



## **Business After-Hours Mixer Hosting Overview**

Thank you for your interest in hosting a Business-After-Hours Mixer. These well-attended, monthly events provide a valuable opportunity to showcase your business, and increase awareness of your products and services. To help ensure that we have consistent, quality events for our members, we have developed the following guidelines and suggestions. After reviewing this information, please return a signed copy to the Chamber as confirmation of hosting, date, and details of your event. Additionally, if you have any questions please call the office at (315) 789-1776. Thank you and we look forward to working with you.

### **Hosting Guidelines:**

- Mixers are held from 4 PM to 6 PM on the second Wednesday of the month. Businesses have the option to extend the mixer until 7 PM after Chamber business has concluded.
- The host must be a current member of the Chamber of Commerce, in good standing.
- Future hosts must attend *at least one* Business After Hours Mixer *prior* to hosting their event.
- The host facility/property is required to provide adequate space and parking to accommodate ~50-75 attendees. *(Average attendance is ~50+ people, but can fluctuate.)*
- The host is responsible for providing complimentary refreshments and light hors d'oeuvres *(alcoholic and non-alcoholic options should be available.)* Partnerships with other businesses for sponsorships is allowed, but coordination is the sole responsibility of the host. *Consult with your insurance company regarding questions with your property and liquor liability.*
- The host is asked to provide a table and two chairs near the event entrance for registration, displays and drawings.
- The host should be prepared to briefly speak about the business, its purpose, history, and any updates.
- Once event host is confirmed, please notify the Chamber staff at least two months prior to your event hosting date, to provide any additional information that you would like included on promotional materials, *i.e. specials or names of sponsors/vendors*
- The host should provide door prizes to advertise your goods and/or services.

### **Additional Recommendations:**

- During event, offer property tours, or provide behind-the-scenes experiences to encourage interaction with guests.
- Have your staff members/business representatives on hand to serve as greeters and to network with attendees.
- If not directly provided by the host, information regarding catering services, wineries, or other hospitality-based needs can be obtained by calling the Chamber directly for referrals, or by visiting [www.genevany.com](http://www.genevany.com).

### **Event Hosting Benefits:**

- The Chamber will provide awareness and exposure for the Event Host through Business-After-Hours promotions. This includes marketing the event date, time, and location, as well as featuring the host business and property, and any event sponsors, partners or other details that the host requests. *Examples of marketing outlets include: the Chamber's website and social media promotions, the Chamber's monthly electronic newsletter, mention in the Chamber's monthly radio show on Finger Lakes News Radio, and personal invitations by staff and volunteer Ambassadors.*
- Chamber staff and volunteers will serve as greeters and ambassadors, welcoming guests to the event and providing name tags for all attendees, conducting a short presentation, and handling announcements and prize drawings.
- Upon request, a list of event attendees will be provided to the host property following the event.

**Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Name of Business:** \_\_\_\_\_

**Date of Event:** \_\_\_\_\_

\* Business-After-Hours Mixers are scheduled several months in advance and are subject to availability. (Please note that the waiting list is typically 12 months out). In efforts to provide all interested members with the opportunity to host an event, annual requests for repeat hosting is not permitted. GACoC staff reserves the right to require up to five (5) years before repeating host locations. All locations and event details are subject to Chamber discretion. Please call the office with questions. Thank You. \*