

## ADVERTISING & NETWORKING OPPORTUNITIES

### Member Business Directory:

This award-winning directory is the most comprehensive business guide of the greater Elkhart region and is printed annually with a circulation of 2,500. This publication is also an area resource guide containing a wealth of information such as important phone numbers, media, government data, demographics, etc. Chamber members are listed three times (alphabetical, business classification, and representative), providing high visibility to potential customers. Display advertising is available to members at very low rates.

### Website Exposure:

The Chamber website, [www.elkhart.org](http://www.elkhart.org), is the most highly accessed information source for the Elkhart region, featuring an events calendar, government information, and links to resources and websites.

All Chamber members are listed in the business directory with a hyperlink from the Chamber site to their own page. This provides members extensive worldwide exposure and is an excellent source of referrals. Of the average 25,000 unique visitors and 150,000 hits to the website each month, a high percentage of these visitors then search the business directory for products and services and click onto member websites.

Members can increase their visibility even more through website banner ads and Member2Member discounts.

### Monthly Newsletter:

Each month the Chamber newsletter is mailed to over 1,900 leading business professionals. It features Chamber and community information, event updates, business and legislative issues overviews, business advice, and more. New members are recognized and all members can promote their business through news announcements and affordable display advertising. The newsletter is also viewable on the Chamber website.

### Newsletter Display Ads and Inserts:

Save over \$400 in postage! Chamber members can purchase full-color display advertising or place an insert in the newsletter and reach over 1,900 of the best prospects in the region.

### E-Newsletter:

Chamber members can promote their events in the weekly e-newsletter, which is e-mailed to over 1,900 leading business professionals.

### Chamber Display Racks:

Chamber members have the privilege of promoting on the information display center wall in the Chamber lobby at no additional cost, providing advertising exposure to thousands annually.

### Groundbreakings & Ribbon Cuttings:

These ceremonies, which increase the visibility of new or expanding businesses, are provided to Chamber members. A photo with expanded caption is included in the Chamber newsletter mailed to over 1,900 business leaders.

### Member2Member Discounts:

Chamber members can increase business by offering special value incentives to members only. A list of these member partnerships is available on our website.

### Member Sponsorships:

High visibility and advertising value is offered to members who are Platinum, Gold or Silver Sponsors. As elite sponsors, their banners are prominently displayed at Biz-Ness Expo, Annual Meeting and throughout the year in the Chamber Board Room.

### Biz-Ness Expo:

The October Biz-Ness Expo is the county's only business-to-business trade show and provides an excellent opportunity to showcase products and services. Over 1,200 attendees visit the 100+ Expo booths. Chamber members are given significant discounts for booth costs.

### Biz-Ness Before Hours/Lunch-Ins/After Hours:

Each month a Chamber Member company hosts this casual friendly networking event which attracts a large crowd who find the gatherings to be a fantastic resource for making contact with current and prospective clients. Biz-Ness Before Hours events are held the 1<sup>st</sup> Thursday of each month from 7:00 - 9:00 am (Lunch-Ins 11:00 am – 1:00 pm). Biz-Ness After Hours events are held from 5:00 - 7:00 pm on the 3<sup>rd</sup> Tuesday.

### FUNWorking!

Networking with a fun twist! Energetic interactive networking and prospecting events where you make numerous contacts in a short amount of time! Each participant makes a brief presentation about their product or service and then rotates throughout the room picking up a high volume of leads and referrals.

### Member Appreciation Breakfast:

The Chamber hosts breakfasts to welcome new members. These breakfasts are an opportunity for networking and a chance to review all of the Chamber member benefits. Participants learn how to utilize membership to the fullest extent.

### Councils:

Members may participate in any of our active, dynamic councils, covering a wide range of interests such as Ambassadors, Annual Outing, Beautification, Bristol Business, Business Recognition, Economic Development, Education, Environmental, Government, Leadership, Minority Business Development, OSHA, Technology, Transportation and Women's.

### Michiana Technology Directory:

NCI and the Technology Council have partnered to create the Michiana Technology Directory. This online directory features companies that employ unique technologies, methodologies and equipment and lead the effort to insure the Michiana region remains a technology center for years to come.

The directory was developed to help build a network of high technology companies in the region while also becoming the basis of a Virtual Technology Park. To learn more about the directory or to enroll your business, visit [www.michianatech.org](http://www.michianatech.org).

## SPECIAL PROGRAMS AND EVENTS

- Annual Golf Outing
- Annual Meeting
- Business of the Month Awards
- Business Recognition/Fairbanks Beautification Awards Dinner
- Business/Education Partnership Award
- DC Fly-In
- Elected Officials Reception
- Elkhart Leadership Academy
- Employer Educational Support Award
- Environmental and Safety Conference with Eartha Award
- FUNWorking
- Holiday Open House
- New Educator Welcome
- Technology Connections Breakfasts
- Third House Town Hall Meetings
- Transportation - INDOT Luncheon & Reception

## BUSINESS ASSISTANCE AND SERVICES

### Publications:

Mailing Labels of Elkhart Chamber member businesses and Directories of Manufacturers, Recreational Vehicle and Major Employers are available at significant discounts to Members. Members may also purchase Member lists on CD.

### Business Referrals:

Each day responses are made to inquiries asking for referrals and information about products and services available in the Elkhart region. Referrals of Chamber members are given to tourists, those relocating to the area, the business community and the general population (all potential customers). The extensive Newcomer Packet the Chamber distributes to people moving into the area contains community and Chamber member business information.

### Insurance Discounts:

Chamber members may be eligible for insurance discounts from member insurance providers. Visit [www.elkhart.org](http://www.elkhart.org) for a list of insurance discounts and providers.

### On-Site Business Assistance and Resources:

The Chamber is the focal point for securing a broad spectrum of direct assistance to help build successful area companies. Under the umbrella of NCI (North Central Indiana Business Assistance Center) are:

- BTI (Business Technology Improvement)
- SBDC (Small Business Development Center) offers short/long term assistance in funding information, business planning, etc.
- SCORE (Service Corps of Retired Executives) offers private one-on-one business advice
- Minority Business Development Program

### Seminars, Workshops & Training Programs:

Throughout the year, the Chamber conducts or co-ordinates a wide variety of Skill Enhancement Seminars, Technology Seminars, OSHA Seminars, Retail Sales Seminars and Leadership Training Programs. These high quality programs are available at significant discounts to Chamber members.

### OSHA Services:

The Chamber's monthly OSHA Council meetings update members on current OSHA safety standards and requirements. Accident Prevention & Safety-Conscious Supervision training is offered quarterly. OSHA Audits are available on a confidential basis, at no additional cost to Chamber members. OSHA 10 & 20 hour training classes are also available at significant discounts to Chamber members.

### Meeting Room Rental and Certificates of Origin:

Chamber member investors can utilize these services at little or no charge.

### Advocate for Business:

The Chamber is the voice of the business community in local, county, state and federal issues, representing the business community in promoting economic development, transportation issues, downtown redevelopment, and problem solving. It has been the advisor on many community issues and projects such as:

- Endorses redevelopment of Downtown Elkhart
- Promotes local transportation needs including intersection improvements, railroad grade separations, CR 17 expansion and a US 31 upgrade
- Instrumental in the removal of the Indiana state inventory tax
- Monitors environmental rules and supports the business stance on these issues
- Leading driver of the Horizon Visioning Project
- Driving force in funding for hiring professionals to implement English as a New Language program in schools
- Advocates increasing government efficiency
- Continuously works to attract new businesses to the area by promoting an improved business climate, reformed tax laws, and nurturing the Chamber partnership with the Economic Development Corporation, government entities, schools and area chambers
- Co-sponsors the Elkhart County Wage and Benefit Survey
- Supports sensible immigration reform
- Questions candidates for public office about their stances on Chamber issues
- Helps build relationships between members and elected officials

## OUR GUARANTEE

GUARANTEE: We are so confident that you will find your membership in the Greater Elkhart Chamber of Commerce to be a wise business investment, we guarantee it!



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