

## **BUSINESS AFTER HOURS INFORMATION PACKET**

*Congratulations! We are excited you are taking the opportunity to open your doors to showcase your business and host fellow members of the Chamber & community! 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 offers members, prospective members, customers and guests the chance to network in an engaging, unique, relaxed and social atmosphere.

These events are typically held on the first Thursday of each month, from 5pm – 7pm, but days / times are flexible. The Member host is presented the opportunity to invite business and community members into their facility to showcase the products and services they offer as a company, making every event distinctive and unique. Thoughtfully detailed venues, inspired fare, delicious drinks and door prizes are trademarks of this event series.

### **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, Facebook, LinkedIn and Chamber email blasts
- 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

### **WHAT DOES THE CHAMBER DO FOR A BUSINESS AFTER HOURS**

- Invite The Chamber Board of Directors, Lockport City Council and Staff and general membership to attend
- List your event on the Chamber's website, calendar, email blasts, Facebook and LinkedIn- featuring your business name and logo or graphics
- Collect all registrations and contact information to you the week following the event
- Briefly address guests, introducing you as the host
- Provide you with a list of local media and Chamber caterers, upon request

### **WHAT IS THE COST TO HOST A BUSINESS AFTER HOURS?**

As a Chamber member, there is not a fee to host a Business After Hours.

We do require food and beverage to be available. The food could include appetizers and snacks or light refreshments. Beverage should include pop, water, beer and wine. Novelty items, door prizes, etc are at the discretion and cost of the host.

We encourage hosts to partner with non-profit groups and Chamber member restaurants / caterers to enhance the Business After Hours. We can provide both member lists of non-profits and restaurants / caterers.

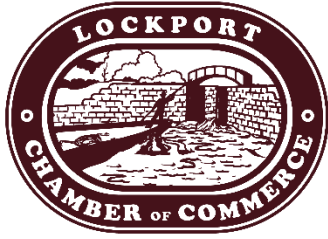
### **WHAT CAN YOU DO FOR YOUR BUSINESS AFTER HOURS?**

We ask you to carefully consider:

- **YOUR REMARKS OR SPEECH:** This is typically done after the Chamber representative has gathered the group's attention and introduced you as the host. Please limit your speech to three minutes. If you have giveaways or door prizes, this is the time to promote those and draw the winners.
- **CREATING A UNIQUE EVENT:** Many businesses choose to add a door prize, party favor or product / service sample, offer a tour, signature drink, themed décor or other touches. Hosting a drawing will help you gather business cards to include in your database.
- **SPECIAL INVITATIONS:** if you wish to mail invitations, we will provide you with printed mailing labels for each Chamber member. You may also wish to extend an invitation to your customers or other special guests. If you wish to send an electronic invitation, you can send the Chamber the digital invitation and we will email to all Chamber members. The digital invitation could include a RSVP link so you will know how many and who will be attending.
- **WHO WILL ATTEND:** The Chamber will invite its Board of Directors, Mayor of the City of Lockport, Lockport City Council and staff. Typically, 15 – 30 people from the general membership attend the event. We cannot guarantee attendance from all who are invited.

### **WHAT HAVE OTHER BUSINESSES DONE TO MAKE THEIR EVENT UNIQUE?**

- Sent a special invitation to the entire Chamber membership
- Sent a special direct mail piece to area residents and / or non-member businesses
- Invited clients, employees and / or board of directors from their organization
- Invited corporate staff from out-of-town corporate headquarters
- Offered complimentary appetizers and beverages from fancy to simple, from a few selections to a large buffet and / or chocolate fountain, champagne fountain and sweets
- Invited sports or business mascots and superheroes in costumes
- Gave free samples of their product or service
- Played live music, DJ, band, string quartet or soloist or pianist
- Gave door prizes or other give-a-ways
- Hosted an on-site remote radio broadcast
- Decorated with balloons, banners, lights, etc.
- Created a fun, detailed description of the event including any special incentives to attract people to your event



## BUSINESS AFTER HOURS REGISTRATION FORM

Complete this form and email to [office@lockportchamber.com](mailto:office@lockportchamber.com)

In order to ensure that these events are successful:

- Business After Hours must be scheduled 30 days in advance of the event date

### SECTION ONE: TELL US ABOUT YOUR EVENT

Preferred Date: \_\_\_\_\_  
Month / date Year

Alternate Date: \_\_\_\_\_  
Month / date Year

Business / Organization name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Contact Phone: \_\_\_\_\_

Physical Address: \_\_\_\_\_

Event Details / Description (i.e. theme, specialty food / beverage, door prizes, incentives, etc.)

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Speaker name and title (if applicable): \_\_\_\_\_

### SECTION TWO: WHAT DO YOU NEED FROM THE CHAMBER?

- Chamber membership mailing labels
- Chamber member restaurant / caterer list
- Local media contacts list
- Chamber member non-profit list

Please email this form to  
Annette Parker, Executive Director  
Lockport Chamber of Commerce  
[office@lockportchamber.com](mailto:office@lockportchamber.com)  
815-838-3357