



Midstate
Chamber of
Commerce



JANUARY 2017 Chamber News

THIS IS YOUR CHANCE TO IMAGINE AND ENVISION WHAT MERIDEN CAN BECOME!



The Midstate Chamber of Commerce and the City of Meriden have been awarded a **CT Next Innovation Places Planning Grant** to plan for making our downtown **THE** place to live, work and play. The planning period runs through the end of February and public input is a critical part of our planning process.

What are Innovation Places? The Innovation Places program seeks to support entrepreneurs and leaders in **developing places that will attract the talent** that high-growth enterprises will need...your future employees and places to do business.

There are 3 upcoming PUBLIC meetings that we'd like to make you aware of and would like to extend an invitation to ALL residents and businesses to attend...and we'd really like you to help us in spreading the word.

On Saturday, January 7, 2017, from 10:00AM until 2:00PM – All are encouraged to **drop in to learn about the CT Next Innovation Places program** AND to provide your input. This is held on a Saturday so many more working residents would be able to attend. To be held at the Meriden YMCA, 110 West Main St., Meriden, CT. This session is less structured than the other meetings. You can stay for just a few minutes or for the entire session.

On Monday, January 9, 2017, from 5:30PM until 7:30PM – There will be a facilitated discussion about **Imagining Meriden as an Innovative Place to live, recreate and play** to provide your opinions about the amenities, activities and cultural resources that residents, workers and visitors would like to see in a vibrant downtown district. This will be held at Gallery 53 at 53 Colony St., Meriden, CT. Please RSVP to info@midstatechamber.com or call 203.235.7901.

On Thursday, January 12, 2017, from 9:30AM until 11:00AM – There will be a facilitated discussion about **Imagining Meriden as an Innovative Place to work** – For all employers and entrepreneurial type of people, the "Science, Technology, Engineering And Math" (STEM) partners, healthcare, food services and more. This will help us understand the cradle to career education opportunities and possibilities for future employment and business growth. This will be held at the Midstate Chamber of Commerce, 3 Colony St., Suite 301, Meriden, CT. Please RSVP to info@midstatechamber.com or call 203.235.7901.

Please feel free to share this invitation with your fellow residents and businesses. We look forward to seeing and hearing you at these events to help us create Meriden's own exciting Innovation Place!

Everyone is invited and ALL opinions are welcomed. Below are a few pictures from our CT Next Innovation Places Planning Partners' Meeting which was held on 12/22 (close to 30 partners attended!) **This planning process was made possible by the support of CT Next.**



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What You'll Find INSIDE:

President's Piece: (pg.2)

**** 2017 ** NEW YEAR MESSAGE**

Chairman's Corner (pg.2):
Goal Setting TIPS and
HOW the Chamber can
Help You REACH
those goals

NEW YEAR's NETWORKING

EVENT - PROGRAM RATES:
2017-18 MAGAZINE
2017 EXPO at Daffodil Fest

LOTS OF WHAT WE DO FOR MEMBERS IS LINKING YOU ... to resources, services, support, and fellow members. Here are some EASY LINKS to the Midstate Chamber to "always keep you in the loop":

NEWS: <http://www.midstatechamber.com/News> CALENDAR: <http://www.midstatechamber.com/Calendar>
RESOURCES: <http://www.midstatechamber.com/Resources> DIRECTORY: <http://www.midstatechamber.com/Directory>



Séan W. Moore

message from the president:

**WE WISH YOU A
HAPPY NEW YEAR
** 2017 ****

Regardless of your opinion of 2016, we accept that we at the Midstate Chamber remain in the game to make 2017 the best year ever for our families, our businesses and our communities. While there are certainly many areas of uncertainty, we remain encouraged by much of the data that we are approaching full recovery from the great recession. We absolutely expect a **FABULOUS 2017**.

Interest rates, while very slowly increasing, still remain very attractive for investments in real estate, machinery and equipment. Our advice: buy something from a member today! The unemployment rate is approaching the theoretical FULL employment rate which means that more consumers have the real capacity to purchase. Our advice: hire someone now while the getting is good.

In addition, please know that training dollars through the Workforce Alliance continue to remain available. Educational, technical assistance and other resources are also available through a variety of private and public partners and state agencies. We can help get you connected to the talent to help your business thrive in 2017.

On behalf of the Board of Directors and the Staff, we at the Midstate Chamber pledge to work together with our members and all partners to ensure a productive, profitable and promising 2017.

YOU CAN BEGIN 2017 BY BECOMING POLITICALLY INVOLVED AT THE STATE AND LOCAL LEVEL

On January 4, 2017, the State of Connecticut begins its LONG Legislative Session with many new faces. It will be the most troublesome budget session that any of them have ever seen with many difficult decisions ahead. Our Government and Business Development Committee has been working on our Chamber's 2017 Legislative Action Agenda. This document is our "marching orders" and a list of business priorities that we want all legislators to consider with each vote. If you would like to offer your input, this is the last chance as we anticipate that our full Board of Directors will vote to approve the Legislative Action Agenda on January 1, 2017. We will provide an email link as soon as it is approved. If you have any questions, please feel free to call the office today!

At the local level, we will be producing "Pizza, Pasta and Politics" on Monday, January 23, 2017 at Hunter's Ambulance Services. This is an excellent opportunity to hear from our Mayor and 12 Councilmembers about their plans and priorities for the upcoming year. We will have a series of prepared questions and in addition, we encourage our members to bring questions of their own...and the food is great! This promises to be a lively session and I hope that many of you will be able to attend. Please see the enclosed flyer for details.

Chairman's corner



Rich Pendred
A&A Office Systems, Inc.
Chairman of the Board
Midstate Chamber of
Commerce

Happy New Year!! If you have attended one of my goal setting classes, you know this is when I like to set some time aside to set some new business and personal goals. Here are a few tips that have worked for me over the years:

The first key to hitting your goals is to actually write them down and include a date that you will accomplish them. Set goals that you really desire to complete or it becomes just a wish. It also helps if you find someone to hold you accountable to your goals. I like to set goals in six areas: Career, Financial, Health, Family, Community and Spiritual. I hope these tips will help you in accomplishing all of your goals in 2017.



The Midstate Chamber is kicking off 2017 with some new exciting goals and a New Membership Campaign – our kickoff event is this **Thursday, Jan. 5 so come out to Nina's Café** (39 West Main St., Meriden, 4-6p) to learn about

how YOU can use this event to reach some of your goals. We will also be having several meet & greets coming in the next few months. We also have scheduled a New Member Info Session on Thursday, Jan. 12 (open to new, current and prospective members). **These are ALL TERRIFIC opportunities to invite guests to learn more about our Chamber and network with us – and for YOU to make some new contacts as well.** I hope you will take advantage of these opportunities and help us continue to be your Chamber of Choice in 2017! See you at the next event.

- Rich Pendred

Questions? Here's How to Reach Us...

This issue of Chamber News is a member service of the Midstate Chamber of Commerce, Inc. with offices located at 3 Colony St., Suite 301, Meriden, CT 06451. You can also visit us on line at www.midstatechamber.com. Ph: 203.235.7901 Fx: 203.686.0172 info@midstatechamber.com. We welcome Chamber member and community news, events and other articles of interest from our diverse membership base. The Midstate Chamber of Commerce serves its member businesses in Meriden, Wallingford, Southington, Berlin, Cheshire and Middletown, Connecticut. We invite all businesses to join with us and become members of our chamber.



For all of your needs visit our members at www.midstatechamber.com



PROMOTION



EDUCATION

NOW is PRIME TIME
to JOIN Midstate Chamber of Commerce.
Kindly SHARE this APPLICATION
with your business associates!



LEADERSHIP



NETWORKING



*The Midstate Chamber supports, promotes and serves our member businesses in
 Berlin, Cheshire, Meriden, Southington, Wallingford and throughout central Connecticut.*

3 Colony Street, Suite 301, Meriden, CT 06451

Ph: 203.235.7901 Fax: 203.686.0172

info@midstatechamber.com www.midstatechamber.com

Membership Application

Company Name: _____

Address: _____

City, State, Zip: _____

Phone: _____ Fax: _____

Company Website: _____

Type of Business/Classification: _____

of Owners: ____ # of Employees: ____ Full-Time ____ Part-Time ____ Year Founded: ____

Contact Person: _____ Contact's Phone: _____

Contact's E-Mail: _____

Referring Member / How Did You Learn About Us?

Chamber Activity / Interests:

Promotion: ☐ Member Directory Advertising ☐ Web Site Advertising ☐ Chamber Business Expo ☐ Newsletter Advertising ☐ Marketing Committee, etc

Education: ☐ Education Committee ☐ Education Awards ☐ Workshops ☐ School-Business Partnerships ☐ Hispanic Outreach Leaders in Action (HOLA), etc.

Networking: ☐ Business After Hours ☐ Breakfast Club Celebrates ☐ Annual Meeting/Dinner ☐ Annual Golf Tournament ☐ Young Business Leaders of CT ☐ Ambassadors ☐ Membership Committee, etc.

Leadership: ☐ Government & Business Development Committee ☐ Pizza, Pasta, & Politics ☐ Health Insurance, etc

**** Please Include Your "Web Words":** Web Words are a 25-30 word description of your business that appears with your Member Directory listing on www.midstatechamber.com: _____

New member add on – Specials—reserve now and save \$50:

- ☐ \$100 web image (appears next to your web listing making you stand out) - \$150 value
☐ \$100 3 month newsletter ad (business card size) - \$150 value

**** Please E-Mail Your Key Employees Information to info@midstatechamber.com.** Key employees are employees who you wish to receive additional Chamber updates/information and who may be attending events. Key employee information may consist of name, title, direct phone number or extension and e-mail address.

Card# _____ Exp. _____ Card Zip Code _____ Verification Code _____



Signature _____

• A one-time \$15 dollar set up fee is due at time of application

Membership dues in this organization may be tax deductible as an ordinary & necessary business expense. Dues paid to this 501(c)(6) are not a charitable tax deduction. The organization serves as an advocate for and promotes its member businesses.





What
IS the
Chamber...
What
is it NOT?

What's
INCLUDED
in my
membership?
(and not)

NEW MEMBER INFO SESSION

How
Do I BEST
UTILIZE
my
chamber?

Members
ONLY
Marketing
Options

Thur., Jan. 12, 2017
7:30-9:00am

Midstate Chamber of Commerce
3 Colony Street, Suite 301
Meriden, CT 06451

ALL Chamber members - new and "veteran" members
are invited to this
INFO SESSION to share Chamber facts with you.

*Timing: 7:30-7:45 - Arrival, Refreshments, Mingling
7:45 - 9:00 - Program including Q&A*

*You are welcome to stick around for
more networking after the program.*

There is NO FEE to attend, but we need to know how many
to plan for, so kindly call or email to register and
you can bring a guest along too!

www.midstatechamber.com
203.235.7901 | info@midstatechamber.com



member renewals...

We *recognize and thank* our members who have joined or renewed their investment in the Midstate Chamber within the last month. Visit www.midstatechamber.com for the most up-to-date membership listing!

Academy Di Capelli
American Addiction Centers, Inc.
Beecher & Bennett Flatow Funeral Home
Bongiovanni Insurance and Financial
Bosco's
Bourassa Catering & Events
Cardinal Engineering Associates, Inc.
Castle Craig Players
Double Play Café
Euro-American Connections & Homecare
F.W.R. Consulting Services
Farms Country Club
Globele Energy, LLC
Il Monticello Restaurant
Illiano's Ristorante & Pizzeria
Meriden Lions Club
Milone & MacBroom, Inc.
People's United Bank
Pyramid Time Systems
Robert A. Gollnick, CPA
Thompson Brands LLC
Top To Bottom Cleaning Services, LLC
V. Czapiga & Son
Violi's Restaurant
W.B. Mason
Weichert Realtors, The Zubretsky Group
Westfield Care and Rehab Center
Women and Families Center

Members Use Members!

ZOEL'S BODY & AUTO
 CENTER

"Collision Specialists & Full Auto Service"

19 Hall Ave.
 Meriden, CT 06451

DAVE SIROIS

President

CT Licensed Appraiser

dsirois@zoelsauto.com



Approved
 Auto Repair

203-237-6464

Fax: 203-634-4541

www.zoelsauto.com

WELCOME

NEW MEMBERS!

We are delighted to introduce our new members - the lifeblood of our organization and the reason we exist. We continually strive to connect you to one another and to our communities. Please welcome them by visiting their website, sending them an email or stopping by to introduce yourself. The personal touch will help our chamber continue to grow and thrive as we continue on our goal to reach 650 members in the coming months!

Page 3 has a membership application -
SHARE it with a friend ...
don't keep us a secret!

Aperture Optical Sciences, Inc.: 170 Pond View Dr., Meriden, CT 06450. The phone number is 860.316.2589. Jennifer Buell is the primary contact. Aperture Optical Sciences, Inc develops and employs advanced technology for making high resolution satellite telescopes, aspheric mirrors, SIC optics, optics for high energy lasers, and engage in the developmental processes of advanced materials.



Officials from the State of Connecticut, City of Meriden and members of the Midstate Chamber of Commerce gathered for a ribbon cutting to welcome Aperture Optical Sciences who recently relocated their high-tech business to Meriden from Durham. The company uses advanced technologies for making high quality satellite telescopes, aspheric mirrors and lenses, and have championed the implementation of Silicon Carbide Optics in the commercial marketplace.

MEMBERS USE MEMBERS



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

Tues., January 10, 2017
5:00 to 7:00 p.m.

74 Cambridge St.
Meriden

The Meriden YMCA would like to invite all Chamber members and their staff to come see where "Meriden YMCA" gymnasts **flip for fun** and "Y" members **reach new levels of fitness!**

The Meriden YMCA Athletic Center is home to the **Gymnastics Academy** and **CrossFit** Meriden programs. Gymnastics classes are offered for all ages and levels.

CrossFit is a strength and conditioning program that builds on movements such as rowing, running, jumping rope, carrying objects, and bodyweight movements and is meant to help build a healthy foundation for everyday activities. Workouts are scaled according to a person's fitness level and needs. CrossFit is for everyone, every age, every body shape and every fitness level. **"Y" members range in age from 17 to 73.**

Learn more at www.meridenymca.org or crossfitmeriden.com or 203.235.6386.

Enjoy Networking, Refreshments, Door Prizes, and more!

Please **RSVP** to this event by calling the Chamber:
203-235-7901, e-mailing: info@midstatechamber.com, or visit
www.midstatechamber.com

This Business After Hours event is in association with the Midstate Chamber of Commerce to showcase the sponsoring member and to offer both members and members-to-be the opportunity to network and enjoy a wonderful evening.



Find business resources at: www.midstatechamber.com

Upcoming JANUARY Events:

Mark your calendars, iPhones, Droids, etc. with these event dates. **M** = Chamber or Business event; **☐** = Community event. More details and RSVP information for these events may be found on www.midstatechamber.com! Chamber event RSVP line: 203.235.7901



This QR code in the upper right corner also brings you right out to our business and community calendars.

This is a SHORT LIST of some of our KEY events – for MORE business and community events including Chamber Committee meetings - details & updates visit...www.midstatechamber.com/Calendar

- M** Thu, Jan 5, 4:00 pm: **NEW YEAR = NEW MEMBERS: Campaign 2017**, Nina's Café, 39 West Main St. Meriden. RSVP: 203.235.7901. to register to HELP us GROW in 2017 - it's a GREAT way to make new contacts for YOUR BUSINESS!!! Refreshments provided.
- M ☐** Sat, Jan 7, 10:00 am: **CT Next Innovation Places Community Meeting** at Meriden Y.M.C.A Community Room, 110 W. Main St.
- M ☐** Mon, Jan 9, 5:30 pm: **CT Next Innovation Places - Imagining Meriden (Living, Playing)** at Gallery 53, 53 Colony St., Meriden.
- M** Tue, Jan 10, 5:00 pm: **Business After Hours Showcasing the Meriden YMCA's New Athletic Center** (note location). See flyer.
- M** Thu, Jan 12, 7:30 am: **New Member Info Session for NEW, Current, Prospective Members** - VALUABLE TIPS - See flyer.
- M** Thu, Jan 12, 9:00 am: **SCORE - Counseling Sessions for Businesses** held at the Midstate Chamber. Call to reserve 203.235.7901.
- M ☐** Thu, Jan 12, 9:30 am: **CT Next Innovation Places - Imaging Meriden (Working, Learning)** at Midstate Chamber.
- ☐** Sat, Jan 14: Sound Tigers Military Night at Webster Bank Arena, 600 Main St., Bridgeport.
- M** Tue, Jan 17, 8:30 am: **Human Resources Roundtable – SPECIAL presentation on 2-1-1**: meeting is **OPEN to ALL**, at Hunter's Ambulance Education and Training Facility, 450 West Main. St. Meriden
- M** Tue, Jan 17, 4:30 pm: **Golf Committee will meet at Violi's Restaurant** – all are welcome to plan for our 30th Tourney!
- M** Thu, Jan. 19, 7:30 am: How Will 2017 Impact Connecticut Businesses, CEDF, 965 East Main St., Meriden. No fee. 888-835-CEDF.
- M** Mon, Jan 23, 6:00 pm: **Meriden Pizza, Pasta and Politics** with Meriden City Council at Hunter's Training Facility. See enclosed flyer.
- M** Tue, Jan 24, 5:30 pm: **Ribbon Cutting Celebration at Flats at 390**, 390 Bee St., Meriden. **ALL ARE WELCOME**
- M** Wed, Jan 25, **Multi-Chamber Night at Bridgeport Soundtigers, Webster Bank Arena**, 600 Main St., Bridgeport. See enclosed flyer.
- M** Thu, Jan 26, 5:00 pm: **Business After Hours Showcasing Holiday Inn Express**. See enclosed flyer.
- ☐** Sat, Jan 28: Sound Tigers Lego Night at Webster Bank Arena, 600 Main St., Bridgeport.
- M** Tue, Jan. 31, 7:30 am: 10 STEPS to Dig Out of Debt, CEDF, 965 East Main St., Meriden. No fee. 888-835-CEDF.
- M** Tue, Jan 31, 5:00 pm: **PRE-SUPER BOWL Meet & Greet with Midstate Chamber at Corner Café**, 321 Church St., Yalesville.
- M** Wed, Feb 1, 8:30 am: **Health & Wellness Council Meeting with Ergonomics Presentation by Faulkner Physical Therapy Group, a member of the IVYREHAB Network** - **OPEN to ALL**.
- M** Fri, Feb 3, 7:30 am: **Breakfast Club Features State of CT Comptroller Kevin Lembo at Four Points by Sheraton**. See flyer.

And, LIKE us on FACEBOOK and FOLLOW us on TWITTER: @MidstateCoC



Twitter - Follow us : @MidstateCoC

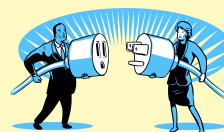


Like us: www.facebook.com/MidstateCoC

COMMITTEE CONNECTION

A LOT of work happens at the committee level here at the Midstate Chamber. We do encourage your involvement and that of your employees on any committee! ALL committee meeting dates and times are listed on the Midstate Chamber's website. Come on out and sit in on a meeting to try it - you will like it: the experience, sharing, connections and more!

Your participation helps YOU, helps YOUR BUSINESS and helps OUR CHAMBER! Questions?
Call us at: 203.235.7901



BREAKFAST CLUB TV - The Chamber's Breakfast program is **NOW AIRING** on Cox Public Access #15 - Frontier: #99 on **Mondays at 9:00 p.m.** Check the chamber website for details and get your popcorn ready!



Find event photos at: www.midstatechamber.com



**2104 North Broad St.
Meriden**

Thurs., January 26, 2017

5:00 to 7:00 p.m.

The Holiday Inn Express in Meriden invites you to attend as they highlight their newly renovated hotel rooms and event space. They would also like to introduce their new Management Staff of General Manager Tom Falco and Sales Manager Pam Silva amongst others.

***Enjoy Refreshments provided by
Illiano's Ristorante & Pizzeria, Tours,
Networking, Door Prizes, and more!***



**Please RSVP to this event by calling the Chamber:
203-235-7901, e-mailing: info@midstatechamber.com, or visit
www.midstatechamber.com**

This Business After Hours event is in association with the Midstate Chamber of Commerce to showcase the sponsoring member and to offer both members and members-to-be the opportunity to network and enjoy a wonderful evening.





BRIDGEPORT SOUND TIGERS

2ND ANNUAL MULTI-CHAMBER NETWORKING EVENT

WEDNESDAY, JANUARY 25TH
NETWORKING: 5:30
PUCK DROP: 7:00

DATE: Wednesday, January 25, 2017

TIME: 5:30pm networking, 7:00pm hockey game

PLACE: Stags Club at Webster Bank Arena
600 Main Street | Bridgeport, CT

EVENT: Networking with members from several Connecticut Chambers of Commerce, followed by **Sound Tigers vs. Providence Bruins** hockey

COST: \$35* per person

REGISTRATION: Must be completed by January 24th on any participating chamber of commerce website

*Includes one drink ticket & appetizers

For more information, contact Jim Bataille at 203.345.4812 | Jim.Bataille@harboryardse.com



BRIDGEPORT SOUND TIGERS
600 MAIN STREET | BRIDGEPORT, CT
203.345.2300 | SOUNDTIGERS.COM



member updates

This QR code in the upper right corner also brings you right out to our member news section of the website where you can view FULL news articles by submission date OR by member. Just SCAN and CLICK!



Find ALL of our members' news online:

<http://www.midstatechamber.com/News>

AJ's Oasis is OPEN again (limited service) after a late September electrical fire. Stop in and enjoy beverages from the full bar AND while they don't have their full menu available quite yet, they do offer a GREAT BUFFET daily starting at 11am. It includes a cold salad "bar" with lots of fixings and a variety of hot offerings that changes daily, including soups. So, stop in and have something there or take it to go: 142 Hanover Street, Meriden; 203-634-4912.



Connecticut Baptist Homes

Each year at Christmas time, Connecticut Baptist Homes, a long-term care community in Meriden, partners with social workers from the Meriden Dept. of Children and Families, helping to make the holidays more joyful for children from the Meriden area. The "Angel Tree", a CBH tradition, identifies children in the Meriden area who are in need of Christmas presents. Fifty "angels" are placed around the tree with the first name and age of the child along with their Christmas wishes. Residents, family members and staff generously contribute unwrapped gifts which are placed in gift bags under the tree and are distributed by the dedicated social workers at DCF. They have been blessed once again to fulfill all 50 wishes of our children and are thankful to everyone who participated to make this holiday one that will be memorable for everyone! Pictured from Left to Right: Gwen Sobiech, Director of Admissions for CT Baptist Homes, Karen Weiss, Social Worker for Meriden DCF, Katherine Fagerburg, Chaplain for CT Baptist Homes and Willie Taylor, Social Worker and Adolescent Worker for Meriden DCF.



Crafting Your Small Business Elevator Pitch



Community Connections

The Elevator Pitch: How do you convey your enthusiasm and make the best possible impression when you meet someone new or are at a networking event? You need an elevator pitch, a concise, persuasive story that sums up your business in no more than a minute. The term elevator pitch comes from Hollywood, where producers would try to sell their blockbuster ideas to studio executives in the span of a short elevator ride. How to craft an effective pitch? Visit this site to learn the 6 steps to crafting a great elevator pitch! https://business.microsoft.com/en-us/articles/crafting-your-small-business-elevator-pitch?wt_mc_id=AID533804_QSG_EML_NLTR_27789

Connex Credit Union's financial fitness competition, **ConneXfactor**, is returning for 2017! Five lucky participants will



work with their own Connex coach to compete for the title of most fiscally fit, along with a \$3,000 grand prize. After all, the Unbank is always looking to help make your financial life better and our coaches can help you achieve that. Even when you're not competing! Please visit www.connexfactor.com to register for competition updates today! And ...we understand that it has become increasingly difficult for families to afford higher education. That's why Connex has partnered with Credit Union Student Choice to provide competitive low variable rate loans with flexible repayment options, no prepayment penalty, and 0.25% rate reduction for automatic payments. Get all the details and apply online at connexcu.org. Visit the Meriden office: 533 South Broad Street, Meriden. 203-603-5844.



EVERSOURCE

Eversource is now providing on-the-go access to important outage and restoration information for all electric customers. Our new outage alerts are available in three convenient channels: text, email or phone, to match our customer's lifestyles. With the six points of information our customers most value, the proactive alerts provide important updates on outages in our communities throughout the restoration process. Beginning with the estimated time of restoration, the alerts can include updates from our restoration crews when they arrive on site, the outage cause, updates to the estimated time of restoration, number of customers restored and the restoration time. Our customers will also receive notifications of impending storms, or inclement weather that could impact the electric system, as well as helpful updates on efforts underway to prepare for any resulting power outages. Visit <https://www.eversource.com/Content/ct-cl/residential/outages/outage-alerts> to access your account and update your choices today!



Find community resources at: www.midstatechamber.com

The Fairfield Inn by Marriott, Wallingford, CT announced its completion of a multi-million dollar renovation that completed on September 15, 2016. Offering 116 spacious guestrooms, the addition of an expanded fitness center, Corner Market offering food and beverage 24 hours and increased the size of the breakfast dining area. Every area of the hotel has been updated from the lobby and business center area to the guestrooms and exterior. A ribbon cutting event hosted with the Midstate Chamber of Commerce took place on Thursday, October 27, 2016. Complimentary tours were given and refreshments were served to all who attended. Developed and owned by CREFIL Waramaug Amesbury Lessee, LLC and managed by Interstate Hotels & Resorts, Fairfield Inn Wallingford fills a niche in the area for both business and leisure travelers. Guests are provided all the essentials needed for a comfortable and convenient stay. The updated hotel offers a combination of guestrooms with one king or two queen beds featuring microwaves, refrigerators, ergonomic work chairs with movable desks. Included in every stay is a complimentary daily hot breakfast buffet in the newly updated and enlarged dining and seating area equipped with plenty of outlets so our guests can stay charged and connected. Located at 100 Miles Drive, the Fairfield Inn Wallingford offers guests convenient access to many area attractions and activities year round. Operated by Interstate Hotels under license from Marriott International, Inc. For more information or to make a reservation, visit Fairfield Inn by Marriott Wallingford or call 203-284-0001.



Fresh Basil Deli & Catering has new hours and a new menu. Their new hours are Tuesday thru Sunday from 11 am to 8 pm and Friday and Saturday until 9 pm. **They now offer bring your own wine and beer.** Looking for a company to cater your next lunch or company party? They are happy to help! Visit www.freshbasilct.com to view their menu or call them at 203.235.0078 or stop in to chat to put a menu together for your next event that needs to be catered! Fresh Basil is located at 164 Scott St., Meriden.



Flats at 390 - Introducing the Flats at 390. Providing newly remodeled, clean, bright, and contemporary flats for the savvy renter. Come visit our 1 & 2 bedroom apartments, some with balconies and fireplaces. Flats at 390 is set on 5 beautifully landscaped acres. Close to entertainment, restaurants, recreation, and shopping. 2 minute easy access to I-91, I-691, I-84, Merritt Parkway (Rt. 15). Only a 15 minute commute to New Haven and Hartford. Take a short drive to the shoreline or any number of Connecticut attractions. Ask about our move in specials. Your new apartment is only a phone call away: 203-634-7770. 390 Bee Street, Meriden, CT. www.flatsat390.com. ALL are INVITED to come out for the Grand Opening / Ribbon Cutting celebration with Flats at 390 on Tuesday, Jan. 24 at 5:30 pm.



Ion Bank recently announced the following appointments: **Laura Gallinoto** has been named Vice President, Regional Branch Manager. Ms. Gallinoto has been an employee of Ion Bank for four years. She was previously a District Executive at Sovereign Bank in West Hartford and an Assistant Branch Manager with BankBoston in Hartford. **Sorrina Salvatore** has been named Vice President, Branch Manager. Mrs. Salvatore joined Ion Bank in 2000 and has held various positions. She is currently a Branch Manager for two Naugatuck branches. **Kendra Hoyt** has been named Vice President, Branch Manager. Ms. Hoyt joined Ion Bank in 1999 and previously held the positions of Head Teller and Assistant Manager. **Diane Teixeira** has been named Vice President, Branch Manager. Ms. Teixeira has been an employee of Ion Bank for more than ten years. Currently she is Branch Manager of the two Waterbury branches. Diane previously worked at Bank of America for seven years in various positions within the Retail Banking Department.



Gallinoto



Salvatore



Hoyt



Teixeira

Image 360 - Wallingford - Dimensional Signage: Adding the element of depth to add greater interest! Business owners, building managers and others seeking to create a higher level of noticeability and sophistication are selecting three-dimensional (3D) signs, letters and graphics over their flat, two-dimensional alternatives. As offered by Image360, dimensional signage is not only highly attractive but also highly affordable. To obtain the best solution for your budget and application - whether indoors or out - you'll choose from dimensional signs and letters in a wide variety of material types, and with multiple illumination options. Contact fellow member, Image 360: 163 North Plains Industrial Rd., Wallingford. 203-949-0726; or visit them online: www.image360.com/wallingfordct.





KUHN Employment Opportunities, Inc. - The staff and leadership teams at KUHN held a United Way Campaign Wrap Up event in December - all who attended had a marvelous time and the United Way of Meriden & Wallingford are very grateful for the contributions from the agency

employees that will go directly back into the communities of Meriden and Wallingford. KUHN provides training placement and employment for people with disabilities. Participants become valued in the community, more independent and proud.

Middlesex Community College

The "Bridges to the Future" program is a dual-enrollment high-school-for-college-credit program between Middlesex Community College and the Meriden Public Schools. MxCC teamed up with both Maloney and Platt High School to develop a new curriculum for high school seniors in need of particular coursework to prepare them for successful entry into college, while also giving them the opportunity to earn college credits. The \$90,000 multi-year grant is through the generosity of the Lloyd G. Balfour Foundation, Bank of America N.A., trustee. The program began in the 2015-16 academic year, with a second cohort enrolling in 2016-17. MxCC professors Adam Floridia and Donna Bontatibus, with assistance from Teresa Cull, implemented the program in collaboration with Larry Boada, Jason Gonzalez, Denise Carr, Cynthia van Fleet and Wojciech Kole from Meriden. Additional MxCC support came from Terry McNulty and Trent Wright. The Foundation welcomes opportunities to partner with others in strengthening college success and career-readiness for all students. Congratulations to all involved.



O&G Industries, Connecticut's largest privately-held construction company, donated over 2,000 toys to nonprofit organizations this holiday season. Company staff donated over 1,500 toys to Torrington's FISH (Friends in Service to Humanity of Northwestern Connecticut) via the Torrington Fire Department's Christmas for Children Toy Drive. In addition, another 500 toys, benefitting 153 children, were donated to the Torrington Area Youth Services Bureau. O&G has been a supporter of the Christmas for Children Toy Drive for over 25 years and a supporter of the Torrington Area Youth Services Bureau Toy Drive for nearly a decade. In 2015, O&G's annual Toy Drive campaign was recognized with a Connecticut Construction Industries Association (CCIA) Community Service Award.



Member to Member Discount:

THE EDGE
FITNESS CLUBS

JANUARY's Featured Discount:

THE EDGE FITNESS CLUBS

Platinum All Access Membership: \$19.99 per month.
Enrollment & Processing Fees Waived - a \$50 savings.
Call 203-235-0150 for info on joining ... or
475-209-9198 for Corporate Memberships.

Be sure to PRINT OUT your certificate online - just look up THE EDGE Fitness Club in the Member Directory and also tell them you are a member of the Midstate Chamber to receive your special offer!

Saint Joseph School - the fifth grade class at Saint Joseph School attended a field trip to **Energize Connecticut Center in North Haven**, an energy efficiency resource center and a hands-on learning lab for children. The fifth graders were given an educational tour on the latest renewable technologies. They learned how to use energy wisely doing many hands on activities. The students also learned about: energy sources, the electricity generation and the important role energy plays in daily life. After their visit the fifth graders were empowered to make smart energy choices at home, at work and in their own community. The class also recently visited fellow member **ARC of Meriden & Wallingford** to learn more about their Aquaponics program!



Workforce Alliance - Workforce Today is up and running! This fall, Workforce Alliance president & CEO Bill Villano began a series of conversations with locally-based but globally-thinking business and public-sector leaders. Through the lens of more than three decades serving this region, Bill and his guests cover what's on their mind now and what they do to make their business, their employees and our economy a better place. Among his first guest are Manufacturing industry leaders Marcia LaFemina of Penn Globe and Paul Hoffman of Orange Research. But he kicks off with New Haven's own 23-term U.S. Representative Rosa DeLauro. The first batch ends with an insightful and inspiring conversation with CT's own Edible Arrangements Founder & CEO Tariq Farid. The free Workforce Today app is available on iTunes or Google Play. You can also stream live from our website: www.workforcealliance.biz/team/workforce-today. Look for more episodes monthly! Got a good topic for Workforce Today? Contact Ann Harrison at (203) 867-4030 x 242 or aharrison@workforcealliance.biz.

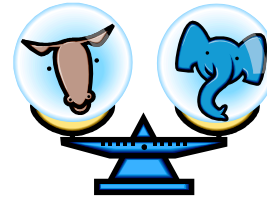




**BACK by
POPULAR
DEMAND...**

Pizza, Pasta & Politics

With Meriden's elected officials



Monday, January 23rd, 2017

5:00 - 7:30 p.m.

Hosted by and held at: **Hunter's Ambulance Service Training Center**
450-478 West Main Street, Meriden, CT 06451

*Our City of Meriden Mayor and Councilors have been invited to attend.
Bring your questions to ask our city leaders or feel free to submit questions in advance:
info@midstatechamber.com.*

The Midstate Chamber of Commerce *provides access and forums to meet one- on-one and in groups
with our elected officials. BRINGING VALUE TO OUR MEMBERS...*

This event brings our diverse membership base and politicians *together* to discuss issues
that are important to the business community.

~~~~~  
**PROGRAM OUTLINE:**

**5:00 p.m.** Doors Open

**5:30 p.m.** Refreshments (salad, pasta, pizza, & beverages).

**6:00 p.m.** Program, including Q&A

**7:30 p.m.** Program Ends

**Fee:** \$15 per person reserved & paid by 1/18/17 \$20 if reserved after 1/18/17

*Please remit checks payable to the Midstate Chamber.*

Please indicate the attending Members, Employees and Guests so we may provide an accurate count to  
the host & so we may create your name badge to **promote you and your business!**

| Name  | Company | Email |
|-------|---------|-------|
| _____ | _____   | _____ |
| _____ | _____   | _____ |
| _____ | _____   | _____ |

---

Please **R.S.V.P.** to the Midstate Chamber of Commerce  
3 Colony Street, Suite 301, Meriden, CT 06451

Tel: 203-235-7901

FAX: 203-686-0172

[www.midstatechamber.com](http://www.midstatechamber.com)





Thanks to Our Sponsors:



*The Breakfast Club  
Celebrates...*

## CT State Comptroller Kevin Lembo

**Friday, February 3rd**

7:30 a.m. to 9:00 a.m.

**Four Points by Sheraton,**  
275 Research Parkway, Meriden



Kevin Lembo was elected to a second term as Connecticut's State Comptroller following 20 years of public service & advocacy. As the state's chief fiscal guardian, Lembo monitors & reports on the state's financial status, coordinates state health care and payroll & administers the statewide electronic accounting system. He has been hailed by advocacy groups & the media as a "champion of transparency" for open government initiatives such as "Open Connecticut" – an online hub of state financial data that simplifies access to real-time state spending information. Lembo is also leading initiatives to ensure that all residents have access to retirement savings options through employers and to deliver competitive, affordable ultra-high-speed Internet service to every business and household in the state.

### Program Format:

7:30—8:15 a.m. Arrival, Networking, & Great Breakfast Buffet

8:15—8:30 a.m. Announcements, Recognition      8:30—9:00 a.m. Presentation with Q & A

Company Name: \_\_\_\_\_

Name: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Chamber Members:\$20 in advance;\_\_\_ check enclosed Chamber Members:\$25 at the door (without a reservation)  
Members to be \$30. \*Registration changes must be made 2 days prior to event to avoid charge\*

Credit Card #(AX, Disc, VI, MC)\_\_\_\_\_

3 digit code:\_\_\_\_\_ Card Zip Code\_\_\_\_\_ Exp.\_\_\_\_\_

Sponsorships are available—call the chamber for details - options for every business and any budget are a GREAT way to promote your business via The Breakfast Club!



**Please RSVP by  
February 1st**



3 Colony Street, Suite 301, Meriden, CT 06451 Ph: 203.235.7901  
Fx: 203.686.0172 info@midstatechamber.com  
**www.midstatechamber.com**





# The Breakfast Club Celebrates...

## Sponsorship Options For Every Business, Any Budget!

| Bronze                                            | Silver                                                           | Gold                                                              | Platinum<br>Exclusive<br>One Per Event                          |
|---------------------------------------------------|------------------------------------------------------------------|-------------------------------------------------------------------|-----------------------------------------------------------------|
| Business Name listed on table tent cards at event | Business Logo listed on table tent cards at event (.5" h x 2" w) | Business Logo listed on table tent cards at event (1" h x 2.5" w) | Business Logo listed on table tent cards at event (2" h x 4" w) |
| 1 Breakfast Admission                             | 3 Breakfast Admissions                                           | Reserved table with 6 Breakfast Admissions                        | Reserved table of 10                                            |
| Shared Display Table (2 per table max)            | Shared Display Table (2 per table max)                           | Exclusive Display Table                                           | Exclusive Display Table                                         |
| Business Name Listing on event Web Page           | Business Name Listing on event Web Page                          | Business Name Listing on event Web Page                           | 11 Breakfast Admissions including 1 Seat at the Head Table      |
| Recognition from podium at Breakfast              | Recognition from podium at Breakfast                             | Recognition from podium at Breakfast                              | Business Name Listing on event Web Page                         |
|                                                   |                                                                  | LOGO on pre-event promotional materials                           | Recognition from podium at Breakfast                            |
|                                                   |                                                                  | WEB AD on Chamber web site for 1 month                            | Up to 1 minute "commercial" at podium                           |
|                                                   |                                                                  |                                                                   | Introduction of Guest Speaker                                   |
|                                                   |                                                                  |                                                                   | LOGO on pre-event promotional materials                         |
|                                                   |                                                                  |                                                                   | Banner displayed in hall at event                               |
|                                                   |                                                                  |                                                                   | WEB AD on Chamber web site for 1 month Prime Placement          |



*These rates are PER event. Any Business Interested in Sponsoring more than one – or as a series – may contact the Chamber so that we may create a special package that suits your needs and budget!*

*Select breakfast events are taped for airing on Public Access Television and on the Midstate Chamber website.*

3 Colony St., Suite 301, Meriden, CT 06451  
Ph: 203-235-7901 Fx: 203-686-0172 [info@midstatechamber.com](mailto:info@midstatechamber.com)  
[www.midstatechamber.com](http://www.midstatechamber.com)

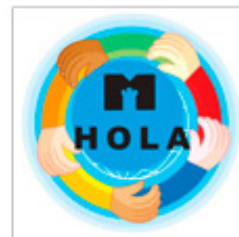






# Casino Bus Trip

**Saturday,  
February 18, 2017**



**Come One, Come ALL But...Hurry Space is limited -  
Reserve your seat(s) Today!**

**Departure Time: 9:00 AM** to meet the 9:30 am SHARP Departure  
from: Lewis Ave. Commuter Lot, Meriden CT

**Cost:** \$30.00 per person (\$20 back ➡ \$10 food voucher & \$10 bet)

**Return to Meriden: 6:00 PM**

Foxwoods is your Connecticut destination for casino excitement surrounded by top entertainment, gourmet dining, premier shopping including the Tanger Outlets, luxury and more. There will be prize drawing's on the bus!

**Proceeds Benefit the 2017 HOLA Education Award Fund!**

**YES, RESERVE MY SEAT(S)!**

NAME

PHONE

EMAIL

Check enclosed \_\_\_\_\_ Charge My Card Below \_\_\_\_\_  
Credit Card # (AX, Disc, VI, MC) \_\_\_\_\_

3 digit code: \_\_\_\_\_ Zip Code \_\_\_\_\_ Exp. \_\_\_\_\_

3 Colony Street, Suite 301, Meriden, CT 06451

Ph: 203.235.7901 Fx: 203.686.0172

[info@midstatechamber.com](mailto:info@midstatechamber.com) [www.midstatechamber.com](http://www.midstatechamber.com)



# EXHIBIT AT THE 2017 EXPO UNDER THE BIG TENT!!!!

## These are just SOME of the Daffodil Festival Weekend Highlights:

- ⊗ 2 hour parade on Saturday morning
- ⊗ Huge variety of food vendors
- ⊗ Over 30 continuous musical performances at 3 separate stages
- ⊗ Arts & Crafts Section and Carnival Amusements
- ⊗ Special Activities & Programs for Children
- ⊗ FREE ADMISSION to festival AND expo tent

Our 2 Day exhibitors take advantage of a leisurely Friday afternoon setup from 2:30 p.m. to 6:30 p.m. at no additional charge. Set up early, go home and rest and come back on Saturday morning refreshed and ready to connect with the crowds!

REMEMBER, Midstate Chamber is also YOUR CONNECTION to:

- ⊗ TIPS on HOW to set up your BOOTH
- ⊗ SIGNAGE / BANNERS for your exhibit
- ⊗ PROMOTIONAL PRODUCTS & Giveaways

...We have Members that can help you with this & more!

We are pleased to accommodate special displays such as vehicles, tractors, hot tubs, motorcycles, and more INSIDE the tent! Call us to learn more.

### 2017 EXPO Hours of Operation

- Setup on Friday - 2:30 p.m. to 6:30 p.m.
- Exhibit Saturday - 10 a.m. to 6 p.m.  
Festival activities continue until 9:30 p.m.
- Exhibit Sunday - 10 a.m. to 5 p.m.

This Expo is produced by: The Midstate Chamber of Commerce, Inc.  
3 Colony St., Suite 301, Meriden, CT 06451  
Ph: 203.235.7901 / Fx 203.686.0172

[info@midstatechamber.com](mailto:info@midstatechamber.com) [www.midstatechamber.com](http://www.midstatechamber.com)

and

The Meriden Daffodil Committee dba Festivals in Meriden, Inc.  
producers of the 39th Annual Daffodil Festival!  
[www.daffodilfest.com](http://www.daffodilfest.com)

## Sponsorship & Vendor Info

Why our Members exhibit and ...  
keep coming back each year!

Sell Products & Services | To Make Valuable Connections  
Gain Maximum Exposure | Increase Market Share and Visibility  
To HAVE SOME FUN!!!

### Title Sponsorship - Business Expo \$4,595

- ⊗ Promotion STARTS NOW - press release with "naming of 2017 expo tent"
- ⊗ Banner at Entrance of EXPO tent & Logo on Continuous Slideshow at Chamber Booth
- ⊗ Double Prime Exhibitor Booth with electricity for 2 days
- ⊗ Company Name/Logo on all materials such as press releases, e-minders, Expo newsletter flyers, and Chamber website special event page (40,000 unique visits to the website on average per month)
- ⊗ Company banner displayed inside the tent in a premier location
- ⊗ Company logo on bags distributed from chamber booth
- ⊗ Prime Sponsor Signage (18x24)
- ⊗ Company logo and/or promotion on reverse side of vendor maps
- ⊗ One Year Premier Web Ad (chamber home page or internal pages)

### Presenting Sponsorship - \$2,895

- ⊗ Double Prime Location Exhibitor Booth with or without electricity for 2 days
- ⊗ Name Inclusion on promotional materials
- ⊗ Company Name/Logo on all materials such as press releases, e-minders, Expo newsletter flyers, and Chamber website special event page
- ⊗ Company banner displayed inside the tent in a key location
- ⊗ Company logo on bags distributed from chamber booth
- ⊗ Prime Sponsor Signage (18x24)
- ⊗ One Year Top Banner Ad on chamber website (\$550 value)

### Prime Location Sponsors From \$1,095

Prime Location Exhibitor Booths are located near the entrances and at the ends of aisles for 2 days. Prime Location Sponsors also receive your company name on bags, a single prime space, Prime Sponsor 18 x 24 signage, and recognition on the Chamber's website.

### All Other Vendors - 1 or 2 Days From \$495

Lots of exposure *inside a climate controlled tent!* Perimeter locations have access to electricity. All locations provide our vendors with excellent visibility and traffic.



April 29th & 30th

This is THE VENUE to  
PROMOTE your Business:  
Central Connecticut's  
LARGEST EXHIBIT  
of Area Businesses!



Hubbard Park  
West Main Street, Meriden, CT

In partnership with the  
39th Annual  
Daffodil Festival



The Midstate Chamber of Commerce, Inc. invites your business to take advantage of the 2017 Business Expo under the big tent to promote your business, organization or products! The Expo, at the regional Daffodil Festival, features displays from a variety of companies and organizations who want to connect with a huge and diverse audience of over 50,000 people over two days.

Whether you are a new business, a seasoned company, a general contractor, financial institution, non-profit, technology company, insurance company, car dealer, etc., this two-day event is the PERFECT venue to advertise to a wide audience and the exposure connects you with a large population from all over New England.

Look at what our past and returning exhibitors have said:

- "A valuable opportunity to reach new customers"
- "You can't afford NOT to be there"
- "I received so many leads for my business..."
- "Very organized - ALL businesses should exhibit"
- "The BEST venue in central CT...very generous space!"
- "The Return on Investment is incredible"
- "Can't wait until next year"



### DON'T MISS THIS VALUABLE OPPORTUNITY

- This event is held in conjunction with the 39th Annual Meriden Daffodil Festival drawing attendees from all over New England.
- The exhibit tent is secured by Security Guards and assisted by Mule Security Systems during the off hours of Friday and Saturday nights so displays are protected and items do not have to be brought back and forth daily.
- Easy on and off the highway with many area hotels available.
- All Expo Exhibits are in a 100' x 120' enclosed tent on the tennis courts. All exhibits are out of the elements and off the dirt ground.
- All exhibits requiring electricity are on the perimeter of the tent.
- The Festival Food tent is across from the EXPO tent.
- Restrooms are available for exhibitors just steps away from the EXPO tent.







In Partnership With:  
The 39<sup>th</sup> Annual  
Daffodil Festival



# Business & Community

Saturday, April 29<sup>th</sup>  
and  
Sunday, April 30<sup>th</sup>

## Exhibiting Company Information: Please print clearly

|                                                                                                                                                                                                                                                                                                                                                                   |     |                                 |                |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|---------------------------------|----------------|
| Name of Presenting Company                                                                                                                                                                                                                                                                                                                                        |     |                                 | Contact Person |
| Mailing Address                                                                                                                                                                                                                                                                                                                                                   |     |                                 |                |
| City                                                                                                                                                                                                                                                                                                                                                              | St  | Zip                             | E-mail Address |
| Phone                                                                                                                                                                                                                                                                                                                                                             | Fax | Exact Wording for Booth Signage |                |
| 1. Please read and complete this application and return to the Midstate Chamber of Commerce with your <i>minimum</i> non-refundable deposit of \$350.00 to reserve your space with payment in FULL before April 21, 2017.<br>2. Applications must be received by April 3, 2017 to guarantee your space.<br>3. Your Vendor Packet will be sent prior to the event. |     |                                 |                |

## Choose your Option Below

## REGULAR RATES

|                                                                               |         |
|-------------------------------------------------------------------------------|---------|
| <input type="checkbox"/> Title Sponsor(s) * — See trifold for features        | \$4,595 |
| <input type="checkbox"/> Presenting Sponsor(s) * — See trifold for features   | \$2,895 |
| <input type="checkbox"/> Saturday & Sunday "Perimeter Prime Booth" *          | \$1,195 |
| <input type="checkbox"/> Saturday & Sunday "Interior Prime Booth" *           | \$1,095 |
| <input type="checkbox"/> Saturday & Sunday Exhibitor Booth *                  | \$ 995  |
| <input type="checkbox"/> Saturday Only Exhibitor Booth (10:00 a.m.—6:00 p.m.) | \$ 695  |
| <input type="checkbox"/> Sunday Only Exhibitor Booth (10:00 a.m.—5:00 p.m.)   | \$ 495  |

**WOW! Join these companies that have already registered to be UNDER THE TENT with us!**

Middlesex Community College; Casanova Remodeling; Higher Movement, LLC; PALS Power Washing, LLC; LeafFilter North of Connecticut, Inc.; Power Home Remodeling Group; Arbor Energy; Hartford Courant; MidState Medical Center; Taylor Made Communications

Electricity is \$35.00 for each 15 amp circuit. Please plan accordingly and bring any extension cords and power strips you may need.

Electricity is available at Perimeter locations only. Please indicate here the equipment requiring electricity: # of Outlet(s) x \$35 = \_\_\_\_\_

**TOTAL** Amount Due including Exhibitor Booth & Electricity \$ \_\_\_\_\_

\* All Saturday exhibitors can take advantage of a leisurely set-up on Friday afternoon from 2:30 p.m. to 6:30 p.m.

This will allow exhibitors to set up during normal working hours, go home and get rested and come back on Saturday ready to greet the crowds!

☐ Yes ☐ No We will be setting up on Friday Afternoon

Regular Daffodil Festival EXPO Hours: Saturday—10 a.m. to 6 p.m. (Daffodil Festival closes at 9 p.m.) and Sunday—10 a.m. to 5 p.m.

All booths will be 8' (Deep) x 10' (Wide) with: 3' High Flameproof Draped Side Rails, 6' Skirted Display Table, 8' High Flameproof Back Wall Drape, 2 chairs, Exhibitor ID Signage. Additional items may be contracted through the pipe and drape vendor.

Please indicate what you will be exhibiting at your space.

Presenting: \_\_\_\_\_

Please return this reservation form with your payment or deposit to: The Midstate Chamber of Commerce, Inc.  
3 Colony St., Suite 301, Meriden, CT 06451 info@midstatechamber.com 203-235-7901 / fax 203-686-0172 www.midstatechamber.com

ACCEPTANCE: I agree to abide by all guidelines, specification, rules and regulations governing the Midstate Chamber of Commerce and to the terms and conditions of payment. All cancellations must be in writing by April 1, 2017. All initial deposits are non-refundable. Please sign below.

|                                                                                                     |                        |                           |
|-----------------------------------------------------------------------------------------------------|------------------------|---------------------------|
| Signature:                                                                                          | Title                  | Date                      |
| Printed Name of Signer                                                                              | Company Name           |                           |
| <input type="checkbox"/> Bill us <input type="checkbox"/> Credit Card (AX, Disc., VISA, MC) # _____ |                        |                           |
| Exp. Date: _____                                                                                    | Zip Code of Card _____ | Card Verification # _____ |

Visit [www.midstatechamber.com](http://www.midstatechamber.com) or [www.daffodilfest.com](http://www.daffodilfest.com) for more details about the 2017 Festival!







# Business & Community

Saturday, April 29<sup>th</sup>  
and  
Sunday, April 30<sup>th</sup>

## Central Connecticut's Largest Exhibit of Area Businesses!!

With an audience of 50,000+ ...  
**This is THE PLACE for Maximum Exposure**  
for your Business  
Up to 65 Exhibitors Under One Tent  
Expo in 2017 is 2 DAYS! Friday Setup  
only + exhibit on Saturday and Sunday



### WHY YOU SHOULD EXHIBIT:

- Sell Your Product
- Gain Maximum Exposure
- Make Valuable Connections
- Increase Market Share & Visibility
- Expand Your Contact Base



This event offers outstanding exposure in a unique venue and is a fun filled weekend for all! That's why we've created  
OPTIONS FOR EVERY BUDGET: from \$495 to \$4,595

**Sponsorships  
and  
Prime Spots  
Offer GREAT  
Visibility &  
Valuable  
Promotion!!**

Midstate Chamber of Commerce  
2017 EXPO  
Sponsor Booths  
All Locations Subject to Change

**Register Early Prime Spots SOLD OUT in 2016!**

### 2016 EXPO Hours of Operation

- If you plan to exhibit on Saturday, you are eligible to take advantage of Friday afternoon setup from 2:30 p.m. to 6:30 p.m.
- Saturday, April 29 from 10 a.m. to 6 p.m. (the Festival activities continue until 9:30 p.m.)
- Sunday, April 30 from 10 a.m. to 5 p.m.

See reverse and brochure for more information and application.

### WE DO OUR BEST TO MAKE THIS AN ENJOYABLE EVENT FOR ALL OF OUR VENDORS...EXHIBITING IS EASY:

- ALL Exhibits are located inside a 100' x 120' enclosed tent on the tennis courts—so all exhibits are out of the elements and off the dirt ground.
- Electricity is available on the perimeter of the tent.
- The tent is secured by Security Guards and assisted by Mule Security Systems during the off hours on Friday and Saturday evenings so exhibits are not tampered with and items do not have to be brought back and forth daily.
- Prime spaces are located near entrances and at the end of aisles. Perimeter Prime have access to electricity; Interior Prime locations do not.
- Expo Sponsors receive additional "perks" such as company name on bags distributed from the chamber booth throughout the weekend, prime space, special sponsor signage, and more.
- Reservations for all Expo locations are required by March 1, 2017 to guarantee accurate signage & booth placement. Booths must be staffed at all times for maximum prospect interaction. Electricity availability cannot be guaranteed with reservations placed after March 1, 2017.
- Parking IS allowed in the Park on Friday ONLY. If setting up your exhibit on Saturday or Sunday, you may enter the Park between 7:00 a.m. and 9:00 a.m. All vehicles must be out of the park by 9:00 a.m. For Saturday and Sunday, vendors are shuttled in after your exhibit is set-up. Easy, Convenient Shuttle Transportation begins running continuously at 8:00 a.m. and continues until 9:00 p.m. on Saturday and 5:00 p.m. on Sunday.



# \*\*\* STAND OUT \*\*\* WITH AN AD IN THE 2017-18 MAGAZINE



# InSight

## The Midstate Chamber Magazine

### Magazine Ad Options

**YES! I LOVE the LOOK of the MAGAZINE and WANT TO RESERVE an AD NOW for the 2017-18 edition! IF YOU ARE DOING BUSINESS IN THIS REGION...YOU MUST BE IN THE MAGAZINE – YOU WILL STAND OUT WITH AN AD – and we've created pricing for every budget.**

- Ads will be based on 2 1/2 x 2 1/2 sized panels of ad space – in virtually any configuration on a page of 12 panels. (3 across and 4 down) The first panel is only \$290 (early bird) which is a lower entry price point than previous books.
- BE CREATIVE! SPLIT your ad space – purchase 1/2 page – 6 panels and have 1/4 page in TWO areas! Do the same with an ADVERTORIAL: 3 panel ad with 3 panel info / tip from your business!

**Early Bird Specials (commitment and payment) run through December 15, 2016.**

| YES!<br>Reserve<br>My Space         | Popular Sizes           | Number<br>of<br>Panels | Regular<br>Price<br>After<br>12/15 | Early<br>Bird<br>By<br>12/15 | Early<br>Bird<br>Saves |                                                                                                |
|-------------------------------------|-------------------------|------------------------|------------------------------------|------------------------------|------------------------|------------------------------------------------------------------------------------------------|
| <input checked="" type="checkbox"/> | Single Panel            | 1                      | \$ 300                             | \$ 290                       | \$ 10                  | Affordable entry ad rate for EVERY business!                                                   |
|                                     | Double H or V           | 2                      | 535                                | 475                          | 60                     |                                                                                                |
|                                     | Quarter Page H          | 3                      | 770                                | 660                          | 110                    |                                                                                                |
|                                     | Third Page H or V       | 4                      | 1,005                              | 845                          | 160                    |                                                                                                |
|                                     | Half Page               | 6                      | 1,475                              | 1,215                        | 260                    |                                                                                                |
|                                     | Two Thirds              | 8                      | 1,945                              | 1,585                        | 360                    |                                                                                                |
|                                     | Inside Full Pages       | 12                     | 2,885                              | 2,325                        | 560                    | This allows a full 7.5" x 10" of messaging!                                                    |
|                                     | Full Page I/O<br>Covers | 12                     | 3,095                              | 2,495                        | 600                    | Only 3 prime opportunities – and they<br>INCLUDE a top banner ad on the<br>chamber's web site! |

**Here are some examples of ad layouts based on panel sizes...AND EARLY BIRD RATES!**

|                                         |                                                    |                                     |                                     |
|-----------------------------------------|----------------------------------------------------|-------------------------------------|-------------------------------------|
| Double<br>5 x 2.5<br>2 panels<br>\$ 475 | Quarter<br>Page<br>7.5 x 2.5<br>3 panels<br>\$ 660 | Third<br>Page<br>2.5 x 10<br>\$ 845 | Two<br>Thirds<br>5 x 10<br>\$ 1,585 |
| Double<br>2.5 x 5<br>2 panels<br>\$ 475 | Half<br>Page<br>7.5 x 5<br>6 panels<br>\$ 1,215    | Third<br>Page<br>5 x 5<br>\$ 845    |                                     |
| Single<br>1 panel<br>\$ 290             |                                                    | 4 panels                            | 8 Panels                            |

**THIS MAGAZINE IS THE GO-TO RESOURCE** viewed by thousands of people: It is a Chamber Membership Directory, Communities Guide and MORE. This full color Resource Guide is the go-to guide for businesses and residents! A minimum of 5,000 copies (print & digital) are distributed to the Chamber Membership, at Member locations, at special events & in relocation packets. YOUR AD promotes your business / organization AND illustrates your PRIDE in being connected with our central CT region.

**EARLY BIRD AD RESERVATION FORM: Make your selections in above grid (✓)**

Company: \_\_\_\_\_ Contact: \_\_\_\_\_

Bill Me (Payment must be received by December 15th, 2016 to receive the Early Bird Rate!)

Check Enclosed or Credit Card - Card # \_\_\_\_\_

Exp. Date: \_\_\_\_\_ Ver. Code: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Submit to: Midstate Chamber of Commerce, Inc., 3 Colony St., Suite 301, Meriden, CT 06451  
Ph: 203-235-7901 / Fax: 203-686-0172 / info@midstatechamber.com www.midstatechamber.com

