

2012 Mark Twain Lake Chamber of Commerce

Membership Application

The Mark Twain Lake Chamber of Commerce works to promote tourism and economic development around the lake. We accomplish these tasks in a variety of ways supported largely by your membership dues. While amounts are voluntary, we ask that you give according to the following guidelines:

Individual Member \$35.00
Business Member \$100.00 to \$1,000.00
Website Member \$120.00
Enhanced website Member \$150.00

This application is: _____ **Renewal** _____ **New Membership**

Type of Membership:

_____ **Business** _____ **Individual Member**
_____ **Website Membership** (*includes website link*)
_____ **Enhanced Membership** (*includes banner ad*)

Amount Enclosed _____

Name of Business _____

Brief description of services: _____

Individual Name (*Contact Person*) _____

Address _____

Town _____ State _____ Zip _____

Telephone _____ E-Mail _____

Please make check payable to: **Mark Twain Lake Chamber of Commerce**
42494 Delaware Lane
Perry, MO 63462
FAX 573-565-2205

**Mark Twain Lake Chamber of Commerce
2012 Marketing Committee
Promotional Fee Form**

_____ YES! You can count on my support for 2012.

Business Name: _____ Type of Business _____

Address _____ Contact Person _____

Literature to be distributed _____ Phone _____ FAX _____

E-Mail _____

Total amount enclosed \$ _____
(Minimum amount \$100.00)

Literature to be distributed should be delivered to The Harbor Inn, Room 106, or to the Mark Twain Regional COG office, 42494 Delaware Lane, Perry, MO 63462.

**Tentative 2012 Sports Shows to be attended
by Mark Twain Lake Chamber of Commerce**

_____ I would be willing to work at a sports show on the dates checked below. Please contact me to confirm scheduling and other details.

Let's Go Fishing Show: Collinsville, IL – January 7, 8, 9

Jan. 7 _____ Jan. 8 _____ Jan. 9 _____

St. Joe Sport, Gun and Outdoor Show: St. Joe, MO – January 22, 23

Jan. 22 _____ Jan. 23 _____

Illinois Fish & Feather Expo – Bloomington, IL - January 28, 29, 30

Jan. 28 _____ Jan. 29 _____ Jan. 30 _____

Cedar Rapids Boat, Sport and Travel Show – Coralville, IA - Feb. 4, 5, 6

Feb. 4 _____ Feb. 5 _____ Feb. 6 _____

St. Louis Boat & Sports Show – Edward Jones Dome – February 9, 10, 11, 12, 13

Feb. 9 _____ Feb. 10 _____ Feb. 11 _____ Feb. 12 _____ Feb. 13 _____

QCCA Outdoor Show – Rock Island, IL - Feb. 17, 18, 19, 20

Feb. 17 _____ Feb. 18 _____ Feb. 19 _____ Feb. 20 _____

The Boat Show – Springfield, IL - Feb. 25, 26, 27

Feb. 25 _____ Feb. 26 _____ Feb. 27 _____

Elmwood All Outdoors Show – Elmwood, IL - March 5, 6

March 5 _____ March 6 _____

MARK TWAIN LAKE CHAMBER OF COMMERCE

42494 Delaware Lane
Perry, MO 63462
(573) 565-2228 – Telephone
(573) 565-2205 - Fax

Sports Show and Promotion Committee

Dear Merchant and Mark Twain Lake Supporter,

In recent years, the Mark Twain Lake Chamber of Commerce has taken an active role in promoting the lake by marketing the region at a number of Midwest Sports Shows, as well as helping to distribute the lake's full-color magazine. The Sports Show and Promotion Committee wishes to thank each of you who provided financial support for our efforts in 2011 and previous years.

Because of that support and participation, the Chamber has been able to have two display systems to showcase the lake area in recent years. For the upcoming 2012 winter Sports Show season, the Chamber will again incorporate a new and improved display system with updated photos. To support this endeavor, as well as promoting your own business, individuals and businesses can contribute to the promotional distribution fee to the Mark Twain Lake Chamber.

This fee includes the distribution of your personal brochures, business cards or items, as well as an estimated 15,000 copies of the color-bound Mark Twain Lake magazine at the sports shows and area businesses. These promotional items are also included in a vacation guide packet each time the office receives a request for information about the lake.

The cost to you is \$100.00 – about \$4.00 per show day. You will also receive reports from boat show attendees concerning the success of the shows. (*See Addendum on back page*)

The enclosed form lists the shows which the Chamber has already registered to attend. If you are able to work at any of the shows, please contact the office or return the completed form. As we are required to pay for the booth space well in advance, we would appreciate your payment of the distribution fee and work schedule as soon as possible.

If you have any questions or need more information, please call the Chamber office at 573-565-2228 or 573-565-2203.

Sincerely,

Sports Show and Promotion Committee

Addendum: In an effort to further publicize the assets of the Mark Twain Lake, the Chamber redesigned their website in 2010. For the basic membership fee of \$100.00, members will have their business information and a link to their website. An enhanced membership will cost an additional \$20.00 and includes a photo and brief description of the member's business on the details page. Members who want to have their banner ad displayed on the Chambers' website, (*with a direct link to their own site*) may do so for an additional \$30.00 per year. Thus, the three levels of membership:

Basic - \$100.00

Enhanced - \$120.00

Enhanced plus banner ad - \$150.00

Additional fees for enhanced listings and banner ads will be paid to the website manager for the first year. Fees for subsequent years to maintain the enhanced membership and banner ads as is will go to the Chamber.

Any member may register and post their content to the website, but the information must be edited and approved by the website administrator.