

Advocating for the Growth and Revitalization of Our Local Community and Businesses

The Hallowell Area Board of Trade, (HABOT) is a valuable tool for any small business owner and our hope is that you fully embraced us!



take a photograph of this symbol
to retrieve hallowell.org



The average chamber costs are usually \$300 - \$1000.
NOT here! Our membership has stayed the same for
several years. Only **\$100** for the entire year.



What does a membership to the
Hallowell Area Board of Trade
mean for you and your business?



What would a membership to the Hallowell Area Board of Trade mean for me and my business?

A Business Partner With Your Needs In Mind

No matter which industry you are in, support from like-minded people is a key factor in your success. We can tap into our colleagues, online groups, and social media, but one avenue we often overlook is at the community level. The Hallowell Area Board of Trade (HABOT) is your entry into this valuable resource.

Credibility

Statistics show that 63% of consumers are more likely to purchase from a business that is part of a professional community and 44% are likely to view those businesses more favorably. Your area board of trade establishes reliability and trust that can translate into increasing your customer base and revenue.

Support

Not only do HABOT members actively support each other at the individual level with recommendations and cross-promotional activity, but as a group we also advocate for each other and for our collective good. HABOT members are very involved in local government, and we have a strong presence on various city and county committees. We diligently promote community-based, business-friendly initiatives that serve and benefit our members.

Exposure

Internal promotion among members is one of the main perks of professional organizations. Use of a member directory and access to a membership-only online community increases your business to business transactions. HABOT also gives you external promotion since we regularly advertise Hallowell area businesses in local media.

Networking

Despite its prevalence in our lives, electronic and print media can only go so far. Nothing can replace the advantage of face-to-face interaction. Getting to know other area businesses, learning what is just outside your door, makes not only for a stronger community, but also for better business practices. Knowing your local colleagues will help you think and act locally.



So what have we done for you lately?

- Spearheaded the iconic colorful chairs at our waterfront and continue to insure and maintain them
- Sponsored local events, parades, festivals and fireworks
- Liaised with other community organizations and the city to keep our city thriving
- Promoted businesses in Hallowell in print and social media

What's on tap for this year?

- Expanded advertising
- More sponsored networking opportunities
- Updating Hallowell.org
- Membership window decals
- Member-only private Facebook group

