

GUIDE TO SUCCESS!



How to Get the Most Value From Your Chamber!

Your Chamber Membership is a lot like going to the gym. If you only go once—even if you work out really hard for three hours—it's not going to change your health much. But if you exercise 20 minutes a day for a few weeks, you'll notice improvement. After several months, you'll gain muscle and develop endurance. You're on the road to a better you!

The same is true for networking. Building solid relationships takes time. We know your time and money are valuable. Our goal is to ensure you've invested wisely. This guide will help you make the most of your Membership.

About The Chamber

We're known as one of the friendliest chambers in the Metroplex, and we're super proud of that. We work hard to create a welcoming environment where business, industry and community can meet, get to know each other and work together. Inside this guide, you'll find how to plug-in, where to network and how to promote your business. We are confident you'll connect with our regional community in a way that benefits your business.

Our Core Values

Mission: Create, promote and enhance opportunity and growth for the business community.

Vision: Positively impact leadership, stewardship and business relationships through collaboration for all communities in our Metroplex region.

Value: Through leadership and integrity we promote unity and excellence.



NETWORKING & PROFESSIONAL DEVELOPMENT

The Chamber brings together a wide spectrum of businesses, from Fortune 500 companies to medium-sized organizations to start-ups and small proprietorships. No other avenue in our region provides such a concentrated medium to network face-to-face with local business professionals and community leaders.

For details on the following events and programs, please see the **Event Overview & Line-up**.

Networking Activities

- Ambassadors
- Business Builder Networking Coffees (FREE)
- Chamber Facebook Group
- Member Mixers (FREE)
- New Member Mixers (By invitation only)
- Ribbon Cuttings (FREE)
- Travel / Trip

Professional Development

- Emerging Leaders of Metroport
- Membership Luncheons
- Regional Advantage Leadership Program
- Women in Business

FREE MemberPlus App

Member Directory: Be sure your Member Profile is updated (same as Online Directory).

Connect with Members: Call or email Members directly from the app.

Member Locator: Find Members closest to you while on the go.

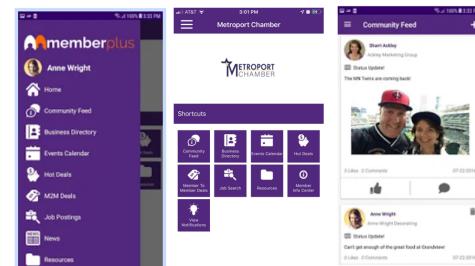
Events: Discover upcoming networking events & register.

Hot Deals: Post your latest offer! Find deals you can use.

Member to Member Deals: Exclusive Members-only discounts!

Job Posts: Promote your job opportunities for Members to see.

Download: Find the “MemberPlus” app in the iOS or Google Play app stores. Direct links to the app can be found at MetroportChamber.org.



Chamber Facebook Group

Networking prompts. Conversation starters. Event photos. Insider updates. Join the Chamber's Facebook Group to enhance your networking & promotion.

ANNUAL MARKETING OPPORTUNITIES

As a Chamber Member, you automatically enjoy our Members-only referral policy. And, there are several occasions when we will recognize your business as a New and Renewing Member each year. In addition, we provide a variety of opportunities to increase name recognition and awareness of your business, product or service to fellow Members and the region. Several Membership levels include these promotional options as annual benefits:

<u>Marketing Opportunity</u>	<u>Basic Level</u>	<u>Business Level</u>	<u>Advisory Partner</u>	<u>President's Circle Partner</u>	<u>Chairman's Circle</u>
MemberPlus App	•	•	•	•	•
Business Cards in Chamber Lobby	•	•	•	•	•
Online Directory Listing on MetropoChamber.org	•	•	•	•	•
Chamber Marketplace ad (300x150 pixels) in Monday morning eNews (1,200+ list / 4 week insertion)	\$200	1	2	3	4
Market Table at Membership Luncheon	\$125	1	2	3	4
Mailing Labels for Chamber Membership - All Representatives (1,200+ list)	\$100	\$100	1	3	4
Ribbon Cuttings / Ground Breakings for new business, new ownership or major remodel	\$125	•	•	•	•
Coworking Day Pass	1 (\$50 value)	2 (\$100 value)	4 (\$200 value)	10 credits/yr for coworking or mtg room (\$250 value)	30 credits per year for coworking or mtg rooms (\$750 value)
Partner Recognitions	-	Listing	Listing	Medium Logo	Top / Large Logo

Additional Marketing Opportunities

Event Sponsorships - A variety of event types, audiences and budget levels are available to sponsor. Please see the Sponsorship Opportunity Guide for details and how to receive yearlong promotional benefits.

Publications - Advertise in the Chamber's annual Regional Community & Business Resource Guide.

10 STEPS FOR STAYING CONNECTED

1. Update your **Member Profile** as an individual and for your company/organization. Username & password are sent by email to all approved members.
2. Download the **MemberPlus App**. Add a Hot Deal. Find a member.
3. Add "MetroportInfo@MetroportChamber.org" and "MetroportEvents@MetroportChamber.org" to your **approved senders list**.
4. Place **business cards** in the Chamber lobby.
5. **Determine annual objectives** for your Chamber Membership. Make more contacts? Promote your business? Professional development? Corporate goodwill? Become a regional leader?
6. **Identify opportunities** that best match your objectives, time and budget. Choose one program, event or marketing opportunity each month to pursue.
7. Do you have a new business, new management or a remodel? Schedule a **Ribbon Cutting** ceremony.
8. Attend a **Business Networking Coffee**, a FREE Member benefit. Held on the third Wednesday of the month, these networking coffees are a smaller setting to meet and connect with fellow Members.
9. Attend your first **Membership Luncheon**. Meet fellow new Members. Give your 10-sec elevator pitch.
10. **Volunteer!** Consider joining the Ambassadors, a group of pro-Chamber volunteers who meet and greet new Members and new businesses to the region.

LOOK FOR CHAMBER UPDATES!

The Chamber communicates to its Members through the following venues. Be sure to follow for the latest opportunities!

1. **Chamber Latte: Your Monday Morning eNews** - Weekly eNewsletter delivered to your Inbox at 7 AM every Monday morning. If you do not receive this, please contact the Chamber.
2. **Member Information Center** - Two ways to access:
 - Member Login via desktop computer at MetroportChamber.org
 - MemberPlus app via mobile device
3. **Social Media**
 - Facebook.com/MetroportChamber—Be sure to join the Facebook Group!
 - LinkedIn.com/company/metroport-chamber
4. **MetroportChamber.org** - Blog posts, event details and registration

Should you have any questions, please contact the Membership Services Manager at 817.837.1000 ext 103 or email MetroportInfo@MetroportChamber.org. We are happy to help!

