



Los Angeles Area
Chamber of Commerce



Go Mobile!

- Promote Chamber Events
- Attract New and Retain Members
- Generate Non-Dues Revenue

Why Mobile?

- 550,000+ NEW devices shipped everyday!
 - Daily smart phone/device sales
 - 150,000 iPhones
 - 101,000 Blackberry Phones
 - 200,000 Android (Google) Phones
 - 100,000 iPads
- 4 Billion Apps Downloaded from iTunes since 2008

Why Mobile?

- In 2011 mobile Internet users will be sending and receiving more data in one month than all of 2008
- The next billion Internet users will come from mobile devices
- \$2.2 Billion of online goods will be purchased in 2010 on mobile devices



Why a Mobile App?

- Move membership database to the hand
- Use GPS location to drive traffic to members
- Attract new members, and retain existing members
- Promote chamber events
- Increase non-dues revenue
- Demonstrate market leadership

Application Features

Top Features



GPS- Enabled Mapping

MyChamberApp allows your business location to be pinpointed on an easy to navigate map. MCA allows one touch dialing to call each business member .

[Learn More...](#)



Search

Search by category, sub-category, type of business , business name or location.

[Learn More...](#)



Hot Deals

Learn about member-to-member discounts, coupons and special offers.

[Learn More...](#)



Events

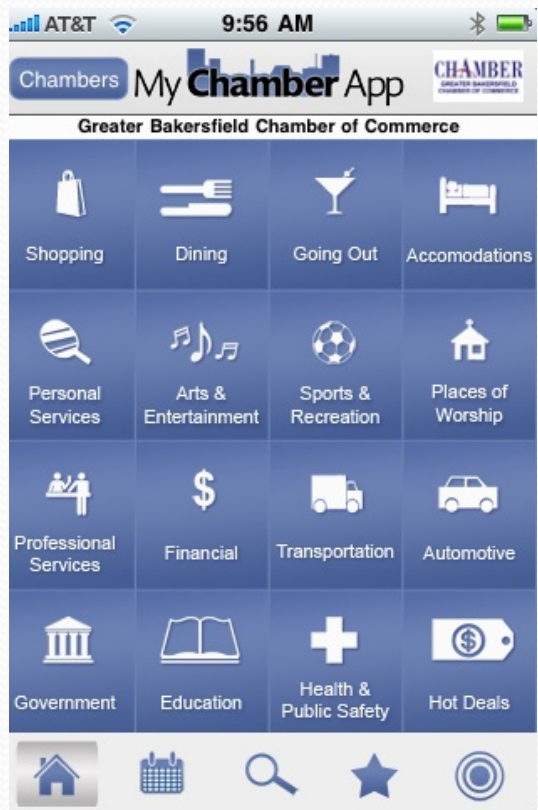
Not near a computer? Want to go to an event? Find out where and when you nearest chamber event is happening.

[Learn More...](#)

My
Chamber
App

Your Chamber in Your Hand

Members Get Discovered



- Select category
 - NAVTEQ categories
 - Industry standard for GPS and other navigation devices

On Top



- Premium Listings at top
- Featured Listings follow
- Standard Listings last
- By closest proximity

Premium Listing

Featured Listing

Standard Listing

Standard Listing

Standard
Included with
Chamber Membership

Included

Promote Your Business
Name

Share Your Location





Drive Calls to your Phone

Promote Your Website





AT&T 7:01 PM

Back My Chamber App Northern Kentucky

Personal Services

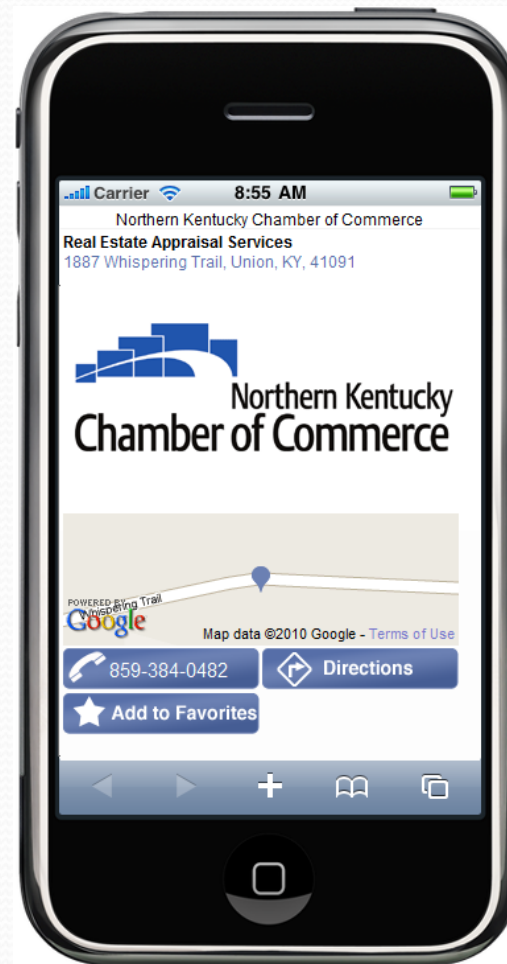
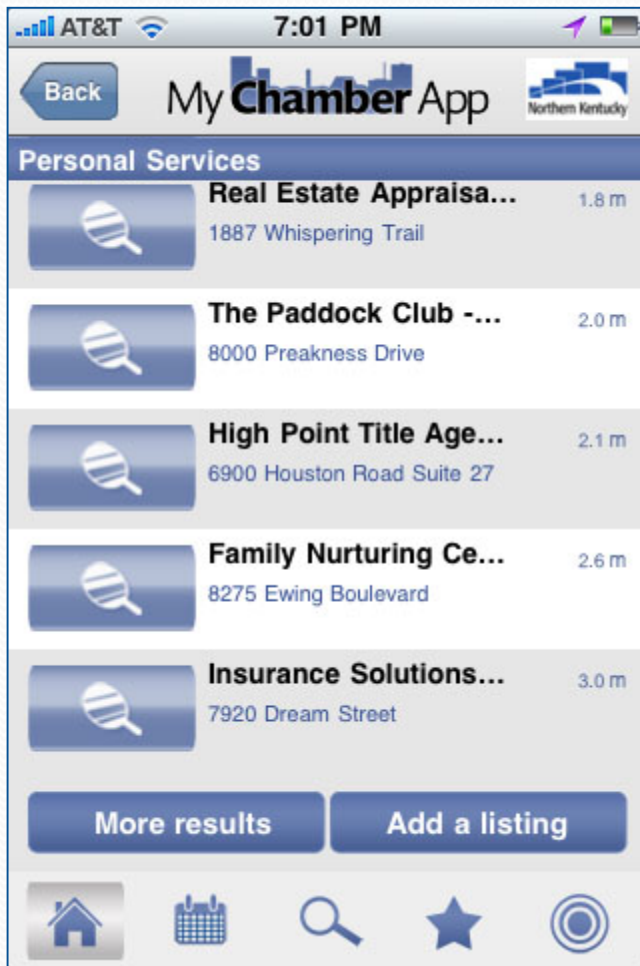
	Real Estate Appraisa... 1887 Whispering Trail	1.8 m
	The Paddock Club -... 8000 Preakness Drive	2.0 m
	High Point Title Age... 6900 Houston Road Suite 27	2.1 m
	Family Nurturing Ce... 8275 Ewing Boulevard	2.6 m
	Insurance Solutions... 7920 Dream Street	3.0 m

More results Add a listing



Standard Listing



Featured Listing

Featured
\$299
Upgrade Now

All "Standard Listing" features **PLUS+**

Higher placement in search results

Double size listing

Photos of your business

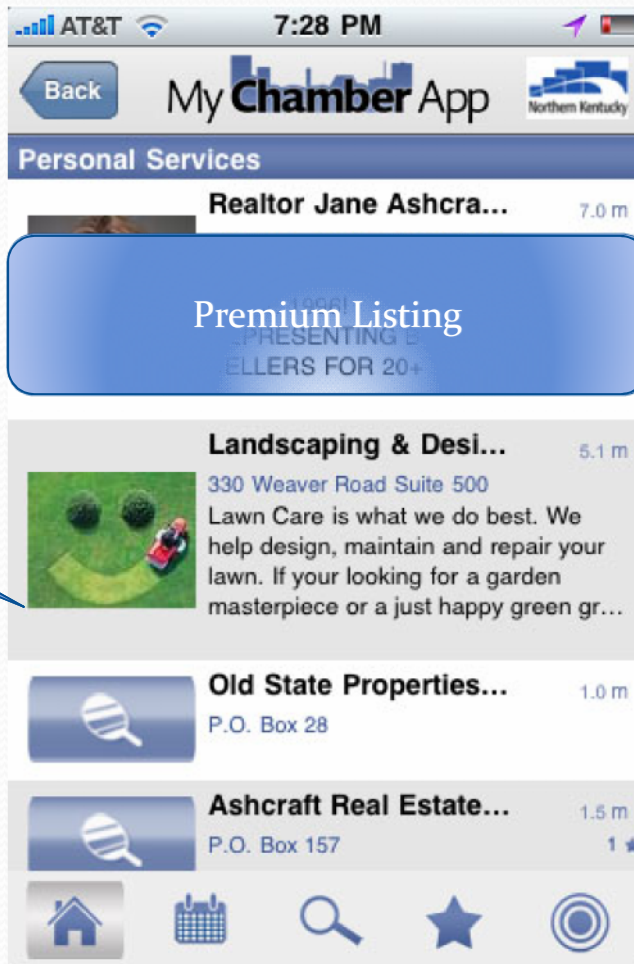
Description of your business

Mobile Map

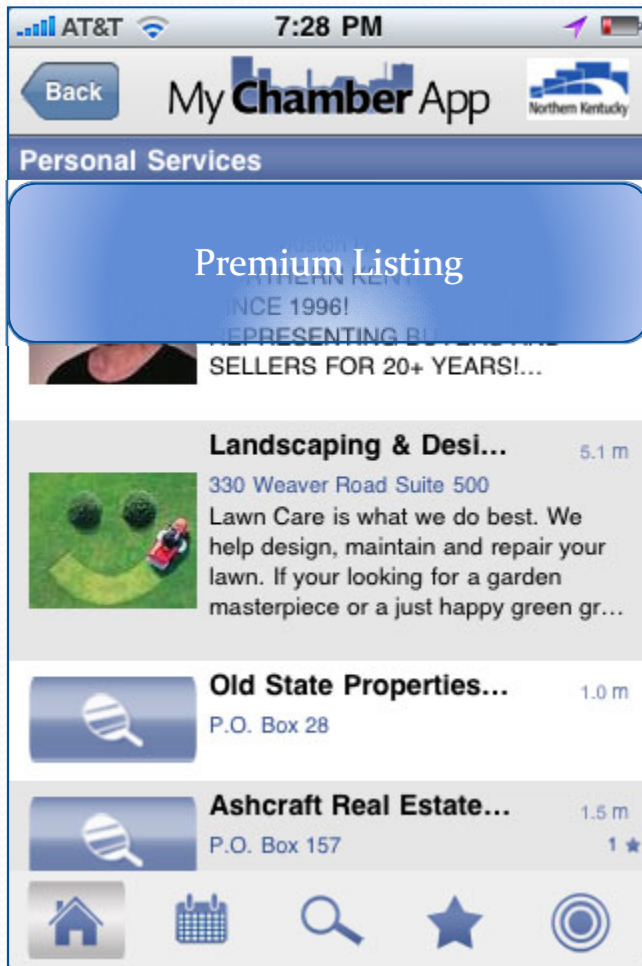
Social Media Sharing

Address book addition

Featured Listing



Featured Listing



My
Chamber
App
Your Chamber in Your Hand

Premium Listing

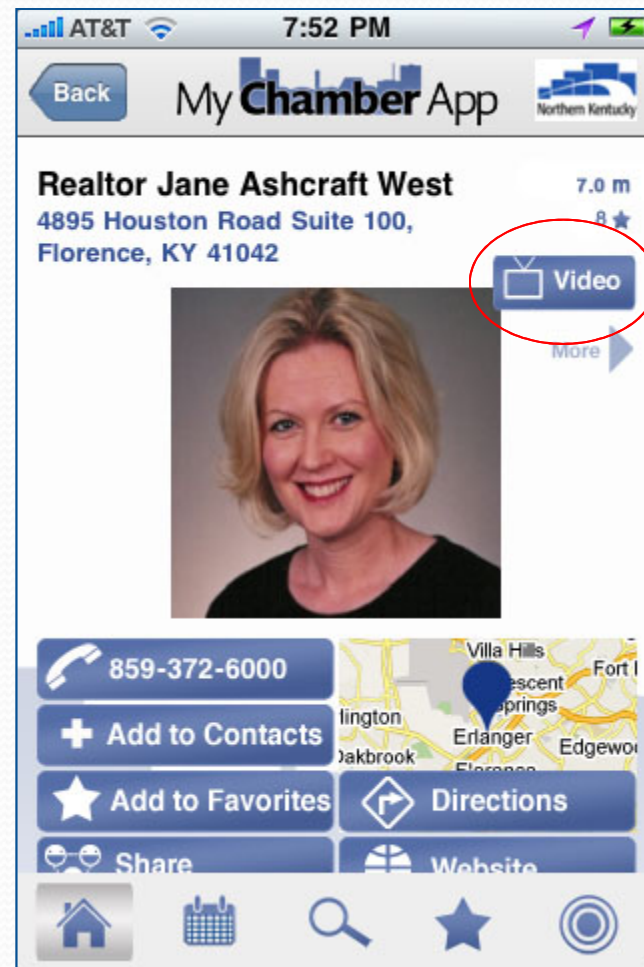
Premium
\$995

Upgrade Now

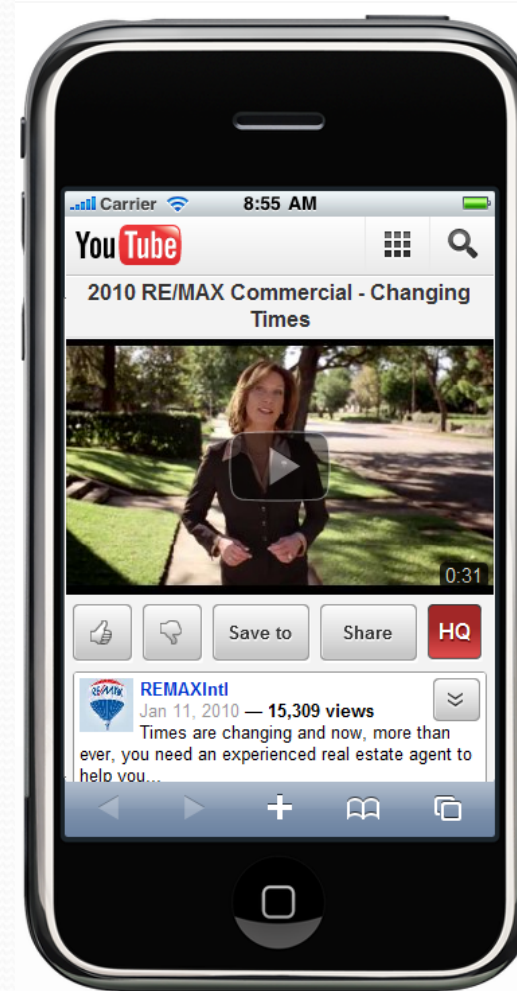
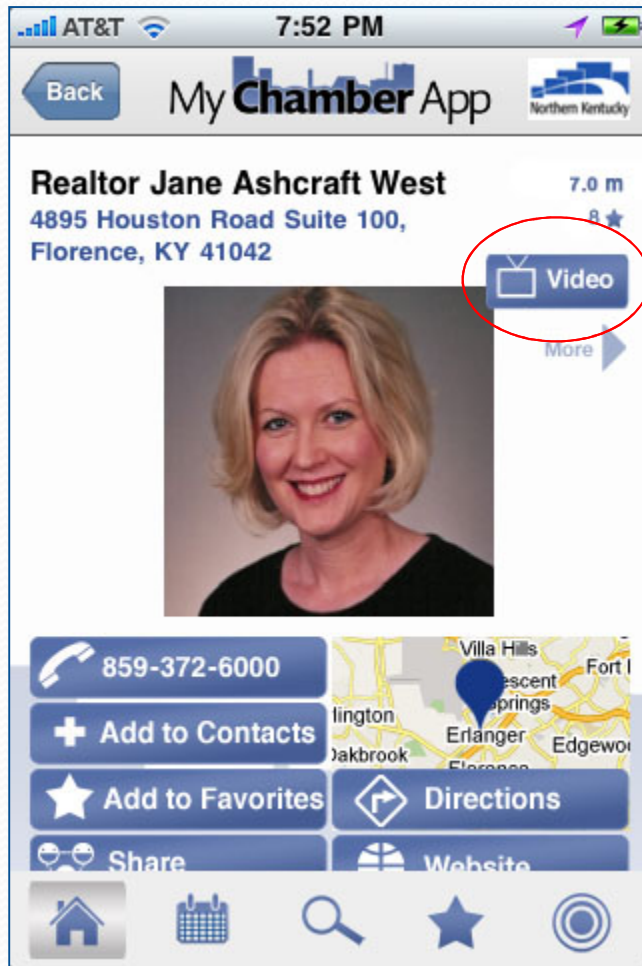
All "Enhanced Listing" features **PLUS+**

a 30 second video

HIGHEST placement in results



Premium Listing



Upgraded Listings

Featured

\$299

[Upgrade Now](#)

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Higher placement in search
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Double size listing

Photos of your business

Description of your business

Mobile Map

Social Media Sharing

Address book addition

Premium

\$995

[Upgrade Now](#)

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HIGHEST placement in
results

My
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Upgraded Listings

Pricing*

- Introductory rates for advertising are as follows:
 - Featured Listing
 - \$299.00 per year
 - Premium Listing
 - \$995.00 per year
 - Platinum Sponsorship (Complete App Sponsor)
 - \$5-10 per member per year

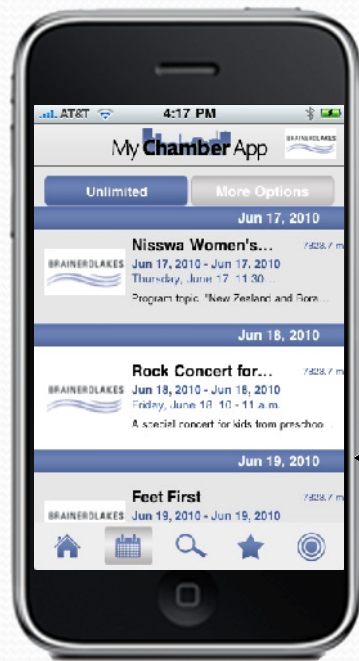
**note - this is per year, not per Term*

Upgraded Listings

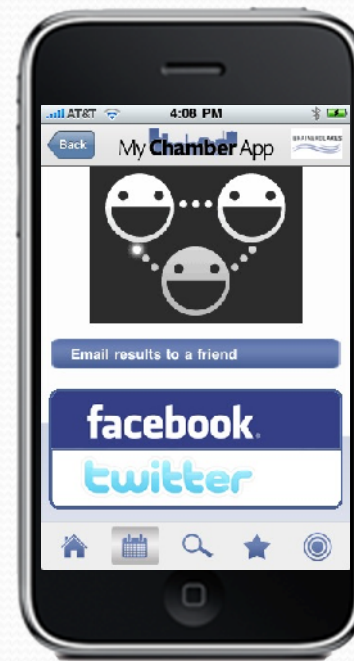
Revenue

- MyChamberApp Sold
 - MCA will pay a flat 10% of revenues received from the sale of listings and sponsorships
- Chamber Sold
 - MCA will pay a flat 35% of revenues received from sales of listings and sponsorships

Promote Chamber Events



Sorted By Date



Share with Friends

You're not alone!



Application Summary

- Supports multiple platforms
 - iPhone
 - iPod Touch
 - Android
 - Blackberry
 - Others using mobile web (m.mychamberapp.com)
- Intuitive, user-friendly application
- Ongoing maintenance and upgrades, continuing innovation

Summary

- Communicate with chamber members 24/7, 365 days
- Sponsorship and marketing opportunities
 - Revenue sharing
- Low cost starting at \$2.50 per member, per year

One-time Offer!

- Only \$1.25 per member, per year
 - 2 year minimum commitment
 - Prepaid for entire 24 month period
- Discount doesn't kick-in until a minimum of 14 Chambers agree to buy
- Offer available until 12-01-2010
- Exclusively offered through ChamberSolutions



View Video



Click Screen
to Play



<http://animoto.com/play/GUJoyukeyYFaknjXChMLTnQ>

Special Promotional Video

Talk to Us



ChamberSolutions

kpenn@chambersolutions.com

800.924.3543

My
Chamber
App

Your Chamber in Your Hand