

BUSINESS AFTER HOURS HOST RESPONSIBILITY OUTLINE



McMINNVILLE AREA
CHAMBER of COMMERCE

HOST BUSINESS IS RESPONSIBLE FOR:

LOCATION

- Provide space (preferably at your business) for at least 50 guests. Some hosts draw as many as 120 guests. Sending out personal invitations to Chamber members and to your own clientele helps draw a larger crowd.

INFORMATION

- Provide logo to the Chamber by the 15th of the month preceding your event, for use in the newsletter.

REFRESHMENTS

- Hors d'oeuvres and beverages for an average of 50-60 guests. We can provide you a list of Chamber member caterers. Plan for food to be ready at 5:00pm, just in case of early birds.
- Alcoholic drinks are optional, but usually wine is served.
- Estimated cost for catered food and wine is \$9-\$15 per person. The average attendance is around 60 people.

ADDITIONAL PROMOTION

- Additional promotional efforts are encouraged to draw special attention to your event. Please contact the Chamber one month before your event with your plans for promotion. Let us know how we could help!
- For added visibility think about getting a set of Chamber member mailing labels and send a personal invitation or postcard. Mailing labels are offered for primary contact list of 460 or for list including multiple contacts of 720. Labels are **free** for Business After Hours promotion.

PROGRAM

- The event begins at 5:15pm and ends at 7:00pm. Host should be ready for early bird guests by 5:00pm. The host business will be introduced at 6:00pm. This is your opportunity to talk about who you are and what you do. If you are not comfortable talking, introduce a member of your staff who is. Take advantage of the attention of 40+ Chamber member businesses. Talk about new products or services, company history, something that sets your business apart. Do not assume that your guests know what you do.
- Tours of your business and demonstrations are highly recommended--use this chance to show off!
- If you don't have a brochure, think about putting together a fact sheet for the guests to take with them.
- Encourage your staff to attend, we'd like to get to know them too!
- Call the Chamber with a list of your VIP guests & staff (who will not be charged). (Please limit VIP guests to 10.)

DOOR PRIZES

- Door prizes are always a hit--consider providing door prizes, preferably your product or service

CHAMBER IS RESPONSIBLE FOR:

ADVERTISING the event and help bring in guests

- Newsletter – ½ page display ad, calendar listing
- Web site calendar listing
- Email event reminders

ASSISTANCE in coordination of the event

- Takes RSVPs and prepares guest list, greets guests and takes payments at the door
- MC program (usually Chair or Chair-elect of the Board of Directors)
- Provides door prize for two free admissions for the next BAH

Any questions, please give us a call at the Chamber of Commerce office, (503) 472-6196.