ICEA will accept nominations for the Annual Excellence Awards through May 10th.

This is a great opportunity for your chamber to garner statewide recognition for the hard work that staff accomplished on specific new projects throughout the past year.

Chambers are divided into the following categories for judging:
0—400 members
401—700 members
701+ members

Upon reviewing, all applicants scoring above 90% will receive an Excellence Award.

Chambers may enter multiple entries.

Deadline —May 10th.

E-mail entry link with this completed form to info@iceaonline.com.

Mail a non-refundable check payable to ICEA for $25 per entry to:
ICEA, P.O. Box 377, Hanover IN 47243.

Questions? Please call the ICEA office at 812-871-3000.

icea
Indiana Chamber Executives Association

Excellence in Innovation Awards

About the award: The Annual Excellence Awards will recognize innovative new projects from your chamber this past year. Chambers may submit multiple nominations for various projects, however each nomination must showcase something new offered by your chamber during this past year. This award recognizes excellence in innovative new ideas. Complete a separate form for each entry.

E-mail your entry with this completed form to info@iceaonline.com prior to May 10th. Each entry submitted for review will be charged a $25 non-refundable fee. Please mail this review payment payable to ICEA to: P.O. Box 377 Hanover IN 47243. An invoice will also be sent for you to pay with debit/credit card.

Chamber of Commerce Madison County Chamber c

What are you submitting for? Billboard Ad co-op

Contact: Clayton Whitson

Telephone: 7656209557

E-Mail: clayton@getlinkedmadison.com

Complete a duplicate entry for more than one entry. Please circle below the size of your chamber:
- 0—400 members
- 401— 700 members
- 701 + members

Forward e-mail with your submission attached to info@iceaonline.com no later than May 10th.

<u>Excellence in Innovation Awards Submission: Billboard Advertising Co-op Program</u>

We are thrilled to submit our Madison County Chamber of Commerce Billboard Advertising Co-op Program for consideration in this year's awards. Our program has demonstrated remarkable growth and innovation over the past year, doubling in size and expanding to offer members the opportunity to advertise on multiple digital billboards throughout Madison County.

The Madison County Chamber of Commerce Billboard Advertising Co-op Program has quickly become a cornerstone initiative, providing our members with a unique and highly effective marketing platform. By strategically placing digital billboards in high-traffic locations, we ensure maximum exposure, with upwards of 280,000 passing vehicles each week.

What sets our program apart is its accessibility and affordability. We have worked diligently to negotiate highly discounted rates for our members, making digital billboard advertising an attainable marketing strategy for businesses of all sizes. This democratization of advertising has empowered our members to elevate their brand visibility and reach new audiences in our community.

One of the key strengths of our program is the enthusiasm and engagement it has generated among our members. We have consistently received positive feedback, with businesses expressing excitement about the opportunity to leverage the impact of digital billboards to promote their products and services. This enthusiasm speaks volumes about the value and effectiveness of our co-op program.

In addition to providing these opportunities for our members, this has been a fantastic non dues revenue generator for our chamber. This program has added an extra $45,600 in net revenue which has bolstered many other areas of service for our team.

In conclusion, the Madison County Chamber of Commerce Billboard Advertising Co-op Program embodies excellence in innovation by providing our members with a cost-effective, high-impact advertising solution that leverages the latest in digital technology. We are proud of the program's growth and success, and we believe it is deserving of recognition in the Excellence in Innovation Awards.