

## Regional Advantage

When you're ready to go to the top.

Your partnership with us includes the opportunity to put 1SI's chief executives, your own *Board of Experts*, on retainer. This high-impact level also includes everything in the *Elite Market*. Other benefits include facilitated introductions to businesses of your choice, PR and media coverage assistance, discounts on products and services, sponsorship opportunities and much, much more.



Includes everything in BASIC and ELITE (listed on the back) plus:

- Regional Strategic Team on retainer with the following resources: financial services, marketing / branding / sales, leadership / management development
- Regional press coverage (will work with our contacts to get your company in print)
- Quality connections of your choice (facilitated introductions to our contacts)
- Regional database with frequent updates

- Recognized and advertised as a Regional Advantage member in both print and online directories
- First right of refusal on select sponsorship opportunities with a built-in 30% discount
- Annual invitation to Breakfast with the Board of Directors, key 1SI staff, leaders and partners
- Three additional professional listings or business locations

Total Value.....\$9,490

Only \$1,250 per year

regional

**One** Southern  
Indiana

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[www.1si.org](http://www.1si.org)

## Enroll in Regional Advantage when you're ready to go to the top.

Enrollment in Regional Advantage includes all of the premium benefits on the reverse side plus all of the benefits from Basic Connect and Elite Market listed below.

### BASIC CONNECT Benefits:

- Online business listing includes basic contact info, a 25-word description, one category and link to your Web site
- Print business listing includes basic contact info in printed Directory by category and alphabetical order
- Subscriptions to *The One Report* newsletter and *One Weekly* e-newsletter
- Valued member plaque for display at your business
- Online Hot Deals offer ability to both advertise and take advantage of business-to-business discounts on products and services
- Online Job Postings are ways to advertise and search job opportunities
- Online Community Calendar available to advertise and search events
- Committee involvement
- Free admission to more than 70 events and programs, including quarterly New Client Connect Breakfasts, monthly Network of Champions and 5 O'Clock Network gatherings, quarterly Sales & Marketing Success seminars, roundtables, tradeshow and more
- Discounted member pricing for 50+ events and programs – bi-weekly regional industry-based conferences, monthly Women in Business meetings, Awards Luncheon, Minority & Women Owned Business Conference and the 1si Annual Golf Scramble
- Discounted pricing on advertising opportunities including the Business Mailer, direct mail database, newsletter inserts, e-newsletter ads, tradeshow booth space and sponsorships
- Advertise through a door prize
- Good for one business location

### ELITE MARKET Benefits:

- Elite Marketing Strategies — includes retaining 1SI's chief marketing officers with specific deliverables in marketing, branding and advertising
- Two additional categories in online and printed business listing
- Recognized as an ELITE business in both listings and bold listing in printed Directory
- Online postings of your press releases and company news at [www.1si.org](http://www.1si.org)
- Ribbon Cutting Services for grand openings, expansions, remodels and major achievement celebrations
- \$100 credit toward the purchase of 1SI's direct mail database
- Free admission to quarterly Sales & Marketing Success seminars
- Two free tickets to your choice of our three regional mini business conferences
- Two free tickets to any Women in Business program
- Advance notice for tradeshow booth space
- Company profile in the monthly *The One Report* that includes your business name, address, phone number, Web address and a 10-word description
- 10 free guest passes to Network of Champions
- 10 free guest passes to 5 O'Clock Network
- 10 free guest passes to Sales & Marketing Success
- Good for one business location