

Squam Lakes Area Chamber of Commerce Member Benefits 2009

The following member benefits are included in your annual membership fee:

www.VisitSquam.com Website

As a member of the Chamber your business will have a free basic listing with a link to your website on the Squam Lakes Area Chamber website. This is a powerful marketing tool which the Chamber markets online and through various mediums including print advertising, State of NH promotions and on all printed materials. (Enhanced listings which allow members to further showcase their businesses are available for an additional fee. Details are attached.)

Squam Lakes Area Brochure

The Chamber widely distributes an area brochure promoting the Squam Lakes area as a vacation destination and promoting services available to local residents. *This year, for the first time, all Chamber members will receive a free basic listing in the brochure.* To benefit our non-tourism members the brochure is distributed throughout our five member towns making it a handy reference tool for area residents who conduct their everyday business locally. To benefit our tourism oriented members brochures are distributed at information centers throughout the state, as well as at strategic locations out of state. It is also supplied as a response piece to people who contact the Chamber seeking information on the area. (Enhanced listings which allow members to further showcase their businesses are available for an additional fee. Details are attached.)

On-line Community Events Calendar

Members are welcome to list information on the Chamber's on-line events and activities calendar. On our homepage, we will feature upcoming events in the area with an expanded calendar listing just a click away. This is a great resource both for area residents and for those here visiting.

Mailing List & Complementary Label Printing

As a Chamber member you have access to our member mailing list. If you provide address labels, we will print them for you.

Cooperative Advertising Discounts

Members can benefit from discounts through cooperative advertising opportunities. The Chamber participates in the many advertising opportunities available through the State of NH Division of Travel and Tourism.

Referrals

Inquiries the Chamber receives by mail, phone or through our website are made available to Chamber members, allowing you the opportunity to follow up with additional information about your business. As a matter of course the Chamber brochure is sent to all individuals requesting information.

Additional Marketing Opportunities

All Chamber members receive a complimentary listing in the Chamber brochure and on the website. Example of a basic listing:

The Loon Center.....www.loon.org • info@loon.org
183 Lee's Mills Rd., Moultonborough, NH 03254 • 603-476-5666

Members who wish to promote their business more visibly can purchase enhanced listings in the brochure, on the website or in both locations. Enhanced listings include a picture or logo and up to 60 words of description and will be given priority placement in both the brochure and on the website. Example of an enhanced listing:

THE LOON CENTER

183 Lee's Mills Rd., Moultonborough, NH 03254 • 603-476-5666
www.loon.org • info@loon.org



Home of the Loon Preservation Committee, a self-funded project of New Hampshire Audubon Society. The Loon Center offers nature trails, displays, video and the Loon's Feather Gift shop. Admission free. Open Monday-Saturday, 9am-5pm year-round; 7 days July-Columbus Day. From Rte 25 in Moultonborough, turn onto Blake Rd. At end turn right. Loon Center on left.

Chamber members are offered two options when purchasing enhanced listings:

Option 1: Purchase an enhanced listing in either the Squam Lakes Area Brochure –OR– on the Squam Lakes Area Chamber website for \$175.

Option 2: Purchase enhanced listings for –BOTH– the brochure and website for only \$250 (just \$75 more than a single enhanced listing).

Please return Enhanced Listing Upgrade Order Form by **March 27th**.

For questions e-mail KRichardson@keepsakequilting.com, or call 630-0473.