



# Operational Policies: Member-Hosted Mixers

Effective June 2014

Thank you for your interest in hosting a mixer with the PEI Business Women's Association (PEIBWA). Mixers are an excellent opportunity to showcase your business, meet prospective clients, and build relationships with business women from across Prince Edward Island. PEIBWA plans one mixer a month in addition to other programming and events.

## General

To be a mixer host you must be a PEIBWA member in good standing. You may co-host the mixer with another business with the approval of PEIBWA; preference is given to co-hosts also being PEIBWA members. You may not partner with another Chamber or Business Organization without prior approval of the PEIBWA.

No fees are charged by PEIBWA to mixer hosts; PEIBWA mixers are open to all guests free of charge, including non-PEIBWA members. Mixer hosts are not permitted to sell raffle tickets or allow any other guest to do so, or assess any fees for participation.

Mixer locations must be in a commercial property or location, and provide capacity for at least 50 guests; parking for same; and appropriate washroom facilities. Accessible spaces are preferred but exceptions may be made on a case by case basis. Mixers will not be approved for home-based businesses. All locations will require a site check. PEIBWA reserves the right to refuse or defer a hosting request.

Hosts who have previously held a PEIBWA mixer in the past three years will not be given priority for future bookings to ensure as many members as possible have the opportunity to host.

Mixer hosts are encouraged to provide some form of hospitality for their guests, including a non-alcoholic beverage; finger foods or snacks; all necessary supplies for food and drink. A cash bar may be offered by the host if desired.

A registration / check in table for PEIBWA staff is required, as well as a coat rack depending on the season. PEIBWA will provide name tags for all guests on check in.

All mixer hosts have the opportunity to make a formal welcome, a brief speech, promote a product or service, or have a drawing for a prize or giveaway. Please let us know if you would like to conduct a draw and what you require from guests to enter (i.e. a business card).



## Marketing

PEIBWA will provide marketing in at least two e-newsletters, web and social media presence, and inclusion in our website Events Calendar. Subject to availability, inclusion in our print presence may also be included.

Guests are encouraged to register online via EventBrite in advance of the event to provide a guideline for expected attendance numbers. The registration will be managed by PEIBWA and an attendance list will be provided to the host. Due to privacy requirements, an email list will not be provided by PEIBWA though hosts may wish to ask guests to provide their contact information.

Due the popularity of mixers, we are currently booking 6-9 months in advance. Prospective hosts are encouraged to contact the PEIBWA office on (902) 892 6040 or by email [office@peibwa.org](mailto:office@peibwa.org) to discuss availability.

### PEI Business Women's Association Business Mixer Request

|   |  |
|---|--|
| <b>Name of Business:</b>                                |  |
| <b>Main Contact:</b>                                    |  |
| <b>Address:</b>   |  |
| <b>Phone:</b>   |  |
| <b>Email address:</b>                                   |  |
| <b>Co-host (if applicable):</b>                         |  |
| <b>Preferred Month (subject to availability):</b>       |  |
| <b>2<sup>nd</sup> Choice (subject to availability):</b> |  |
| <b>Parking: # of spaces available on site:</b>          |  |

I have read and understand the PEIBWA Mixer policies.

Business Representative

Date