

Members Only



## *Marketing and Networking*

*A primary function of ASAC is to market and network ASAC members to the construction industry. The marketing and networking functions are incorporated into every aspect of the programming, events and activities of members. Most marketing and networking opportunities are no charge, at the outside the cost is minimal.*

- ASAC encourages members to arrive 10-15 minutes early to scheduled activities and events to allow for ample networking time where ideas are exchanged, new and existing customers are met, and opportunities developed.
- ASAC encourages members to attend networking events prepared with a message, business cards and other information to provide to customers, prospective customers and associates.
- ASAC members are featured in the ASAC online directory at [www.ASAColorado.com](http://www.ASAColorado.com). Each member listing includes a company profile. Make sure it is current and up to date as this part of the ASAC website has over 7,000 unique hits each month.
- AScribe markets the projects of ASAC members for **NO CHARGE** through the Member Showcase on the ASAC website. This feature integrates with the website of member companies and links to all parties on the project to provide networking and marketing of member companies throughout the industry. This virtual marketing tool is a way of saying thank you to project partners and displaying your handiwork in full color to anyone who visits the ASAC website, your website and any other project partner's website featured.
- ASAC members can add their logo alongside their member listing in the online ASAC Membership Directory for \$100. The member logo is linked to their company website or email address.
- ASAC members may add a 5-frame color animated banner ad that is linked to their website/email address on the ASAC website. Only 10 banner ads are accepted annually with first right of refusal going to existing members upon renewal. Cost \$550 per year and \$50 for a one time graphic development fee
- ASAC has advertising opportunities in a variety of publications that are circulated to the construction industry.
- ASAC has the resources available to members to develop their social media campaigns; Facebook, LinkedIn and Twitter

*ASAC offers to members other sponsorship opportunities in a variety of price ranges. ASAC guarantees a maximum return on your sponsorship investment with the recognition and promotion of your company in ways that are unique to ASAC. For sponsorship opportunities contact the ASAC Office 303.759.8260, ask for DG Denu, Membership Director to discuss your marketing budget and marketing opportunities with ASAC..*