



South Windsor Chamber of Commerce

BUSINESS AFTER HOURS INFORMATION PACKET

Congratulations! If you are reading this, you want to take the opportunity to open your doors to showcase your business and host Chamber members! We appreciate the opportunity to drive new foot traffic to your location and hope the following information is helpful to you.

WHAT IS A BUSINESS AFTER HOURS?

Our Business After Hours event offer members, prospective members, customers, and guests the chance to network in an engaging, unique atmosphere.

These events are held monthly from 5:00 – 7:00 PM. The host presents guests an opportunity to converse with business community members in a manner befitting what they themselves have to offer as a company, making each and every monthly event distinctive. In this digital age, face to face interaction is becoming less frequent, yet people still want to know who they are doing business with. In the social setting of a Business After Hours, there's more than small talk - its the chance to get to know your business community.

WHAT ARE THE BENEFITS OF HOSTING A BUSINESS AFTER HOURS?

By hosting a Business After Hours, you can:

- Introduce Chamber Members to your business
- Publicize your business within the local community
- Gain name recognition through listings on the Chamber's website, calendar, social media, flyers, eblasts, etc.
- Familiarize Chamber members and business owners with your products/services
- Provide an opportunity for Chamber members and business owners to visit your physical location
- Grow your customer base
- Generate possible leads and sales from attendees and those who heard about it

WHAT DOES THE CHAMBER DO FOR A BUSINESS AFTER HOURS?

- Invite the State and Town Officials, Chamber Board of Directors and Chamber membership to attend
- Create, print and distribute event marketing materials (optional – you may create your own marketing material)
- List your event on the Chamber's website, calendar, social media, printed flyers, eblasts, etc. – featuring your logo and or graphics
- Send a press release to our media contacts
- Set-up a registration station including nametags for guests, blank business cards, and a sign in sheet for gathering the attendees information for the host

WHAT ARE THE REQUIREMENTS TO HOST A BAH?

Provide:

- Location and parking
- Appetizers & Refreshments
- Door Prizes (optional)



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BUSINESS AFTER HOURS

TELL US ABOUT YOUR EVENT

Preferred date: _____ Alternate date: _____

Business/Organization name: _____

Contact name: _____

Contact phone: _____ Email: _____

Physical address: _____

Event details (i.e. theme, incentives, info. to promote event, etc.):

Appetizers/Refreshments: _____

Speaker/Host (name, title): _____

HOST IS RESPONSIBLE FOR

- Location and Parking
- Appetizers/Food
- Refreshments
- Door Prizes (optional)

TELL US WHAT YOU NEED FROM THE CHAMBER

- Flyer/Marketing Material Creation
- Chamber Member caterers list
- Send press release