

REQUESTS FOR PROMOTION OF A NON-CHAMBER EVENT

The Chamber team are happy to publicise non-Chamber events to our member network provided they meet certain guidelines.

1. The date and topic of the event does not clash with an existing Chamber event and is of relevance to our members
2. The event is of high quality and, in the case of conferences, is preferably already established in the industry calendar
3. The event is to be hosted in Singapore (consideration for SEA or UK events)
4. There is sufficient capacity to share an event in the calendar

Entitlements and actions for member companies:

1. Listing on our Partner Events webpage by submission to www.britcham.org.sg/partner-events (login required) or email to marcoms@britcham.org.sg. The webpage display runs in date order.
2. At least one text/URL listing of the event in the '*Events Beyond BritCham*' portion of our weekly eNewsletter, close to the event date.
3. Members are entitled to utilise the advertising option of a promotional email to our member network dependent on content and subject to availability. Charges apply.

Actions for external event vendors:

1. For free events and those where the only direct benefits to the Chamber are to be listed as a Supporting Partner (or similar) and/or discounted pricing for members:
 - a. Listing in Partner Events webpage and the eNewsletter as detailed above. Note that no social media post or emails to our members are offered in these instances due to the volume of requests.
2. For events of clear relevance to our member network with a high-ticket sale value, discounts to members and a minimum 10% **commission agreement** on all ticket sales (tracked and reported through a dedicated URL):
 - a. The event will be publicised in the main Chamber calendar with recognition as an Affiliate Partner (or similar)
 - b. Recurring mentions in the Chamber's weekly eNewsletter
 - c. Standalone post on our LinkedIn, Facebook and Twitter company pages (combined 8,000+ followers)
 - d. Promotional email to our member network
 - e. The entitlements above are subject to availability and a formal agreement being in place