



# YOUR CHAMBER GUIDEBOOK

WE'RE IN YOUR CORNER.





# WELCOME

---



**PATRICK SULLIVAN**  
PRESIDENT & CEO  
HALIFAX CHAMBER

---

## WELCOME TO THE HALIFAX CHAMBER OF COMMERCE

We are so pleased to welcome you as a member of our organization. The Chamber is a business advocacy organization committed to creating value and prosperity for its members. We provide the services our members need while advocating for the conditions to enhance economic growth in Halifax.

You are joining over **1,900** businesses — **86%** of which represent small businesses and over **80,000** employees. Together, our membership speaks with a single, powerful voice to advocate for and promote local business interests.

This book provides an overview of all the benefits of membership and encourages you to get involved. You will learn about cost-saving benefits, informative events, our advocacy efforts, promotional opportunities, and other resources to help you grow your business.

Think of the Chamber as an extension of your team. We are here to help you achieve your business goals and to help your business thrive.

We're in your corner.

A stylized, handwritten signature in dark ink, appearing to read 'P. Sullivan'.

## CONTENTS

<b>04</b>	<b>Affinity Partners</b>	<b>12</b>	<b>Advertising</b>
<b>06</b>	<b>Media Channels</b>	<b>13</b>	<b>Membership Rates</b>
<b>07</b>	<b>Business Voice Magazine</b>	<b>14</b>	<b>Chamber Checklist</b>
<b>08</b>	<b>Build Your Business</b>	<b>15</b>	<b>Contact Us</b>
<b>09</b>	<b>Advocacy in Action</b>		
<b>10</b>	<b>Events</b>		

# AFFINITY PARTNERS

As a member of the Halifax Chamber, you gain **access to benefit programs** that save you and your employees money. Businesses can recover the cost of their membership many times over just by taking advantage of these benefits from our Affinity Partners. Benefits from our Affinity Partners and Member-to-Member discounts can be accessed and enjoyed by **you and your entire team!**



## COMPREHENSIVE GROUP HEALTH BENEFITS

(902) 434-9088 | [chamberplan.ca](http://chamberplan.ca)

Including insurance coverage for health, dental, and more. Canada's #1 employee benefits plan for small businesses.



**TD Insurance**

## HOME & AUTO INSURANCE DISCOUNTS

1-844-257-2361 | [tdinsurance.com/group/halifaxchamber](http://tdinsurance.com/group/halifaxchamber)

Access preferred insurance rates on car, home, condo and tenant coverage.



## BUSINESS INSURANCE DISCOUNTS

(902) 835-1262 | [bauldinsurance.com/business-insurance/chamber](http://bauldinsurance.com/business-insurance/chamber)

Access a wide range of business insurance products and services, discounts, free educational sessions, and online resources.



## SMALL BUSINESS BANKING

(902) 492-6500 | [cua.com/chamber](http://cua.com/chamber)

Receive benefits like waived account fees, preferred rates, and reimbursed annual credit card fees.



## OFFICE PRODUCTS DISCOUNT

(902) 430-0677 | [tomboyce@grandandtoy.com](mailto:tomboyce@grandandtoy.com)

Receive up to 25% off a select list of products and an aggressive discount on catalogue list prices.

“We know we can count on the Halifax Chamber for connections and business opportunities in Halifax. The Group Insurance and Health Plan has **saved our company money** and attending networking events has allowed us to be more involved and connected with the Halifax business community. We appreciate having partnered with the Chamber as we journey to **grow our business.**”

— Sonia Menendez, Virtual Management Group



#### **MERCHANT SERVICES SAVINGS**

(902) 334-2607 | [sonapay.ca/partners/halifax-chamber-of-commerce](https://sonapay.ca/partners/halifax-chamber-of-commerce)

Receive a \$200 bill credit (applied after three months of processing) and skip the Application Fee (\$100 value).



#### **CAR RENTAL DISCOUNTS**

(902) 717-0961 | [avis.ca](https://avis.ca)

Receive Preferred Service with free upgrades and corporate rate in 100% smoke-free vehicles.



#### **FUEL DISCOUNT PROGRAM**

(902) 818-2707 | [steve@globalfuels.ca](mailto:steve@globalfuels.ca)

Members receive a fuel discount savings of 3.5 cents per litre at all Canadian ESSO and Mobil Gas Stations specializing in fleet services.



#### **NATIONAL & GLOBAL COURIER SERVICES**

(902) 706-7666 | [ca.inxpress.com/locations/halifax-nova-scotia](https://ca.inxpress.com/locations/halifax-nova-scotia)

Receive preferred rates on domestic and international shipping.

WANT TO TAKE ADVANTAGE OF  
THESE OFFERS?

Start saving at:  
[halifaxchamber.com/affinity](https://halifaxchamber.com/affinity)

# MEDIA CHANNELS

---

## CONNECT WITH THE CHAMBER TO:

- ✓ Get informed about policies, programs, and funding opportunities that can help your business.
- ✓ Stay updated about our upcoming events, initiatives, training opportunities, advocacy, and more.
- ✓ Share your stories and updates with us!



### SOCIAL MEDIA

The Chamber maintains a robust following and active social media presence. Follow the Chamber and we will follow you back! Tag us in your posts and we will do our best to share.



@halifaxchamber  
15,000+ followers



@halifaxchamberofcommerce  
6,000+ followers



Halifax Chamber of Commerce  
12,000+ followers



@hfxchamber  
6,000+ followers



### WEEKLY E-BULLETIN

Our weekly bulletin is sent every Wednesday to over 6,000 subscribers. It's your handy roundup of everything happening in the Chamber community, including events, policy updates, member promotions, and more.



### MEMBER DIRECTORY

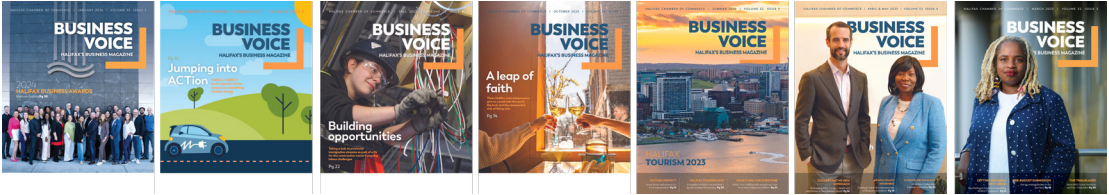
Our online Member Directory provides a comprehensive listing of all Chamber member businesses and their company representatives. This page receives over 50,000 visits a year, so be sure to review and update your company listing.



### TRAINING DIRECTORY

Chamber members are leaders in a variety of topics ranging from leadership development, social media training, safety education, and more. Visit our Training Directory to learn more about these training opportunities — or advertise your own.

# BUSINESS VOICE MAGAZINE



For over 100 years, Business Voice has been the main communication vehicle for members of the Halifax Chamber of Commerce. The magazine promotes the Halifax business community and keeps our members informed. Business Voice is distributed in print and online, reaching tens of thousands of readers — including **top CEOs, political leaders, and changemakers** — across Halifax and beyond.

## GET PUBLISHED IN BUSINESS VOICE (FOR FREE!)

### NEW & NOTED

New members can submit a 50-word company description to be included in the New & Noted directory of Business Voice magazine. The contact information for your business or organization will automatically appear in an upcoming issue.

### MEMBERS IN THE NEWS

We encourage members every month to submit newsworthy developments from your business or organization to Business Voice. Submissions are 100 words and can include a high-resolution photo. We want to hear what's happening in your business!

### TRENDS ARTICLES

Share your industry expertise by submitting a 500-600 word Trends article. These editorials are a member-to-member forum for sharing information, expertise, and advice on trends in your industry. They should be a high-level look at trends in a specific industry or business issue.



“Business Voice has done more to enhance our organization’s awareness than **any other promotional activities** we have engaged in.”  
— Brenda Saunders/Todd, Dress for Success Halifax

WANT TO SEE YOUR BUSINESS  
IN PRINT?

Learn more about Business Voice at:  
[halifaxchamber.com/magazine](https://halifaxchamber.com/magazine)

# BUILD YOUR BUSINESS

---



## MEMBER-2-MEMBER MARKETPLACE

The M2M Marketplace features discounts on products and services exclusive to Halifax Chamber members. Get more exposure for your business by listing an M2M offer, or help your team save money with offers from other businesses.



## CERTIFICATE OF ORIGIN DISCOUNT

Do you need your product documentation certified for export? Chamber members receive a 33% discount off the non-member rate for these services and a monthly invoicing option.



## FREE PROFESSIONAL TRAINING PROGRAMS

Through our partnership with the Department of Labour, Skills and Immigration, we are pleased to offer free training programs to help grow your business. Courses explore topics like marketing, project management, customer service, and more.



## BOARDROOM RENTALS

Our state-of-the-art boardroom and conference room are available for full or half-day rentals. Our boardrooms are equipped with the latest technology for digital presentations and video conferencing.



## VOLUNTEER OPPORTUNITIES

Enhance your leadership skills and expand your professional and personal network! Learn more about joining our Chamber Ambassador Team, Task Forces, Membership Committee, and Board of Directors at [halifaxchamber.com/volunteer](http://halifaxchamber.com/volunteer).



## CHAMBER BUCKS

Successful referrals grant you \$50 in Chamber Bucks, which can be used towards any Chamber event or advertisement and are valid for one year.





# ADVOCACY IN ACTION

## HOW DOES THE CHAMBER ADVOCATE FOR YOU AND YOUR BUSINESS?



### WE STRENGTHEN YOUR VOICE IN GOVERNMENT

We work closely with government to ensure our members' voices are heard at the municipal, provincial, and federal levels. We express your concerns to influence policy and increase economic prosperity in Halifax.



### WE CREATE IMPACTFUL PARTNERSHIPS

We work with business associations and economic development organizations to ensure a united business community. We lead and support innovative projects in partnership with other business advocacy organizations.



### WE LISTEN TO YOU

We want to hear from you on issues facing your business, so we strive to maintain consistent and open communication with every Chamber member. We believe when we work together, we make Halifax a better place to do business.

## DIVERSITY, EQUITY, ACCESSIBILITY & INCLUSION

The Halifax Chamber of Commerce fosters a community that values, respects, and supports different perspectives, cultures, experiences, and levels of accessibility. When all members of our diverse community work together, we make Halifax a better place to do business.



### DIVERSITY, EQUITY, ACCESSIBILITY & INCLUSION TOOLKIT

Your team members need knowledge and understanding of how diversity and inclusion appear in the workplace. Visit our online DEA&I Toolkit for resources to support you on your journey to becoming a more diverse, equitable, accessible, and inclusive employer and employee. Our toolkit contains helpful templates and resources for hiring, engagement, education, and more!

WANT TO HELP DRIVE CHANGE  
IN HALIFAX?

Learn about our advocacy work at:  
[halifaxchamber.com/advocacy](https://halifaxchamber.com/advocacy)

# EVENTS

---

With over 100 events each year, we have something for every member. We're pleased to provide platforms for you to make connections in the business community.

## SIGNATURE EVENTS



### HALIFAX BUSINESS AWARDS

Spectacular gala and night of celebration, recognizing leaders and change makers in our thriving business community. Finalists awarded in seven categories.



### SPRING DINNER AND FALL DINNER

Evening dinner attracting over 700 prominent guests from the business community. Featured speakers include business leaders and industry experts.



### STATE OF THE PROVINCE

Luncheon featuring the Premier of Nova Scotia's address to the Halifax business community on current provincial challenges and successes.



### STATE OF THE MUNICIPALITY

Luncheon featuring an update from the Mayor of Halifax, highlighting local accomplishments and mandates for the city in the coming year.



### WONDER WOMEN

Annual conference bringing inspiring and ambitious women together to learn, share ideas, empower each other, and build meaningful relationships.



### SMALL BUSINESS WEEK

Full week of networking events, information sessions, and social experiences to celebrate the great achievements of small businesses in our community.



### LUNCHEON SERIES

Monthly informative addresses by business, government, and institutional speakers. Keep up-to-date on topical issues affecting the business community.

## EDUCATIONAL AND NETWORKING EVENTS



### BUSINESS AFTER HOURS

After-work networking event held at a member's place of business. Guests mingle, exchange ideas and make valuable connections.



### CHAMBER 101

Information session held over lunch. Learn how to leverage your membership to save money, gain exposure and make valuable connections.



### NEW MEMBER NIGHT

Exclusive networking event where new members can launch into their membership and meet our chamber staff, affinity partners, and other new members.



### POWER LUNCHES

Member-hosted workshops that showcase your business knowledge while building relationships with your audience over lunch.



### RIBBON CUTTING CEREMONIES

Planned for a business' expansion, relocation, grand opening, major anniversary, ground-breaking construction, customer milestone, or to welcome a new member.

## SHARE THE SPOTLIGHT

### HOST AN EVENT

Host a networking event at your place of business. You will have the spotlight and be in charge of logistics. We provide marketing and registration services.

### PARTNER ON AN EVENT

Our goal is to match the right sponsor with the right opportunity. Our team will work with you to find the best sponsorship package that fits any budget.

### SPEAK AT AN EVENT

Share your insights and knowledge with the Halifax Chamber community. We have several different types of speaking opportunities

### PRESENT AT AN EVENT

Share valuable information on topics of interest to other members. Promote your knowledge and establish new relationships.

WANT TO MAKE NEW CONNECTIONS?

View our full events calendar at:  
[halifaxchamber.com/events](https://halifaxchamber.com/events)

# ADVERTISING

## BUSINESS VOICE

SIZE	SPECIFICATIONS	MEMBER RATE
Full Page (Inside Cover)	8.5" x 11 (plus free bulletin banner)	\$2000
Full Page (Regular)	8.5" x 11"	\$1800
Half Page	7.25" x 4.87"	\$950
Quarter Page	7.25" x 3" / 2.25" x 4.87" / 4.74" x 4.87"	\$750
Special E-Bulletin Banner	1200 x 400 pixels	\$400

## E-BULLETIN

AMOUNT	SPECIFICATIONS	MEMBER RATE
1 banner	1200 x 400 pixels, plus URL	\$175
3 banners		\$450

## MEMBER DIRECTORY BANNER

TIME IN ROTATION	SPECIFICATIONS	MEMBER RATE
1 month	1200 x 320 pixels, plus URL	\$150
6 months		\$750

## TRAINING DIRECTORY LISTING

TIME ON WEBSITE	SPECIFICATIONS	MEMBER RATE
6 months	Your logo, URL, a title, 50-word description	\$1800
12 months		\$3600

Prices above exclude HST and are flexible based on your budget. Not-for-profit organizations receive 25% off.

**WANT TO PUT THE SPOTLIGHT  
ON YOUR BUSINESS?**



Learn more about advertising at:  
**[halifaxchamber.com/advertise](http://halifaxchamber.com/advertise)**

# MEMBERSHIP RATES

EMPLOYEES	NUMBER OF REPS	ANNUAL RATE
1 - 2	1	\$359.00
3 - 10	1	\$558.00
11 - 25	2	\$812.00
25 - 50	3	\$994.00
51 - 100	4	\$1715.00
101 - 250	5	\$2576.00
251 - 500	6	\$3918.00
500 +	7	\$6705.00

New members will be charged a \$100 administration fee, per rep, for information processing. This is a one-time fee only and will not appear on the renewal invoice for the following year. Not-for-Profit organizations receive a 50% discount on annual rates. Students can access membership for a \$30.00 annual fee. Retirees are offered complimentary membership. Monthly payment plan available upon request.



WANT TO GET THE MOST OUT OF  
YOUR MEMBERSHIP?

Learn more about member benefits at:  
[halifaxchamber.com/membership](https://halifaxchamber.com/membership)

# CHAMBER CHECKLIST

---

We are excited to offer our members the opportunity to save money, gain exposure, make connections, and grow your business.

Let's get started:

## MONTH 1

- ☐ Login to the Halifax Chamber website to ensure your directory information is correct.
- ☐ Submit your 50-word company description and logo.
- ☐ Follow the Halifax Chamber on Twitter, LinkedIn, Facebook, and Instagram.
- ☐ Sign up for our weekly e-bulletin on our website homepage.
- ☐ Visit our website to learn about how you can save money with our Affinity Partners.
- ☐ Attend a Benefits Meeting.
- ☐ Share the Halifax Chamber benefits with your team.

## MONTH 3

- ☐ Check our Events Calendar to view upcoming events.
- ☐ Submit an update to Business Voice magazine for our Members in the News section.
- ☐ Submit an offer to display in our Member-2-Member Marketplace.
- ☐ Attend a Business After Hours networking event.
- ☐ Complete a Speaker Request Form to be considered for a speaking opportunity at one of our upcoming events.

## MONTH 6

- ☐ Attend a Chamber 101 for a deep dive on everything included in your Chamber membership.
- ☐ Submit a Trends article to share your industry know-how in Business Voice magazine.
- ☐ Attend New Member Night to meet the Chamber team, Affinity Partners and fellow new Chamber members.
- ☐ Nominate yourself (or a business you love) for the Halifax Business Awards.
- ☐ Use your Chamber Bucks to attend a Signature Event.

# CONNECT WITH US



Patrick Sullivan (he/him)  
President & CEO  
(902) 481-1240  
president@halifaxchamber.com



Becky Davison (she/her)  
Vice President Marketing  
(902) 481-1234  
becky@halifaxchamber.com



Kent Roberts (he/him)  
Vice President Policy  
(902) 481-1231  
kent@halifaxchamber.com



Sandra White (she/her)  
Director of Finance  
(902) 481-1232  
sandraw@halifaxchamber.com



Quinn Anderson (she/they)  
Public Relations Coordinator  
(902) 481-1350  
quinn@halifaxchamber.com



Mandi Bowser (she/her)  
Admin. Assistant  
(902) 468-7111  
mandi@halifaxchamber.com



Josh Creighton (he/him)  
Corporate Partnership  
(902) 481-1229  
josh@halifaxchamber.com



Nick Cunningham (he/him)  
Policy Analyst  
(902) 481-1351  
nicholas@halifaxchamber.com



Lawrence Eady (he/him)  
Accounting / IT Coordinator  
(902) 481-1233  
lawrence@halifaxchamber.com



Ashley Groves (she/her)  
Event Specialist  
(902) 481-1226  
ashley@halifaxchamber.com



Jenn Kurmey  
Membership Sales Manager  
(902) 481-1227  
jenn@halifaxchamber.com



Julia LeVernois  
Member Services  
(902) 481-1228  
julia@halifaxchamber.com



Emma Menchefske (she/her)  
Communications Manager  
(902) 481-1239  
emma@halifaxchamber.com



Kassinda Tolliver (she/her)  
Office Manager  
(902) 481-1235  
kassinda@halifaxchamber.com



Will Yang (he/him)  
Community Engagement Specialist  
(902) 481-1236  
will@halifaxchamber.com

