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## **BUSINESS AFTER HOURS GUIDELINES**

Hosting a Business After Hours with the Chamber is a great way to promote and generate interest in your business. BAH are usually hosted for an anniversary, after a relocation, remodel, or as a promotional opportunity. BAH events are only scheduled once per month and we typically have between 50-100+ people in attendance for networking at Business After Hours events.

### **Greater Hamilton Chamber of Commerce will:**

1. Promote the event via its e-newsletter. Publicize and announce the Business After Hours at events and committee meetings preceding the event. Send email reminders of the event to Chamber members. Publish photos taken at the event via social media.
2. Take all reservations in advance so the host will know how many guests to expect.
3. Provide personnel at the door to welcome and register guests. Nametags will be available for guests to fill out if they do not have their own corporate nametag.

### **Member Host will:**

1. Be responsible for all food and beverages (enough for 50 - 100+ guests). It is up to the host to choose a caterer - preferably a Chamber member (a list of member caterers can be provided). The Chamber recommends a minimum of two hot dishes and several cold selections such as a vegetable plate, cheese tray, etc. The host may provide as elaborate an hors d'oeuvres table as desired. All food and beverage expenses are the responsibility of the host.
2. Concerning drinks: The Chamber suggests that the host serve beer, wine, and soft drinks/water. Providing bartenders is the responsibility of the host -- the host may want to use company personnel since this gives them the opportunity to be seen. However, how the bar is staffed is to be determined by the host.
3. Provide a table and chairs for the Chamber staff during registration.
4. To foster higher attendance, the host is encouraged to send invitations promoting the event to their clients and mailing lists (all RSVPs will be taken by the Chamber). These special invitations will be produced and sent at the host's expense. If the host would like to mail invitations to the Chamber membership, the Chamber will provide labels at no cost.
5. Attendance is usually higher at a Business After Hours where the business is celebrating an anniversary, remodel or a special promotion. It is a good idea for the host to have "a hook" for attendance.