



NATIONAL CENTER FOR THE MIDDLE MARKET

MEMBERSHIP OPPORTUNITIES AND ADVANTAGES

NATIONAL CENTER FOR THE MIDDLE MARKET

Play a Hands-On Role in Supporting the Growth and Vitality of the U.S. Middle Market

Middle market businesses and the organizations that serve them understand the critical importance of the U.S. middle market to the nation's economic prosperity as well as the unique challenges mid-sized companies face. Membership in the National Center for the Middle Market gives your company the opportunity to work alongside the center to create and share the research, insights, networks and programs that increase the awareness of the middle market's importance while better equipping middle market executives to address their business challenges and growth goals.

Gain Enhanced Access to the Center's Resources



COMPREHENSIVE RESEARCH FINDINGS

Enjoy enhanced access to the rich data generated during semi-annual *Middle Market Indicator* studies, topical research projects and special reports.



CENTER LEADERSHIP PARTICIPATION IN A COMPANY EVENT

Center leaders will directly support your webinar, company event or other one-hour engagement through hands-on participation as a keynote speaker, panel member or guest to share research findings and insights on critical middle market issues.



OUTREACH OPPORTUNITIES

Gain visibility for your company among the center's diverse constituents by being featured on The Market That Moves America podcast and in a Company Spotlight profile on the center's website.



ACCESS TO STUDENTS

Connect with The Ohio State University Max M. Fisher College of Business students in a variety of ways. For example, host a student project, speak in the Middle Market Industry Immersion class, review student resume books or connect with Fisher's Office of Career Management.

About the Center

The National Center for the Middle Market's mission is to ensure the vitality and robustness of middle market companies are fully realized as fundamental to our nation's economic outlook and prosperity by:

- conducting research on emerging trends and issues acutely affecting middle market businesses
- sharing insights via published reports, webinars, and live events
- creating interactive benchmarking tools
- promoting middle market companies in spotlights and podcasts
- building networks of middle market leaders
- facilitating the Middle Market Industry Immersion Program for business students

Start a rewarding membership today.

To learn more about how you can work with the center and directly contribute to the vitality of the powerful U.S. middle market, visit our [Work With Us](#) page and complete our membership inquiry form.

IN COLLABORATION WITH



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The National Center for the Middle Market is the leading source of knowledge, leadership and innovative research on the middle market economy. Housed at The Ohio State University Fisher College of Business since its inception in 2011, the center has established a track record of funding and publishing rigorous and relevant research; providing world-class education, powerful tools and dynamic events for middle market executives and business students; partnering with other organizations supporting the middle market; and raising national and local awareness of key middle market issues.

MIDDLEMARKETCENTER.ORG

