



## The Midstate Chamber of Commerce, Inc. \* Business After Hours PLANNING INFORMATION

**Thank you** for your interest in hosting a Midstate Chamber *Business After Hours* event to showcase your business / organization. *This is your time to shine!* Our fellow members and your guests will enjoy networking and one-on-one relationship building in at a unique venue: *your business*. In order to assist you in planning for this special event, we have prepared the following information for you.

- ◇ So that you become familiar with our Business BEFORE Hours or Business AFTER Hours formats, please attend an event prior to yours.
- ◇ There is a flat fee of \$150 to cover the cost of the flyer and promotion – the Chamber will design a draft, forward to host for approval, and promote it in the following manner:
  - create and send a press release to media list;
  - list on chamber web calendar,
  - list in E-Minders leading up to your event (sent to 1700+);
  - promote on social media (Facebook, Twitter, Instagram);
  - list on Things to Do, DiscoverMeriden.com and other event listing sites.
- ◇ We need your assistance in promoting your event. Please provide information to use on the promotional flyer such as: Is this a special occasion? Are you planning a “theme”? Are you offering special or having demos? Will you be having special entertainment, tours?
- ◇ *Business BEFORE Hours* are scheduled from 7:45 to 9:00 a.m. *Business After Hours* are scheduled from 5:00 to 7:00 p.m.
- ◇ The hosting company is responsible for refreshments (and entertainment if desired) during the *event* and the Chamber will provide a final RSVP count as the event date approaches. We strongly encourage you to use a Chamber member – refer to [www.midstaterestaurants.com](http://www.midstaterestaurants.com) Let the fellow member know you are hosting a BAH! **Members Use Members!**
- ◇ The Chamber will receive the RSVP's from attendees and generate name tags for those planning to attend. We encourage you to invite any vendors, clients, and special guests to enjoy your event. Please have them RSVP to the Chamber or you, but please send us their names so that we can create name badges for them as well. **Successful BAH's bring chamber members and your contacts who may not be members together for tremendous contacts.**
- ◇ Please provide a table for registration so that the name tags can be displayed by the entrance where attendees will be greeted; The host company may feel free to provide a staff person to assist with registration / greeting.
- ◇ Members of the Chamber Ambassadors will welcome guests and introduce new members to other attendees.
- ◇ **Normally midway through the event at approximately 8:25 a.m. for a morning program and 6:00 p.m. for an evening affair, the Chamber President or other Chamber representative will welcome the group as well as introduce and thank the host and highlight upcoming chamber happenings. The program will then be turned over to the host.**
- ◇ **As host, this is your opportunity to showcase your facility, introduce staff, and make remarks and present information about your company.**
- ◇ **Immediately following, there will be a drawing for door prizes. Door prizes are provided by the host company / organization from a drawing of business cards of attendees. If appropriate, tours of the facility would follow.**
- ◇ The Chamber will provide you with an excel file, following your event, listing attendees and their contact information.

We are grateful that you have chosen to host a *Business After Hours* with the Midstate Chamber of Commerce to showcase your business. Please remember, your membership is very important to us and to the Central Connecticut business community. Chamber staff is ready to assist you in any way necessary. Please feel free to contact us at the Chamber office at (203) 235-7901.

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