



Business After Hours

The Jacksonville Area Chamber of Commerce offer members an opportunity to promote their products and services on an exclusive basis in a program titled BUSINESS AFTER HOURS. This program is predicated on the basis of the need for businessmen and women to get together in a social atmosphere to exchange ideas, discuss common concerns, learn about new products on the market, new techniques, and new opportunities within the Chamber membership.

SERVICES: Business After Hours sponsors receive the following services from the Chamber.

- An opportunity to promote your business and services to more than 1,000 businessmen and women who are members of the Chamber on an exclusive basis. We provide mailing labels at no cost to you!
- Free ad in the Chamber Newsletter prior to the event. Copy must be submitted to the Chamber by the 15th of the month prior to the month of the scheduled date (see next page for more information).
- Follow-up picture and short article in the newsletter following the event.
- Listing in the Chamber Calendar of Events.
- Use of the Chamber's bulk mailing permit for the sending of invitations to Chamber members.

EXCLUSIVITY: Business After Hours sponsors are the only businesses spotlighted during this time. You may virtually do anything you wish with your Business After Hours including, but not limited to giving away door prizes, demonstrations, contests, etc.

TIMING: Business After Hours are scheduled carefully so as not in conflict with one another or other activities.

LOCATION: Business After Hours may be held anywhere you wish. Creativity is a factor. We recommend that you consider highlighting your place of business, and if that is not possible, think about other Chamber members' locations for your Business After Hours.

INFORMATIVE: Be sure that your displays, hand out materials, and other point of purchase materials include your name, company, address, phone number, hours of operation, and any special information about your business. We can't utilize your services if we don't know where or when to find you!

FUN: Business After Hours should be fun. Remember, businessmen and women are interested in a relaxed atmosphere in which to mingle, visit and learn.



Business After Hours Guidelines



1. The date for your Business After Hours needs to be established with the Chamber staff. The event must be spaced at least two weeks apart from a previous or a succeeding Business After Hours or major Chamber event.
2. After observing attendance for many years, the Chamber recommends setting the Business After Hours time for 4:30 to 6:30 p.m.
3. Newsletter ad – **a sample of your Business After Hours invitation must be submitted to the Chamber office on or before the 15th of the month prior to the month of the scheduled date.** Please submit in one of the following formats: JPEG, TIFF, PDF, or clear hard copy (no faxes).
4. You are responsible for ordering invitations for the Business After Hours. Normally the invitation is in a postcard format. The member is responsible for payment to the printer and the postage.
5. To insure accuracy, bring or email a copy of both sides of your invitation to the Chamber before printing.
6. Invitations are sent to all members on the Chamber's mailing list.
7. **IMPORTANT:** The Chamber's name and return address must appear in the upper left hand corner of the address side of the postcards. The Chamber's bulk mail permit imprint must appear in the upper right hand corner. Example:

Return Address

Jacksonville Area Chamber of Commerce
155 West Morton
Jacksonville, IL 62650

Permit Imprint for Postcards or Envelopes

Presorted Standard
U.S. POSTAGE
PAID
Jacksonville, IL
Permit 142

For Postcards Layout:

VERY IMPORTANT: On the address side of the postcard, be sure to leave enough space for the new labels we are required to use. They are 1" x 4".

8. The invitations must be delivered to the Chamber at least **14 days** prior to the event.
9. **Along with the invitations, please include a check for the postage.** Rachel, at the Chamber, will tell you the correct amount for the check.
Make the check payable to "Postmaster".
10. The Chamber staff will affix the Chamber mailing labels and deliver the invitations to the Post Office. If the invitations are not postcard format, then the envelopes must be stuffed and the flaps sealed or tucked before delivery to the Chamber.
Postcards or Envelopes will go presorted standard – see permit imprint above.
11. Names may be added to the Chamber mailing list and the member is responsible for typing any of the additional labels.
12. **Remember to provide the Chamber with a short article about your business after hours for the next newsletter.**

Questions? Contact Rachel at 245-2174 or chamber2@jacksonvilleareachamber.org

