



PA Chamber

of Business and Industry

DRIVE BUSINESS GROWTH

WITH THE
PROVEN POWER
OF THE
PA CHAMBER

2022 BUSINESS DEVELOPMENT & MARKETING GUIDE

DRIVE BUSINESS GROWTH VIRTUALLY OR IN-PERSON

The PA Chamber offers B2B opportunities virtually and in-person, allowing you to tailor your engagement based on your goals and comfort level. We offer a variety of educational and networking events to meet the needs of your company's priorities. Pricing and promotional benefits vary by event but can be tailored to your budget and business goals. For more information, visit pachamber.org/events or contact the PA Chamber Engagement Team.

IN-PERSON EVENTS

From full and half-day educational and training programs to signature events like the Annual Business Golf Outing and Annual Chamber Dinner, the PA Chamber offers a variety of traditional, in-person opportunities to support your business objectives. As part of the PA Chamber's ongoing commitment to health and safety, all state-issued guidance and CDC protocols are in place for in-person gatherings.



VIRTUAL EVENTS

The PA Chamber is strategically positioned to help you drive business growth through premium virtual events. By pairing in-house marketing expertise with dynamic programming, the PA Chamber can creatively maximize audience engagement and sponsor interaction in a virtual format. Through a variety of digital tools as well as Sponsor Showcase segments, businesses can generate new leads without incurring travel expenses or time out of the office.



PROGRAMS DESIGNED WITH YOUR BUSINESS IN MIND

With a track record of successful, professional programming in the areas of **Human Resources**, **Information Technology**, **Business Management and Leadership**, **Energy and Environment** and more, the PA Chamber can connect you with your target audience in a setting that works for your business!



THE POWER OF THE PA CHAMBER

As the **largest broad-based business association in Pennsylvania**, the PA Chamber's power lies in the **nearly 10,000 member companies** it represents. With membership comprised of employers of all sizes and industry sectors throughout the state — from sole proprietors to Fortune 500 companies — **the PA Chamber is strategically positioned to connect you with the audience you want and the decision makers you need.**

TRUSTED STRATEGY. PROVEN RESULTS.

>100,000

unique visitors to pachamber.org



30+

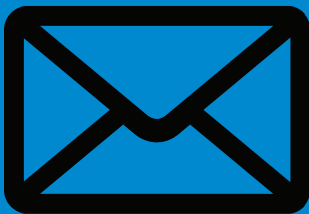
events

in-person & virtual



>15,000

followers on social media



>20,000

decision makers statewide
receiving email communications

1 objective: EMPOWER YOUR BUSINESS

ENGAGE YOUR TARGET AUDIENCE VIRTUALLY

The PA Chamber is pleased to continue to offer a variety of innovative opportunities to achieve your marketing and business development goals virtually.

MEMBER SPONSORED WEBINARS

Engage your target audience while demonstrating your subject-matter expertise through a 60-90 minute educational Member Sponsored Webinar. To maximize reach, these co-branded webinars are offered at no cost to attendees, and all logistics are facilitated by the PA Chamber. Space is limited and webinars are available on a first-come, first-served basis.

ALL BUSINESS PODCAST

Featuring engaging interviews with entrepreneurs, business owners, corporate executives and political leaders from across Pennsylvania, the PA Chamber's All Business Podcast platform can help expand your marketing reach and generate new business leads. Podcast sponsors receive ad spots throughout the program as well as high-value promotional exposure. The podcast is available to stream for free at pachamber.org as well as on Spotify and iTunes.

The Current — **NEW!**

The PA Chamber's newest digital channel features insightful articles and regular features, including business profiles, member news, legislative and regulatory updates, and practical advice for business. Advertisers can strategically reach a growing audience of decision makers backed by analytics that maximize ROI. Premium and dynamic ad space is available with preferred pricing options for multi-run campaigns.

E-NEWSLETTER ADS

Daily, weekly and monthly newsletters allow PA Chamber member companies to reach existing clients and prospects through targeted content and full-color banner ads. Pricing starts at \$500 and preferred pricing is available for multi-run campaigns.



morningNews

A daily report featuring some of the top news stories trending across Pennsylvania and the nation. The stories that are shared each morning are based on the political and business interests of Pennsylvania employers. (Email Distribution List: 7,700)



Sentinel

Weekly news about the business community's key policy issues, including the popular PA Chamber Minute monthly video message from PA Chamber President Gene Barr, which keeps members up to date on the critical advocacy issues that the PA Chamber is prioritizing. (Email Distribution List: 6,200)



Small Business Big Voice

Catered specifically to PA Chamber members with 10 or fewer employees, this monthly piece educates employers about advocacy issues on which the PA Chamber is engaged that could have a major impact on their small businesses. Small Business Big Voice provides brief, powerful monthly snapshots of legislative and regulatory activity, along with grassroots calls to action. (Email Distribution List: 4,800)

DRIVE BUSINESS GROWTH WITH THE PROVEN POWER OF THE PA CHAMBER!



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Contact the PA Chamber Engagement Team today to discuss how the PA Chamber can help you achieve your branding and business development goals. Packages can be tailored to align with your budget, business objectives and internal health and safety protocols.

2022 SCHEDULE OF EVENTS

Topic	Date/Location
 Infrastructure Roundtable	Thursday, January 20 Virtual: 8:00 a.m. – 11:30 a.m.
 Attracting and Retaining Diverse Talent in the New Workplace <i>Sponsored by Bank of America</i>	Thursday, January 27 Virtual: 11 a.m. to 12:00 Noon
 GA Roundtable	Thursday, February 10 Hybrid
 DEP Quarterly Winter Meeting	Wednesday, February 23 Virtual: 10:00 a.m. – 12:00 Noon
 PCI Specialty Benefits Webinar	Thursday, February 24 Virtual: 11 a.m. – 12:00 Noon
 Resources to Grow your Pennsylvania Business Through International Sales <i>Sponsored by Export-Import Bank of the United States</i>	Thursday, March 10 Virtual: 11 a.m. to 12:00 Noon
 Women's Leadership Breakfast	Tuesday, March 15 Hybrid: Central Penn College Time: 7:30 a.m. – 10:00 a.m.
 Spring Human Resources Conference	Thursday, March 24 Virtual: 8:00 a.m. – 2:15 p.m.
 2022 Infrastructure Roundtable: Part II Broadband and Internet Access for all Pennsylvanians	Thursday, March 31 Zoom Webinars: 10:45 a.m. – 12:00 Noon
 Ninth Annual Economic Forecast and Business Leadership Summit	Tuesday, April 5 Hershey Country Club Live: 8 a.m. – 12:00 Noon
 Chamber of Business and Industry of Centre County Member Sponsored Webinar	Wednesday, April 13 Virtual, 11:00 a.m. – 12:00 Noon
 ESG Webinar	Tuesday, April 19 Virtual Time: TBD
 PCI Health Benefits Alliance Webinar	Wednesday, April 20 Virtual: 11:00 a.m. – 12:00 Noon
 GA Roundtable	Thursday, April 21 Hybrid
 2022 Annual IT Security Conference	Thursday, May 5 Live: Hershey Country Club 8:00 a.m. – 2:30 p.m.
 2022 Infrastructure Roundtable: Part III Logistics, Ports and Today's Supply Chain	Thursday, May 12 10:45 a.m. – 12:00 Noon
 PCI Benefits Consortium Webinar	May Virtual
 Inaugural Clay Shooting Event	Thursday, May 19 Live: Seven Springs Resort 8:00 a.m. – 2:00 p.m.
 Investor Member Gala	Tuesday, June 7 (tentative) Live – TBD 5:00 p.m. – 7:00 p.m.

Topic	Date/Location
 GA Roundtable	Tuesday, June 7 (tentative) Hybrid
 DEP Quarterly Spring Meeting	Wednesday June 15 Hybrid: PA Chamber 3rd Floor Conference Center 10:00 a.m. – 12:00 Noon
 Second Annual Equality & Diversity Summit	Thursday, June 16 Live: TBD 8:00 a.m. – 12:00 Noon
 19th Annual Business Golf Outing	Monday, August 15 Hershey Country Club – East and West Courses 10:30 a.m. – 6:00 p.m.
 Workforce Development Conference	Wednesday, August 24 Live: TBD 8:00 a.m. – 2:00 p.m.
 PCI Compliance Fundamentals Webinar	August Virtual
 PCI Benefits Consortium Webinar	Thursday, September 8 Virtual
 DEP Quarterly Fall Meeting	Wednesday, September 14 Hybrid: PA Chamber 3rd Floor Conference Center 10:00 a.m. – 12:00 Noon
 2022 Infrastructure Roundtable: Part IV Innovations in Aviation and Air Transportation	Thursday, September 22 10:45 a.m. – 12:00 Noon
 38th Annual Chamber Dinner	Monday, October 3 Live: Hershey Lodge 5:00 – 9:00 p.m.
 GA Roundtable	Monday, October 3 Live: Hershey Lodge Time: TBD
 PCI Health Benefits Alliance Webinar	October Virtual
 2022 Annual Environmental Conference	Thursday, October 20 Live: TBD 8:00 a.m. – 2:30 p.m.
 2022 Infrastructure Roundtable: Part V Managing Big Data and Developing Data Centers in Pennsylvania	Thursday, November 10 10:45 a.m. – 12:00 Noon
 2022 Annual Human Resources Conference	Wednesday, November 16 Live: TBD 8:00 a.m. – 3:00 p.m.
 GA Roundtable	December Hybrid Time: TBD

Please Note:

*The 2022 event schedule is subject to change. In the event that a scheduled event cannot be held in-person as a result of state-issued health and safety guidelines, the PA Chamber will notify sponsors, exhibitors and registrants and work to ensure a mutually beneficial resolution, including but not limited to transitioning to a virtual format. The health and safety of our members, staff and vendors remains our top priority.

