



PROMOTIONAL OPPORTUNITIES

Chamber Events

The Conway Area Chamber of Commerce offers a variety of events that provide valuable networking opportunities and avenues for business exposure. These events serve four primary functions for our members and the community: promote, honor, connect, and grow. The Chamber also organizes the award-winning Toad Suck Daze festival, the largest, free-admission family festival in Arkansas. For information about upcoming events – including sponsorship opportunities, booth space, or ticket sales – visit conwaychamber.org/events. You can also contact us to schedule a time to review our Blueprint, a comprehensive guide to sponsorship and advertising opportunities.

Member Website Access

Our members can access the Members Only portal at ConwayChamber.org. In the Members Only section, you can update your contact information, make payments, post business events and coupons, and check your online referrals. To access the Members Only portal, click on the green button on any page of ConwayChamber.org. If you have forgotten your login information, please send us an email or give us a call.

Online Business Directory

All members are listed in our online business directory. Visit conwaychamber.org/directory and click on the “Advanced Search” hyperlink to search the database by organization name or category.

Newsletter

Distributed on the last Monday of each month to more than 2,400 subscribers, the Chamber’s newsletter features ribbon-cutting ceremonies from the past month and lists new members. New-member listings include a hyperlink to their website, contact information, and business category. To ensure your listing is up-to-date, check our online business directory at conwaychamber.org/directory.

Member-to-Member Email Marketing

Member-to-Member emails are sent daily to more than 1,900 subscribers. Members who wish to promote their business can schedule a day to send a dedicated email to this list for only \$150.

Ambassador Program

Our Ambassadors are our most visible volunteers and are representatives of the Chamber. Ambassadors attend ribbon-cuttings and special events, which provide opportunities to network with one another and other Chamber members. Applications are available to download at conwaychamber.org/ambassadors.

Leads Groups

Leads Groups are composed of individuals from various industries in the Conway area and surrounding community. For a \$100 annual fee, Leads Groups enable business representatives to network, build relationships, and generate referrals beneficial to their profession. The Conway Area Chamber of Commerce has two active Leads Groups that meet regularly. To learn more about joining a Leads Group, visit conwaychamber.org/leads-groups.

Call the Chamber at 501-327-7788 or email GetSmart@ConwayArkansas.org to get plugged in.

Mailing List

Members may purchase the Chamber's entire membership listing as printed mailing labels or a printed list. The listings include business name, primary contact person, mailing address, and phone number. We do not provide email addresses. The list is available for \$300 and is sold only to Chamber members.

Lobby

Members have the ability to place promotional fliers or brochures in the Chamber lobby free of cost.

Ribbon-Cuttings and Groundbreakings

Ribbon-cutting ceremonies are open to new Chamber members and to members preparing for or celebrating a grand opening, remodel, anniversary, or new location. Chamber staff will take photos at the event and will provide the specialty scissors, ribbon, and a brief agenda. We offer a free, private ribbon-cutting option and a public, paid ribbon-cutting option. Applications are available to download at conwaychamber.org/ribbon-cuttings.

Conway Publications

Through Conway Publications Inc., the Conway Area Chamber of Commerce is able to offer our members a suite of advertising opportunities that will help your business establish new customer relationships and ultimately increase your profits. You can contact us to schedule a time to review our Blueprint, a comprehensive guide to advertising and sponsorship opportunities.

***Conway+* Community Profile and Resource Guide**

Conway+ is the most comprehensive guide to the Conway area economy. The printed publication is distributed via direct mail to relocating households, high-income households, and new movers in the North Metro trade area. The online version of *Conway+* is targeted to thousands of potential customers via Facebook.

***Off Campus* College Guide**

Off Campus helps new and prospective students navigate their way through the "City of Colleges." The 32-page print and digital publication is distributed through admissions counselors, college recruitment events, and online channels. The college guide includes four pages dedicated to the institution and four pages dedicated to Conway and the North Metro region.

ChamberLeads.com

ChamberLeads.com empowers your business to find new customers faster, save money, and improve your direct marketing ROI. Best of all, this unique, privacy-compliant solution is powered by Acxiom, the world leader in consumer insight. ChamberLeads.com can give your business a marketing edge with robust customer data you can use to put your business in front of the right people.

C-Suite Partners

C-Suite Partners are members of the Conway Area Chamber of Commerce who have an interest in doing business with fellow members, specifically those new to the community and/or new to joining the Chamber. As a C-Suite Partner, your business will have an opportunity to include company information in packets for new members as well as renewing members. The Chamber reviews and accepts a limited number of C-Suite Partners at the start of each calendar year.

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