

# OPPORTUNITIES

MAXIMIZE YOUR CHAMBER MEMBERSHIP



**KNOXVILLE**  
CHAMBER

— EST. 1869 —

# 10 REASONS

## FOR JOINING THE KNOXVILLE CHAMBER



### 1. The Chamber provides your business an affordable marketing platform.

What other marketing vehicle priced under \$1,000 offers you a year's worth of marketing opportunities? Whether it is the advertising, marketing, or referral opportunities; you can't find this much exposure for this little money.

### 2. The Office Depot Chamber Advantage Program will save you money on office supplies.

Exclusive to our members, the Office Depot Chamber Advantage Program allows you to save money on your office supplies whether you are a large company with a purchasing department or a micro-business working from your home office.

### 3. Chamber events offer you opportunities to network, learn, and market your business.

The Knoxville Chamber produces over 70 events a year for our members ranging from networking events like Schmoozapalooza, to educational sessions like Legislative Briefings, to social events like the Pinnacle Business Awards Gala. Whether you are looking to connect with other area businesspeople or looking to improve the way you do business, we have events that will suit your needs.

### 4. Associate your business with one of the oldest and most recognized brands in the world.

The term "Chamber of Commerce" dates back 400+ years. We receive 600,000 business inquiries each year either via phone, mail, email, or our website. A 2012 study by the Schapiro Group revealed that when consumers know that a business is a member of the local Chamber of Commerce, they are 49% more likely to think favorably about the business and 80% more likely to buy from them.

### 5. Stand side-by-side with the region's leading business alliance and advocate.

The Knoxville Chamber is not only the region's largest Chamber, it is also the most vocal Chamber when it comes to the interests of the business community.

### 6. Chamber Member MD and Rx are unique business tools that help you discover the tools and resources you need to help grow your business.

Developed to help small business owners navigate their way to a healthy business, this online business analysis tool helps you identify potential hazards on your road to success. Chamber Member MD and Chamber Member Rx were developed by the Knoxville Chamber and are not available through any other organizations.

### 7. Get informed and stay informed.

Your Chamber membership provides you with multiple sources of information. Whether it is the complimentary subscription to the *Greater Knoxville Business Journal*; the Chamber's monthly newsletter, *Commerce*, which is located in the back of each month's business journal; research and data products provided by the Chamber's research specialist; or the reciprocal membership in the U.S. Chamber of Commerce, you have access to all you need to be an informed business leader.

### 8. Get KNOWN on iKnowKnoxville.com.

The Chamber offers its members the opportunity to promote their business on its online business directory, iKnowKnoxville.com. The site has become a go-to resource for Knoxville-area business information, averaging over 26,000 page views per month. Available features are based on chamber membership level and range from basic business information to videos and visual tours. Membership has its benefits, and this is one you will not want to miss out on!

### 9. Join the region's leading businesses, with an added investment, and become a Premier Partner.

Premier Partners make a vital commitment to the economic development of the region through their enhanced investment in the Chamber. They also serve as key advisors, enjoy exclusive benefits, and maintain a close link to the organization.

### 10. No Risk. Just Results.

Membership in the Knoxville Chamber comes with a No Risk guarantee. If your involvement and benefits do not exceed your expectations in the first year, we will simply return your investment. That is how strongly we believe in the value of the Chamber's benefits and services.

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**Ready to join? Call (865) 637-4550 and ask to speak with an account executive.**

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# KNOXVILLE CHAMBER BASE MEMBERSHIP LEVELS & MOST POPULAR BENEFITS

	Associate I - \$350	Associate II - \$450	Professional I - \$550	Professional II - \$650	Executive I - \$750	Executive II - \$950
Identified as a proud member of the Chamber with window decal and membership plaque						
Opportunity to attend networking events (Business After Hours, a.m. Exchange, Power 30)						
Promotional page on iKnowKnoxville.com including the following features: <ul style="list-style-type: none"> <li>• 15-word business description, address, phone number and hours (if applicable)</li> <li>• Interactive badge for your company's website</li> <li>• Opportunity to include events to the Community Calendar</li> <li>• Opportunity to receive page analytics on a monthly basis</li> </ul>						
Access to targeted demographics*						
One subscription to <i>The Greater Knoxville Business Journal/Commerce</i>						
Opportunity to sign up for Chamber Advantage (Office Depot discount program)						
Access to Chamber Ribbon Cutting services*						
Membership Directory available through PDF download twice a year						
Complimentary copy of the GKBJ <i>Book of Lists</i> - Upon Request						
Additional promotional page features on iKnowKnoxville.com including: <ul style="list-style-type: none"> <li>• Link from promotional page to your website</li> <li>• Opportunity to purchase Bundle I feature upgrades*</li> <li>• Opportunity to post one coupon per year to your page and the iKnowKnoxville coupon page</li> <li>• Opportunity to post jobs on job board</li> <li>• Opportunity to include your logo in the category listing and on your promotional page</li> <li>• 50-word main text description</li> </ul>						
Advertising opportunities in The Loop and on knoxvillechamber.com*						
10-percent discount on Chamber Ribbon Cutting services*						
Opportunity to sponsor Chamber events*						
Real-time Membership Directory in PDF format emailed upon request						
Two subscriptions for <i>The Greater Knoxville Business Journal/Commerce</i>						
50-percent discount membership mailing list in Excel format on CD (Discounted to \$250)*						
Complimentary membership mailing list in Excel format on CD (valued at \$500)						
Multiple business category listings (up to 2)						
50-percent discount on mailing labels of Chamber members (Discounted to \$50)*						
One invitation each year to a specific Premier Partner event						
Opportunity to purchase Bundle II feature upgrades on iKnowKnoxville.com*						
Multiple business category listings (up to 3)						
Three subscriptions to <i>The Greater Knoxville Business Journal/Commerce</i>						
Two free affiliate memberships at the Associate I tier						
Multiple category listings (up to 4)						
20-percent discount on Chamber Ribbon Cutting services						
Four subscriptions for <i>The Greater Knoxville Business Journal/Commerce</i>						



# KNOXVILLE CHAMBER PREMIER PARTNER LEVELS & MOST POPULAR BENEFITS

	Bronze - \$1,500-\$2,499	Silver - \$2,500 - \$4,999	Gold - \$5,000 - \$9,999	Platinum - \$10,000 - \$29,999	Titanium - \$30,000+
Invitation to Premier Partner events (2 reps per company may attend)					
Identified as a Premier Partner (by level) on.... <ul style="list-style-type: none"> <li>Recognition wall inside Chamber</li> <li>Plasma screen in Chamber lobby</li> <li>Traveling signage at select events throughout the year</li> <li>New member page in Commerce newsletter</li> </ul> <ul style="list-style-type: none"> <li>Knoxvillechamber.com</li> <li>iKnowKnoxville.com with badge on your promotional page</li> </ul>					
Free affiliate memberships at Associate II level					
Invitation to economic development announcements					
Free monthly relocation list (\$30 a month value, upon request)					
Premier Partner plaque recognizing your level of membership for your office					
Up to 100 complimentary Certificates of Origin processed through e-Certify (valued at \$2500)					
Premier Partner profile article in <i>Commerce</i> and PDF version for you (every 24 months)					
Premium page features on iKnowKnoxville.com including: <ul style="list-style-type: none"> <li>Access to iKnowKnoxville.com Toolbox so you can update your own content, whenever you wish</li> <li>Logo exposure on a rotating tile on the homepage and category page</li> <li>Ability to upload self-editable slideshows showing your products and/or services</li> <li>Ability to post up to 10 different coupons/promotions throughout the year</li> <li>Ability to attach events to your promotional page</li> </ul> <ul style="list-style-type: none"> <li>Opportunity to post up to 30 jobs on Job Board</li> </ul>					
Complimentary membership mailing labels up to two times per year - Upon Request					
30-percent discount on all Chamber Ribbon Cutting services*					
15-percent discount on Chamber advertising**					
Up to 150 complimentary Certificates of Origin processed through e-Certify (valued at \$3750)					
Leadership Profile in <i>Commerce</i> (every 24 months)					
Invitation to Premier Partner events (3 reps per company can attend)					
Multiple business category listings (up to 5)					
One complimentary registration for Bright Ideas per year					
Free access to Chamber's meeting rooms (2 per year and upon availability)					
Up to 250 complimentary Certificates of Origin processed through e-Certify (valued at \$6250)					
Invitation to Premier Partner events (4 reps per company may attend)					
Three-month rotation of a banner ad on knoxvillechamber.com (each year) - Upon Request					
Logo recognition on plasma in Chamber lobby and in relocation packets					
Complimentary membership mailing list on CD w/ phone numbers and business categories					
Two complimentary registrations for Bright Ideas per year					
Verbal recognition at a.m. Exchange events					
Complimentary production of one 90-second video promoting your business for use on your company's iKnowKnoxville.com premium page					
Free table at Schmoozapalooza					
Full-page ad (5 1/2 x 8 1/2) in Pinnacle Business Awards program w/ the purchase of a table*					
Verbal recognition at Business After Hours event					
The ability to apply your dues to the Chamber's 501C3 Foundation					

Please Note: additional fees apply\* Dues subject to change.  
 † Does not apply to iknowknoxville.com