Founded in 1946, the Plano Chamber of Commerce is here to serve the business community. Accredited as a 5-Star Chamber of Commerce in 2015 and named a 2018 Chamber of the Year by the U.S. Chamber of Commerce, the Plano Chamber is recognized as a top performing organization in the United States.

Led by a professional staff and a volunteer board of directors, we strive to provide excellent customer service, top-notch programming, and unique experiences for our members.

FAST FACTS

- 1,200+ business and community organizations
- Representing 165,000+ employees in Plano and the surrounding areas
- Our Mission: The Plano Chamber of Commerce is committed to maximizing business development and economic growth of the community through advocacy, education, innovation, and collaboration.

Updated 6/5/2019
The **INSPIRE** membership offers exclusive positioning and unique experiences while supporting our work to strengthen the regional economy.

**POSITIONING IN OUR REGION**
- Company profile in Annual Report
- Blog posting opportunities
- Branding in conjunction with Take 10: Legislative Landscape eNewsletter
- Additional locations or businesses with Enhanced Membership Listing (up to eight total)
- Primary location or business receives up to three categories
- Additional locations or businesses receive one category per listing

**EXCLUSIVE ACCESS**
- Recognition for supporting efforts in advocacy and public policy
- Opportunity to recommend C-suite keynote speaker
- Unique Inspire experiences (dinner with VIP)
- Personalized benefits based on individual needs
- PLUS the benefits of **INNOVATE**, **INVEST**, **EXCEL**, and **CONNECT** levels

“**The Plano Chamber of Commerce is a great partner for connecting companies together for the betterment of our local community. The Chamber has served as a champion for the city’s rapid expansion, which is why At Home is proud to support at the highest level.”**

**Lee Bird**
Chief Executive Officer & President, At Home
The **INNOVATE** membership puts your business among an elite group of members who are focused on achieving the mission of the Plano Chamber.

**POSITIONING IN OUR REGION**
- Exclusive Chairman’s Council Breakfasts (six per year)
- Rotating logo on planochamber.org
- Banner ad on four most visited pages on planochamber.org (three months total)

**TOP INVESTOR RECOGNITION**
- Invitation to attend exclusive receptions, openings, and events
- Recognition in event programs and publications
- First option on available sponsorships

**ACCESS & SERVICES**
- Additional locations or businesses with Enhanced Membership Listing (up to six total)
- Primary location or business receives up to two categories
- Additional locations or businesses receive one category per listing
- Complimentary conference room rental, up to twice a year*
- Opportunity to host Chairman’s Council Breakfast*
- PLUS the benefits of INVEST, EXCEL, and CONNECT levels

*Subject to Availability

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“At Cigna, we know how important it is to serve the communities where we work and live. The Plano Chamber of Commerce shares our passion for creating a vibrant, healthy, and connected community, which is why we’re proud to be a Chamber member.”

LaMonte Thomas
President - North Texas & Oklahoma, Cigna
THE INVEST membership enables your business to contribute towards strengthening the local business community.

This membership is not available to companies of 500 employees or more.

BUILDING OUR COMMUNITY
- Special Invitation to Chairman’s Council Breakfast (spring or fall)
- Season Ticket to Plano First Quarterly Luncheon Series

ACCESS & SERVICES
- Banner ad on four most visited pages on planochamber.org (two months total)
- Additional locations with Enhanced Membership Listing (up to four total)
- All locations receive one category per listing
- PLUS the benefits of EXCEL and CONNECT levels

“Joining the Plano Chamber was one of the best decisions for our business. From meeting other business leaders, staying current on local concerns, and connecting with worthy causes to support, the Plano Chamber has provided the guidance needed to nearly double our business!”

Rusty Gentry
General Manager, Toyota of Plano
EXCEL members receive more exposure for their business included in their annual membership.

*This membership is not available to companies of 100 employees or more.*

**INCREASED VISIBILITY**
- Banner ad on four most visited pages on planochamber.org (one month total)
- Enhanced Membership Listing (for all listings)
- Ribbon Cutting/Grand Opening Ceremony

**ACCESS & SERVICES**
- Additional category (up to two total)
- Annual Chamber Membership Mailing List
- PLUS the benefits of the CONNECT level

**WEB STATS**
*All statistics reflect a monthly average for a 6 month period.*

- Page Views: 19,278
- Users: 6,282
- % New Visitors: 86.9
- % Returning Visitors: 13.1
- Average Session: 1 minutes, 50 seconds
- User Cities: Dallas (21%), Plano (18%), Frisco (3%), Richardson / McKinney / Allen (2% each)
CONNECT members increase their network of business contacts through networking events and programs.

This membership is not available to companies of 25 employees or more.

CONNECTING YOU TO THE COMMUNITY
- Recognition at Plano First Quarterly Luncheon (program immediately following join date)
- Joint ribbon cutting opportunity at Business Interchange
- Online Membership Listing (up to eight keywords)
- Professional Development/Networking Opportunities
- Access to Collin County Employers Health Plano Cooperative; an association health plan for Chamber members
- Access to LegacyTexas Business Center and Meeting Rooms
- Resource Center Member Display (business card or trifold)
- Member-to-Member Discount Program
- Community Calendar (post events and meetings)
- Job Board (post career opportunities)
- Office Depot® Discount Program
- Bi-monthly e-Newsletter, The Bottom Line
- Membership Plaque and “Proud Member” Digital Icon
- Member-Only Business Referrals
- Member discount pricing for Leadership Plano tuition (application process for selection to class)
- Customized communications based on your personal preferences
- Advertising Opportunities
- Sponsorship Opportunities

PROVIDING NEW OPPORTUNITIES THROUGH CONNECTIONS AND RELATIONSHIPS

CONNECT $400 ANNUAL INVESTMENT VALUED AT MORE THAN $900

Make your online listing unique by adding the Enhanced Membership Listing for just $125/year.
## INSPIRE

### BENEFITS AT-A-GLANCE

(This is a summary of benefits, not an all-inclusive list)

<table>
<thead>
<tr>
<th>Benefit</th>
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<td>Access to LegacyTexas Business Center</td>
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<td>★</td>
<td>★</td>
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<td>Membership Plaque &amp; &quot;Proud Member&quot; Digital Icon</td>
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<td>Additional Locations or Categories with Enhanced Membership Listing (up to four categories per listing)</td>
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<td>Invitation to Attend Exclusive Receptions, Openings, and Events</td>
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<td>Recognition in Event Programs and Publications</td>
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<td>First Option on Available Sponsorships</td>
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<td>Additional Locations or Businesses with Enhanced Membership Listing (up to six categories per listing)</td>
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<td>Complimentary Conference Room Rental (up to twice a year)**</td>
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<td>Opportunity to Host Chairman’s Council Breakfast**</td>
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<td>Company Profile in Annual Report</td>
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<td>Blog Posting Opportunities</td>
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<td>Branding in Conjunction with Take 10: Legislative Landscape eNewsletter</td>
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<td>Recognition for Supporting Efforts in Advocacy and Public Policy</td>
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<td>Unique Inspire Experiences</td>
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<td>Personalized Benefits Based on Individual Needs</td>
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</tbody>
</table>

* personalized webpage at planochamber.org with logo, links, images, videos, etc.
** based on availability
*** Benefits at each level may be adjusted at any time. Value of benefits will exceed level of investment.
A study by The Schapiro Group, an Atlanta-based market research firm, reveals a number of important findings about how consumers and business owners perceive the local chamber of commerce and the businesses that are their members. For example:

• When consumers know that a business is a member of the local chamber, they are 44% more likely to think favorably about it.
• Consumers who are told that a business is a chamber member are 51% more likely to be highly aware of it and 57% more likely to think positively of its local reputation.
• Consumers are 63% more likely to buy goods and services in the future from a company that they believe is a member of the local chamber of commerce.

The study also has good news for businesses that sell to other businesses.

• When business decision-makers believe that a business is a chamber member, they are 37% more likely to think favorably of the business, 51% more likely to be highly aware of it, 58% more likely to think positively of its local reputation, and 59% more likely to buy goods and services from it.

Supporting the previous findings, the study also reveals a positive perception for the local chamber itself:

• Regarding the chamber’s impact on the local economy, 82% of respondents believe that the local chamber of commerce helps create jobs and promotes local economic development.

The results of the Schapiro study are clear: Positive perception increases among consumers and business owners when a business is identified as a member of the local chamber of commerce.
Committed to maximizing business development and economic growth of the community through advocacy, education, innovation, and collaboration.