

Business *after* Business

EVENT INFORMATION PACKAGE



SHOWCASE YOUR BUSINESS

The Chamber's Business After Business events are all about showcasing your business or organization to an engaged group of attendees.

By hosting in partnership with the Comox Valley Chamber of Commerce, you welcome Chamber members and future customers to learn more about your business, what you do, where you do it, and to meet your employees face-to-face.

Hosting is an excellent way to re-establish and create new connections.

Leverage your promotional reach...to get yourself in front the Chamber's network.

Being hosted by a different member business or organization each month (in the location of their choice) provides a fresh environment to network and connect with local businesses. Attendees/Guests can experience the diversity of our members.

Chamber Networking events are an affordable marketing opportunity. The best part of hosting is the Chamber does all the pre-event promotion and registration for you.

Thank you for your interest in partnering to host one of the Comox Valley's premier networking opportunities.

AMOUNT OF BUSINESS AFTER BUSINESS EVENTS EACH YEAR

10 MEMBER HOSTED EVENTS

TOTAL ATTENDEES:

900+ PEOPLE

ADDED EXPOSURE

PRICELESS

HOST'S ROLE

MONTHS PRIOR TO EVENT

- Sign the contract to ensure your date is secure.
- Pay the \$250 + GST Business After Business hosting fee.
- Provide the Chamber with your logo for marketing the event, a one paragraph piece to be used when advertising the event and any other useful information to promote you and your event.
- Organize food and beverage - preferably with a Chamber member business - and cover the cost.

3 WEEKS PRIOR TO EVENT

- Provide details of the event to Chamber staff: where to park, your door prize, catering details, etc.
- Promote your event on social media channels, newsletters etc.
- If planning to serve alcohol you must have PAL insurance and a Special Events Licence in place.
- Provide the Chamber with proof of insurance with a minimum of \$2 million commercial general liability and with Comox Valley Chamber shown as an additional insured.

DAY OF EVENT

- Set up and take down of event space.
- Provide a check-in space (table, counter) for Chamber staff.
- Provide a coat rack (seasonal).
- Have a mic, if necessary.
- Promote through your social media channels.
- Display your business information, have staff & board members attend (if applicable).
- Arrange for a spokesperson.



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**NETWORKING EVENTS
ARE AN AMAZING
MARKETING TOOL!**

CHAMBER'S ROLE

PRIOR TO EVENT

- Support & advise the host to ensure a successful event.
- Promote the event by announcing the event at prior Chamber events, promote the event in the bi-weekly eNewsletter and market the event on Chamber social media channels.
- List and maintain registration on Chamber website.
- Meet with event Host to finalize details of event.
- Provide an agenda for the event.

AT THE EVENT

- Welcome and register all guests.
- Manage event timing and the agenda.
- Provide a Chamber representative to introduce and thank host.
- Conduct the door prize draw.
- Promote the event host's business by taking pictures and posting to the Chamber social media.



BUSINESS AFTER BUSINESS DETAILS



SERVING ALCOHOL AT A CHAMBER EVENT

- Hosts have the option to provide wine and/or beer free of charge or have a cash bar.
- Keep in mind, extra insurance and licensing is required which increases the budget of your event.
- It is not necessary to provide alcohol. Providing creative non-alcoholic drinks is also fun!

TIPS

The Chamber wants your event to be an enormous success. We encourage you to do the following:

- Attend a few Business After Business prior to your event so you have a feel for how it works.
- When setting up your space have a networking-friendly feel in mind.
- Be creative. Organize tours of your facility, have a 'night of' special, or have staff and board members attend to act as ambassadors.

- Think outside of the box with your door prize. Make it memorable and relevant to your industry.
- Use the added exposure the event is bringing to your business to engage online with your customers.
- Our Chamber team will send you sharable links to the event page and Facebook Event. Share these widely. The more people who see your event the better.

PAST BUSINESS AFTER BUSINESS HOSTS



TOGETHER, LET'S DO GREAT THINGS



TO INQUIRE ABOUT DATES AND BOOK YOUR EVENT CONTACT:

Tracey Clarke

executivedirector@comoxvalleychamber.com
250.465.0019

CHAMBER BUSINESS AFTER BUSINESS CONTRACT



SERVING ALCOHOL AT A CHAMBER EVENT

If you choose to serve alcohol at your event you need to have the following:

- Personal Alcohol Liability Insurance (PAL insurance) or Liquor Liability Insurance. Visit www.palcanada.com for all the details.
- Special Events Permit for a public occasion - previously known as a Special Occasions License (SOL). Visit www.specialevents.bcldb.com for an application.
- The person that is serving alcohol must have their Serving It Right. This can be obtained at www.responsibleservicebc.gov.bc.ca/serving-it-right-course

THIRD PARTY INSURED

The Chamber's Business After Business events require the Host to arrange with their insurer to add the Comox Valley Chamber of Commerce as an additionally insured for \$2 million. This does not cost any extra money to the Host.

POLICIES

- The purpose of the Chamber Business After Business events is to give full exposure to Host businesses in partnership with the Comox Valley Chamber. No other businesses or organization can have promotional material on display.
- Business After Business Chamber events are a member benefit. Members and non-Chamber members can attend by registering through the Chamber website for a fee.
- Non-Chamber members cannot host Business After Business events.
- Event Host employees and/or board members can attend the event free of charge as they are your ambassadors and help to set up and take down. Please inform Chamber staff how many complimentary tickets you require.

TERMS AND AGREEMENT

BY SIGNING THIS CONTRACT YOU AGREE TO THE FOLLOWING TERMS:

- Event fee and signed contract are required to complete your booking.
- Event Host is responsible for organizing any food, beverages and covering any associated costs.
- Event Host is required to have all associated insurance in place.
- Refunds are issued only if the event is canceled 60 days prior to event.

I have read and understand the terms.

Please initial _____

MEMBER BUSINESS/ORGANIZATION: _____

EVENT DATE: _____

MAXIMUM ATTENDEES: _____

HOST REPRESENTATIVE NAME & TITLE (PLEASE PRINT) _____

HOST REPRESENTATIVE SIGNATURE: _____

DATE SIGNED: _____