlights

- Share brief wins or projects
- Highlight measurable results
- Demonstrate reliability and impact



Elevator Pitch (30–60 seconds)

- Who you are, what you do, and the value you bring
- Practice until it feels natural — not memorized
- Tailor to the buyer's specific needs



Maximize your Impact

- Ask thoughtful questions
- Collect contacts strategically
- Engage with peers and buyers



Capabilities Statement

- Prepare a one-page resume for your business
- Quickly showcases strengths and helps you stand out
- Make sure it is clear, concise and professional



Follow-Up

- Send personalized notes promptly
- Attach capability statement or materials
- Reinforce value and next steps

Need Help?

West MI APEX Accelerator is hosting Meet the Buyer
Prep Session at no cost on Monday, October 5th @ 12pm

*Register
Now* →

