



## BOOTHBAY HARBOR REGION — CHAMBER OF COMMERCE —

### The Many Benefits of Joining the Chamber

1. **New Improved Website!** Take advantage of our new user-friendly website with a direct link to your listing and website as well as a google map that allows visitors to access your exact location and contact information. Our new website also allows you to control your listing and make updates 24/7! Great for adding events, specials or last minutes changes! An enhanced listing includes up to twelve photos or videos of your business and your business can be listed in as many categories as you like.

**Website Advertising** – For only \$250 a month your business can be featured on the landing page of our website which reaches over a half a million people annually. There are also advertising opportunities on the internal landing pages of the chamber website and you can market directly to the audience interested in your category.

2. **Business After Hours** is a great way to network with other Chamber members and learn more about other member businesses. or showcase your business. This summer the Chamber hosted eleven Business After Hours events with an average attendance of over 70 people. As a member, you can host one of these great events at your place of business.
3. **Brochure Display & Referral Service** – The Visitor Center at the Chamber offices displays your business brochures and rack cards and acts as a referral service to visitors, other members and residents. The Chamber staff can only refer businesses that are members of the Chamber.
4. **Weekly “Chamber Connections”** – The chamber sends out a weekly e-news to members, Friends of the Chamber, Government Officials, and local businesses. The e-news announces new members, membership news, upcoming events, Maine State Business Issues, Legislative Updates, local news and announcements. The weekly e-news reaches over 900 readers.
5. **Monthly Chamber Newsletter** – The chamber sends out a monthly newsletter to over 7500 readers who are interested in what’s happening in our region. This newsletter is focused more on events and things to do and is a great way to announce member specials!
6. **Customized Individual Email E-Blasts** – We are excited about this new member benefit! For a small fee, you can reach the 7500 readers of our Monthly newsletter through a customized ad announcing your special! This has been a very popular new benefit!
7. **Social Media** – The Chamber is actively involved in social media and we post and share member news daily.

8. **Region Guide and Region Map** – Members only can advertise in this widely distributed (100,000 circulation) guide book. The Region Guide is on display at our office, state and visitor centers; other chamber offices and information centers in Massachusetts, New Hampshire and Vermont. We mail them in bulk to tour companies; auto clubs; cruise lines, and consumer travel shows and wedding venues. We also mail the guide to thousands of visitors who request them via our website. Our Region Guide is the second most widely distributed guide in the state.

The Chamber prints and distributes 45,000 region maps every year. Members can have their businesses featured on the walking map, which lists your business via ad placement and graphically shows your business's location on the map. It is a great tool to show our visitors exactly where your business is located.

9. **Free Listing** – Members receive a free listing in our Relocation and Wedding packets, which are mailed upon request from the Chamber offices.
10. **Mailing Lists and Labels** – Members may request lists of visitors to our website weekly, with names, addresses, and services visitors are interested in, or pre-printed mailing labels. Every member receives a free one-time use of the chamber's email list to market your business. We email your message through our Constant Contact list.
11. **Free Design Services** – during off season, the Chamber is happy to help members design ads, email blasts and help answer questions about Facebook or Instagram. We are here to help you promote your business.
12. **Chamber Chats** – During the winter months, the Chamber hosts Chamber Chats as a way to reach out to segments of the business community and learn more about their businesses and the services they offer. Last year we hosted Chamber Chats for the Marine Industry and for Health and Wellness. The Chamber encourages its members to suggest ideas for Chamber Chats.
13. **Workshops** – The Chamber partners with a variety of business professionals to present workshops and forums. They are all focused toward the needs of your company. Increasing the bottom line for member businesses is always the primary motivation behind our trainings. All workshops are either free, or offered at a reduced cost to Chamber members.
14. **Sponsorships** – the Chamber holds a number of events and fundraisers (Claw Down, Harbor Lights, Boothbay Festival of Light, Sculpture Trail and our Annual Community Awards Dinner) throughout the year. These are all opportunities to support the Chamber as a sponsor and promote your business!