



OTTAWA  
BOARD  
OF TRADE

# Your Voice of Business

---

[info@ottawabot.ca](mailto:info@ottawabot.ca) | VOICE OF BUSINESS | [OTTAWABOT.CA](http://OTTAWABOT.CA)





# Be A Member. Build Your Business. Shape Our Community.

The Ottawa Board of Trade is the voice of business and key advocate for economic growth in the National Capital Region. Our mission is to cultivate a thriving, world class business community. One that drives affordable, inclusive, innovative and sustainable city building. One that elevates quality of life for all - today and for the next generation.

As an independent, member centric, nonpartisan, non-profit organization, we serve every size and sector of business across Ottawa including multi-national corporations, small and medium enterprises and home based entrepreneurs.

**We exist only to advocate for the growth of the businesses we serve.** Our businesses are facing a time of unprecedented change, opportunity and challenge. It is more critical than ever to ensure we have a strong Board of Trade representing the long term interest of our businesses and advancing the economic growth of our community. Our combined voice influences decision making, policy and priority setting in a way that any one entity could not do alone.

**We invite all Ottawa businesses to join us today.** Get involved and spread the word. Your local board of trade has a history of driving change, and growth, especially during the most uncertain times. Today, we have a unique opportunity to transform Ottawa, capitalize on our strengths and reach our full potential - together.

**The time is now!** Please visit our [website](#) or contact [membership@ottawabot.ca](mailto:membership@ottawabot.ca) to get involved. Be a member and start growing your business and influence today.



**Sueling Ching**  
President & CEO, Ottawa Board of Trade





# What's In It for YOU?

Access to important information and resources.  
Stay connected, build your brand, promote your business.  
Develop your team, influence the economic growth agenda, be a thought leader.

## IMPACT OTTAWA

Advance our community as a global iconic city. Be a leader committed to a strong voice of business.

Share your ideas and opinions for economic growth and government policy.

Volunteer as an active committee member for issues that directly impact opportunities for growth and reduce barriers to business.

## GENERATE BUSINESS

Create new sales, revenue and raving fans by expanding your brand with quality promotional plans.

Engage with online social media marketing and in person event sponsorships to increase your profile among key business leaders, potential clients and partners.

Attend events, workshops and meetings to meet new people and build trusting relationships. Invite your team, your clients and your prospects to events as a way to reward inspire and create value for others.

## SAVE MONEY

Increase your bottom line with exclusive member discounts and affinity programs.

Enjoy exclusive pricing on events and promotional programs for affordable and effective marketing and training opportunities.

Offer savings and extra bonuses to all your employees to create a built in "Employee Rewards" program.

## GET CONNECTED

Attend high value events that inform, inspire and recognize local business excellence.

Build relationships with local business and community leaders, potential clients, employees and investors.

Develop key skills, generate creative ideas and business solutions and emerging opportunities.

# Your Pathways to Success

Choose the route that best supports your business goals.

## BUILD YOUR BUSINESS

Members aiming to expand their business through savings programs, networking, and brand amplification.



### Connect \$750

For entrepreneurs and early stage start-ups.

### Grow \$1,000

For businesses wanting to expand their networks.

### Invest \$2,000

For established businesses ready to amplify their brand.

## SHAPE YOUR COMMUNITY

Members aiming to contribute to the advancement of a prosperous and strong business community.

### Influence \$4,000

For advocates interested in propelling the Ottawa ecosystem.

### Lead \$6,000

For leaders in the business community.



# Member Benefits:

## BUILD YOUR BUSINESS

	Invest \$2,000	Grow \$1,000	Connect \$750*
15% savings on select advertising opportunities	Yes		
Opportunity to submit a thought leadership blog post for increased company visibility	Annual		
Branded corporate rotating banner on OBOT website (homepage) for 30 days - \$600 value	Yes		
Opportunity to serve on committees and task forces	Yes	Yes	
Eligible to sponsor OBOT events	Yes	Yes	
Priority registration for events (some restrictions may apply)	Yes	Yes	Yes
Communicate events, offers and promotions through OBOT	Yes	Yes	
Enhanced business directory listing	Yes	Yes	Yes
Preferred rate to all ticketed events	Yes	Yes	Yes
Exclusive access to content, reports, tools, research and resources through our weekly newsletters and special communications	Yes	Yes	Yes
Opportunity to inform policy, programs, and priorities through Member surveys	Yes	Yes	Yes
Access to the Chambers of Commerce Group Insurance plan and Affinity Programs	Yes	Yes	Yes
Direct mailing of CAPITAL Magazine	Yes	Yes	Yes
Provide exclusive offers on FanSaves (Member-2-Member discount program)	Yes	Yes	Yes
Eligibility to apply for OBOT Board of Directors	Yes	Yes	Yes
Savings on Certificates of Origins	Yes	Yes	Yes



# Member Benefits:

## SHAPE YOUR COMMUNITY

	Lead \$6,000	Influence \$4,000
Eligibility for invite to bi-annual town halls with the CEO	Yes	
Eligibility for an editorial profile in CAPITAL Magazine	Yes	
Eligibility to participate in industry roundtables (based on subject matter)	Yes	
Logo recognition on OBOT's Leadership webpage	Yes	
One-time complimentary Membership Spotlight across OBOT socials and newsletter	Yes	
Onsite onboarding session for your team with OBOT staff	Yes	
Eligibility for exclusive access to special receptions (i.e. Capital Magazine launches)	Yes	Yes
Opportunity to serve on committees and task forces	Yes	Yes
Eligible to sponsor OBOT events	Yes	Yes
Communicate events, offers and promotions through OBOT	Yes	Yes
Financial credit to attend events (some restrictions apply)	\$500	\$350
Opportunity to submit a thought leadership blog post for increased company visibility	Quarterly	Bi-Annual
Branded corporate rotating banner on OBOT website (homepage) for 30 days - \$600 value	Yes	Yes
Annual social media post on OBOT channels - \$300 value	Yes	Yes
Annual sponsored content in OBOT newsletter - \$300 value	Yes	Yes
Invitation to attend the post AGM reception at no charge	Voting rep + 1	Voting rep
Savings on Certificates of Origins	Yes	Yes
Access to the Chambers of Commerce Group Insurance plan and Affinity Programs	Yes	Yes

### Benefits Also Include:

- Enhanced Business Directory listing
- Preferred rate for ticketed events
- Opportunity to inform policy, programs, and priorities through Member surveys
- Exclusive access to content, reports, tools, research and resources through our weekly newsletters and special communications
- Eligibility to apply for OBOT Board of Directors
- Priority registration for events (some restrictions may apply)
- Direct mailing of Capital Magazine
- Provide exclusive offers on FanSaves (Member-2-Member discount program)

