



BUSINESSES OF EAST HANTS!

Join us in celebrating the 4th annual



OPEN EAST HANTS DAY!

Open East Hants Day is a unique opportunity for residents and visitors of East Hants to celebrate our local business community. Businesses that register for this event open their doors to the public and invite the community into their place of businesses to share their products and services. This collective "Open House" event makes it easy for people to experience everything East Hants has to offer in one day, so that they become ambassadors of our area by getting acquainted with the people who work and play here. There is no cost to participate and all businesses are encouraged to take part.

Last year the event proved to be a huge success with many residents taking to the streets to celebrate the business community and what East Hants has to offer. There was an opportunity for everyone - home based businesses had the option to take part in our Pop-Up Market in Elmsdale.

So now that you're excited and definitely signing up for this event, it's time to start thinking about what you can do to draw people into your business that day. There are so many possibilities! Let us know and we will amplify your message through our channels and help drive traffic.

PROMOTIONAL IDEAS:

- Music and other forms of entertainment can do a lot to animate your location.
- Restaurants can do back door take out specials with the emphasis should be on dishes that can be served very quickly and eaten easily.
- An online contest, # draw, or photo contest.
- Interactive tasks, have them take part in something you create.
- Tours, Meet-the-maker, information sessions.
- Flash sales, discounts, giveaways, prize draws, BBQ's, activities for children.

TIPS:

- Check our Open East Hants day map (www.ehcc.ca/open-east-hants-day) to see what others around you are doing that day (i.e. if your neighbour has planned a BBQ, you may want to plan something else).
- Think about engaging with other businesses or organizations near to you to combine your efforts that day to make a bigger impact.
- Keep in mind this works best if you spread the word and not only should you promote your business, but your neighbour's that day.
- Actively promote your participation using your usual channels; print an ad, social media, newsletters etc. Make your participation fun - this isn't about 15% off sales, this is about getting people to connect with your business on a level that builds community spirit and pride.
- This is a good opportunity to grow your contacts, get people to sign up for your newsletter.

WHAT WE DO:

- Provide an online map showcasing all the locations and what they are doing.
- Deliver OEH posters and other promotional material to your business for display.
- Promote your business and promotions through our social media channels.
- Print a large scale map of who is participating in the May 22th edition of The Enfield Weekly Press.
- Organize a pop-up market for home-based businesses and others that want to join in.

Please note: deadline for advising of your participation in printed material is May 3, 2019.



REGISTRATION FORM
OPEN EAST HANTS DAY!
MAY 25th, 2019

FORM MUST BE FILLED OUT IN FULL IN ORDER TO COMPLETE REGISTRATION

NAME OF BUSINESS – please write exactly as you want to be shown online and in the promotional materials:

BUSINESS LOCATION – complete with postal code:

PROMOTIONAL TIME – All Day? 10-2? 4-6? It's up to you, we just need to know:

SPECIAL EVENT – what are you doing special that day? Please provide details:

WOULD YOU LIKE TO SET UP AT THE POP-UP MARKET? –S.B. Tirecraft Parking Lot, 485 Hwy 2, Enfield. If yes, please add details of what you will be displaying. Set up time is 8:30-10am. Market will run from 10am-3pm. We ask that you do not start to tear down your booth until after 3pm. You will need to bring your own table/tent and anything else you may need.

BUSINESS WEBSITE (if you don't have one write N/A):

FACEBOOK PAGE (if you don't have one write N/A):

TWITTER HANDLE (if you don't have one write N/A):

EMAIL THIS FORM TO INFO@EHCC.CA

Please note: deadline to list your business in printed material is May 3th, 2019.

