



Give Them MORE for Their Membership!

Dear Chamber Director,

Are you looking for a program that can capture your members' attention, encourage their participation, and give them even more value for their membership dollars than ever before – all while boosting your Chamber's bottom line? If the answer is "yes," then the Online Expo Program from Five Sparrows is for you!

This innovative program was developed specifically for Michigan Chambers of Commerce as a way to offer their members an outstanding online marketing opportunity, while at the same time generating new, recurring revenue for Chamber budgets – *all at no cost to Chambers.*

Chambers can set their own pricing, giving them the flexibility to create a program that attracts member participation while generating additional revenue for the Chamber at the same time. Chambers can offer Expo booths to members in any number of ways, such as "bundling" with physical Expo floor space, as part of a tiered-membership system, or by adding Expo booths to sponsorships levels or other marketing programs. Five Sparrows retains a small, per-listing fee that comes from the sale of Expo booths to cover the hosting, data storage, bandwidth, tech support, no-cost training seminars, program customization, marketing materials, etc. **There is absolutely no cost to Chambers.**

The Chamber Online Expo is a specialized web site designed to showcase your Chamber's local businesses – just like a regular Business Expo – but since it's online, the community has access to it 24/7. Chamber members are eligible for their own Online Expo "booth" (a 3-page micro-web site) that can be customized with their own specific business information. Each unique Online Expo booth includes a business description, logos, banners, photos, ad space, marketing flyers/brochures, interactive features for contacting businesses and requesting information, printable coupons, built-in links to Google Maps, spam-protected links for email addresses and web sites, web hosting and storage, search engine keywords, and a free Premium listing in Michigan Biz Search Online Business Directory and Search Engine.

Take a look at some of the features & benefits for your Chamber:

- Unique, customized and branded Online Expo site – the Expo and all supporting marketing materials will be customized (at no charge) to match your existing branding
- Pre-written marketing materials – no extra work for Chamber staff
- Free training seminars for Chamber staff and members
- Free, unlimited technical support
- Affordable web marketing opportunity that is attractive to both new and existing members
- Outstanding web visibility for your members and your Chamber in search engines like Google
- Seamless integration with your existing Chamber web site – doesn't affect disk space, bandwidth, or storage

With an Online Expo for your Chamber, you can provide your members with new, state-of-the-art web technology that can help them be successful online, while at the same time generating excitement, interest, and recurring revenue for your Chamber!

Want to see some live examples? Just visit www.FiveSparrows.com/expos to see the Michigan Chambers that are currently offering Online Expo Programs to their members. Then, feel free to contact us any time to learn more about an Online Expo Program for YOUR Chamber of Commerce!

Sincerely,

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