

# 2024 ASPIRE ENGAGEMENT AND MARKETING OPPORTUNITIES

Strengthen your brand while growing your relationship with Aspire and the regional business community



Aspire Economic Development + Chamber Alliance's mission is to drive economic development and business success in Johnson County and southern Indianapolis. As the local economic development organization for Johnson County, Aspire works to attract, retain, and expand businesses in the county. As a chamber, Aspire leads the area's business community by advancing pro-growth policy, leveraging community development opportunities and providing comprehensive member services to entrepreneurs, small businesses, and large corporations.



Every business and community aspires to achieve success, but each defines it differently. With our inclusive resources and support, we provide members, investors, community partners - and all those looking for a welcoming community in which to start or expand their business - a chance to succeed.

## **Aspire Members choose event sponsorships to:**

- ✓ Grow brand and name recognition
- ✓ Connect with other local business leaders
- ✓ Strengthen and build relationships
- ✓ Support the economic development, business advocacy, and community development efforts of Aspire

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# **HIGHLIGHTS FROM 2023**

Aspire continues to see great growth, both in the numbers of new members joined and in our event attendance. Reconnection and engagement are still at the top of everyone's minds. We are excited for the momentum carrying us into this next year and are delighted to share with you our 2024 marketing and sponsorship program. Below are a few highlights and updates we want to share with you as you make your decisions.

**Community Workshops** - Aspire hosted three Community Workshops in 2023 centered around the topics of Early Childhood Learning, Mental Health, and Attainable Housing. Community leaders had the opportunity to hear from industry experts, collaborate, and brainstorm possible solutions. We are proud to continue these workshops in 2024 as we explore and address challenges we are facing in Johnson County.

**(MYM) Maximize Your Membership** - Our membership program saw tremendous growth in 2023. The updated format and adding networking and breakfast allowed members to connect and engage with other new members, Aspire staff, and Ambassadors all while learning more about maximizing membership benefits for success.

**W.I.L.D. Women In Leadership Development** - In 2023, Aspire expanded our Women Leaders programing to include targeted networking, relationship building, and leadership development. These programs were 'wildly' successful and we are excited to continue these peer networking events in 2024.



**Business Basics Breakfast** - With the success of other morning events, Aspire is adjusting our business education series. Still focusing on practical, business-related content and training, this event will now be held as a breakfast with a dedicated networking time.

**Business Unwind** - Added to the calendar in 2023 as a trial, this late afternoon networking event was a huge success. So much so, Aspire will be hosting a Business Unwind each quarter in 2024. There will be opportunities to host a promotional booth at each event.

**Workforce Development Conference** - In response to the workforce challenges facing our member businesses and HR Directors, Aspire is creating a half-day conference focused on addressing these challenges while providing training and continuing education credits.

# **2024 PROGRAMS AND EVENTS CALENDAR**

For more information, including event descriptions and to register, visit our event page at aspire johnson county.com.

## **JANUARY**

- 9 HR Roundtable
- 12 Legislation Matters
- **16 Coffee Connections**
- 25 MYM Maximize You Membership
- 30 Business Basics Breakfast

#### **FEBRUARY**

- 6 Community Workshop
- 13 Coffee Connections
- 22 Greenwood Mayor State of the City
- 29 Business Unwind

## **MARCH**

- 8 Women Leaders Workshop
- 12 HR Roundtable
- 12 Coffee Connections
- 15 Legislation Matters

#### **APRIL**

- 9 MYM Maximize You Membership
- 16 Coffee Connections
- 25 Celebrate Aspire

#### MAY

- 7 Community Workshop
- 14 HR Roundtable
- 16 Legislation Matters:
  Municipal Matters
- 21 Coffee Connections
- 30 Business Unwind

## **JUNE**

- 4 Business Basics Breakfast
- 14 W.I.L.D. Peer Networking
- 20 Workforce Development Conference

## **JULY**

- 9 HR Roundtable
- 18 Golf Classic
- 25 MYM Maximize Your Membership

### **AUGUST**

- 1 Business Unwind
- 6 Community Workshop
- 15 Legislation Matters
- 20 Coffee Connections

#### **SEPTEMBER**

- 10 HR Roundtable
- 17 Coffee Connections
- 24 Business Basics
  Breakfast

## **OCTOBER**

- 4 W.I.L.D. Peer Networking
- 8 Coffee Connections
- 24 MYM Maximize Your Membership
- 29 Business Unwind

## **NOVEMBER**

- 7 Economic Outlook
- 12 HR Roundtable
- 12 Coffee Connections
- 21 Legislation Matters: Pints + Policy

## **DECEMBER**

- 5 Tidings + Tinsel
- 13 W.I.L.D. Peer Networking
- 17 Coffee Connections

- SIGNATURE PROGRAMS
  - **EDUCATIONAL PROGRAMS**
- NETWORKING PROGRAMS
  - **COLLABORATIVE PROGRAMS**
- \*Event dates are subject to change.



# **BUSINESS BASICS BREAKFAST**

# **Program Overview**

This classic mid-day business-education event offers a chance to network and learn a practical business-related subject matter from a guest presenter.

As a response to the success of other morning events, Aspire has moved our popular business education luncheon to a breakfast. Doors will open a half-hour prior to the start of the event for networking.

## **History**

Aspire has been holding monthly luncheons since the Chamber's inception in 1954, though the format has slightly varied over the years.

## **Event Engagement**

Between 50 and 70 Aspire member investors, depending upon the time of year, speaker, and topic.



Benefit	Series Presenting Sponsor	Materials Sponsor	Business Builder Sponsor
Availability	Limit 2	Limit 2	Limit 5 per
Tickets to selected month	4 per event	2 per event	2
Pre-event Recognition			
Logo in Aspire email	✓		
Company logo or name listed on web calender page	Logo	Name	Name
On-site Recognition			
Two-minute Aspire chat	✓		
Your marketing item on each table	✓		
Host an info / promo table	✓	✓	✓
Logo on program slideshow and handouts		<b>√</b>	
Spoken podium recognition	✓	✓	✓
Cost	\$1,000	Not available	\$250



## **LEGISLATION MATTERS**

## **Program Overview**

Members can hear directly from elected officials on current policy issues and are welcome to advocate for the business community's position. Attendees can vote on questions that allow elected officials to gauge the local business community's feelings on the topic.

## **History**

Legislation Matters is a 23-year old tradition that has enabled members to meet with and express their thoughts and concerns to elected officials from every level of government.

## **Event Engagement**

During the Statehouse luncheons, 70-100 Aspire members and state legislators gather together. Over 250 business and community leaders attend the Greenwood Mayor's State of the City. We anticipate 75 attendees each for Municipal Matters and Pints + Policy.

## 2024 series includes:

- ✓ Two luncheons with our local Indiana general Assembly delegation
- ✓ Greenwood Mayor's State of the City address
- ✓ Municipal Matters panel discussion with our Johnson County mayors and town managers
- ✓ Fireside chat with a statewide or federal elected official (TBA)
- ✓ Pints + Policy reception with our statehouse delegation to preview the 2025 legislative session and



Benefit	Series Presenting Sponsor	Series Advocacy Sponsor	Pride + Progress Sponsor	Municipal Matters Supporting Sponsor	Municipal Matters Booth Sponsor	Pints + Policy Supporting Sponsor	Pints + Policy Food Station Sponsor	Business Action Sponsor
Availability	Limit 2	No Limit	Limit 2; 1 remaining	Exclusive	No Limit	Exclusive	Exclusive	No Limit
Event tickets	20 to use at any event	10 to use at any event	10 to use at any event	4 to Municipal Matters	2 to Municipal Matters	4 to Pints + Policy	2 to Pints + Policy	2 to your selected event
Pre-event Recog	nition							
Logo in Aspire emails	All		State of City only					
Social media mentions	<b>√</b>		✓					
Company name or logo on web calendar page	Logo	Name	Logo	Name	Name	Name	Name	Name
On-site Recognit	ion							
Option to moderate	<b>√</b>							
Live two- minute Attendee Greeting	Each event in series							
Display your banner	Each event in series		State of City only	Municipal Matters only		Display banner and promotional items		
Company logo on Aspire- provided series event sign	V	V						
Company logo on printed event mailers	All	All	State of City only					
Event recognition	Logo all	Logo all	Logo State of City only	Logo Municipal Matters only	Name Municipal Matters only	Logo Pints + Policy only	Logo Pints + Policy sign and napkins	Name listed
Host promotional booth				<b>√</b>	<b>√</b>			
Spoken podium recognition	V	V	<b>√</b>	✓	✓	✓	<b>√</b>	✓
Cost	Not available	\$1,000	\$1,500	Not available	\$250	\$500	\$300	\$200- 250



Aspire Community Workshops are the leading community educational and engagement forum in Johnson County. This event series features guest speakers, panel discussions and various community and government partners to spotlight opportunities and successes in community development. Past and future topics include housing, food security, public transit, trails, parks, early childhood education and more.

New this year, each workshop includes time dedicated for community leaders to collaborate and brainstorm solutions to challenges facing our community.

## **History**

Since 2014 this educational speaker series has covered community development topics to improve quality of life.

# **Program Engagement**

Ranges from 20-40 attendees that live or work in Johnson County, including community and service organization leaders.

Benefit	Series Presenting Sponsor	Materials Sponsor	Food and Beverage Sponsor	
Availability	Limit 1	Limit 3	One per event	
Event tickets	4 per workshop	2 per workshop	2 to selected event	
Pre-event Recognition				
Company logo or name listed on web calendar page	Logo	Name	Name	
Logo in Aspire email	✓			
On-site Recognition				
Two-minute attendee greeting	✓			
Display banner	✓			
Table top display	✓			
Sign posted on food and beverage table			✓	
Logo on materials		✓		
Spoken podium recognition	✓	✓	<b>√</b>	
Cost	\$1,500	\$500	\$250	



This educational event is open to HR professionals to network and share best practices. Topics and speakers change each meeting. Past topics have included employee retention, developing employee culture, the hidden workforce, employment law and more. The group meets every other month for lunch and a presentation related to human resources.

## **History**

The program was launched in 2017 to offer a program for HR professionals to help attract and retain talent in our community and to network and brainstorm with their peers.

# **Program Engagement**

Approximately 10-20 HR professionals attend the meetings held every other month. Industries represented range from large manufacturing companies to small businesses and staffing agencies.

Benefit	Series Presenting Sponsor
Availability	Limit 2; 1 remaining
Event tickets	2 per event
Pre-event Recognition	
Scrolling logo within the community engagement content section of Aspire website	<b>√</b>
Logo or written recognition in member resource guide	1
One Monday Member Moment social media video to recognize your sponsorship	<b>√</b>
On-site Recognition	
Logo on all printed Aspire collateral for meetings	<b>√</b>
Live 2-3 minute address at meetings	<b>√</b>
Option to introduce any guest speakers at meetings	<b>√</b>
Cost	\$750





# (MYM) Maximize Your Membership

## **Program Overview**

Along with the advantages of networking, this event provides an opportunity to learn about member benefits, meet Aspire staff and volunteers, and ask questions. This is where members can discover everything about their membership to get the most out of it.

## **History**

Member orientation events have been a staple of Aspire since inception.

# **Program Engagement**

Between 20-30 Aspire members and other local business leaders exploring membership attend.

Benefit	Series Presenting Sponsor
Availability	4; 2 sponsors per event; each sponsorship includes 2 events
Pre-event Recognition	
Logo on Aspire web calendar page event email	✓
Monthly new member Excel list emailed to you	V
On-site Recognition	
Addressing (2 minutes)	✓
Host a promotional table	✓
Spoken recognition at the event	✓
Cost	\$500





This classic late afternoon/early evening event offers unstructured networking to make new or renew existing business connections. The events are hosted at various Aspire member businesses.

# **History**

Aspire has been holding after hour networking events on and off for over 30 years. Aspire paused this event during the pandemic and brought it back in 2023.

## **Event Engagement**

Event attendance grew during 2023, and saw an average of around 50+ Aspire members.

Benefit	Series Presenting Sponsor	Booth Sponsor
Availability	Exclusive	Limit 4 per event
Pre-event Recognition		
Logo in Aspire email	✓	
Company name or logo on web calendar page	Logo	
On-site Recognition		
Two-minute attendee greeting	/	
Logo on Aspire provided cocktail napkins	/	
Host an info/promotional table	1	✓
Display your banner	✓	✓
Spoken recognition at the event	/	✓
Cost	Not available	\$100



Aspire's end-of-year finale, Tidings and Tinsel is a casual and merry event that takes place in the late afternoon / early evening to reconnect with each other and toast to the closing of the year.

## **History**

Despite changes in format and location, Aspire has hosted a holiday reception at the end of the year for at least 25 years.

# **Event Engagement**

Between 100 and 200 Aspire members, investors, volunteers and guests.



Benefit	Host Sponsor	Holiday Cheer Sponsor	Naughty or Nice Sponsor
Availability	Exclusive	Limit 4; 3 remaining	No limit
Pre-event Recognition			
Company logo or name listed in Aspire email	Logo	Name	
Company name or logo on web calendar page	Logo	Name	Name
On-site Recognition			
Give holiday toast	✓		
Two-minute "Aspire Chat" attendee address	✓	/	
Display your banner	✓	✓	
Host an info / promo / gift table	1	1	
Bar drink tickets	4	4	2
Company logo on Aspire- provided event sign	<b>√</b>	V	<b>√</b>
Social media recognition	<b>✓</b>		
Spoken Recognition	✓	✓	✓
Cost	Not available	\$500	\$250

# MONDAY MEMBER MOMENTS

# **Program Overview**

Promotional video shared on Aspire's Facebook page and in Aspire's weekly e-newsletter. An Aspire staff member (or presenting sponsor) will have a conversation with a featured member about their business, such as an exciting event coming up, a special offer, a new service, and more. Think of it as a fireside chat!

## **History**

2023 is the fourth year we've combined two strong focuses to create this fun member marketing opportunity: Aspire's credibility and the rapid trend towards video marketing!

## **Promotion Engagement**

Aspire has over 1,700 Likes on our Facebook page and our videos have over 3,800 views! One video will be posted each week on Aspire's Facebook page and included in Aspire's weekly e-newsletter.

Benefit	Series Presenting Sponsor
Company tagged in social media posts and logo recognition in weekly e-newsletter	<b>✓</b>
Verbal company mention at the beginning and end of each video	✓
Option to send follow-up communication to each featured member	✓
Cost	\$1,000

# MEMBERSHIP PACKET

## **Program Overview**

All new members receive a Membership Packet, typically hand delivered by an Aspire staff member, that contains our Investor Resource Guide, Directory, printed events calendar, a personalized benefit checklist, and more. Packets are also provided to current members upon request or at selected renewal meetings. These packets are referred to often as they are learning about their membership and benefits.

## **Program Engagement**

At publication, Aspire has added over 160 new members and nearly as many packets for renewed members and prospects. With our staff hand delivering and reviewing the contents of the member packets, your organization is guaranteed to be seen and discussed during an initial member meeting, increasing awareness, and increasing recognition as a top investor.

Benefit	Letter	Insert
Availability	Exclusive	Four
Guaranteed marketing to all new members; anticipated distribution of nearly 275 packets.	✓	✓
Cost	\$1,000	\$500



WOMEN LEADERS WORKSHOP

W.I.L.D.
WOMEN IN LEADERSHIP
DEVELOPMENT

## **Event Overview**

Aspire seeks to support and strengthen women leaders in their pursuit of business success and career advancement by hosting the Women Leaders Workshop. It features panelists and speakers who address the opportunities and challenges businesswomen face. In 2023, Aspire added W.I.L.D. Women In Leadership Development, a peer networking group geared towards women supporting other women to build community, connect, and grow businesses. Aspire will host three W.I.L.D. peer networking events is 2024.

- Build leadership skills
- Great networking opportunities
- Personal and professional development
- Encourage and inspire one another

#### History

Over 10 years ago, Aspire began its focus on women in business. The program's events varied over the years from the "miniature golf classic" to our professional development day, "Symposium." To support the women of our business community, Aspire's Women Leaders currently consists of a half-day workshop offering professional development programs and networking opportunities. 2023 was the inaugural year for W.I.L.D. and we are excited to see the connectivity and synergy of this group.

## **Event Engagement**

Approximately 125 Central Indiana (mostly Johnson and Marion County) business women and community leaders attend the half-day workshop. Attendees are at all career and business ownership stages. W.I.L.D. peer networking events average between 30-40 attendees.

Benefit	Presenting Sponsor (Workshop + W.I.L.D.)	Workshop Awards Sponsor	Workshop Propelling Women Sponsor	Workshop Booth Only	W.I.L.D. Program Sponsor
Availability	Exclusive	Limit 2; 1 remaining	Limit 10; 6 remaining	Limit 4; 1 remaining	Limit 4 per event; 1 Remaining
Event tickets included	8 to Work- shop + 2 per W.I.L.D. event	8 to Workshop	5 to Workshop	2 to Workshop	2 at selected W.I.L.D. event
Pre-event Recognition					
Logo in Aspire emails	✓	1			
Social media mentions	✓	<b>√</b>			
Attendee contact list (upon request)	✓	V			
Company logo or name on web calendar page	Logo	Logo	Name		Name
On-site Recognition					
Live audience engagement	Two-minute Aspire "Chat"	Present award			
Display your banner	At stage; At your booth	At stage during award presentation; At your booth	At your booth	At your booth	at W.I.L.D. booth
Event recognition	Logo	Logo	Logo	Name	Name
A table top display (optional)	1	✓	✓ ✓ ✓		✓
Spoken recognition	✓	✓	1		✓
Cost	Not available	\$1,250	\$600	\$250	\$250



A special program and luncheon provided for member investors to network and learn about Aspire's impact on the community. Attendees will be celebrating another year of progress, meeting Aspire leadership, getting updates on current successes and commending the business award recipients.

## History

Although the format and name of the event has changed over the years, this annual meeting of member investors first convened in 1955.

# **Event Engagement**

Celebrate Aspire has historically been our largest program offered with an average attendance of 300+ business owners, executives and personnel from a wide variety of industries.



Benefit	Presenting Sponsor	Awards Sponsor	Giveaway Sponsor	Photo Op Sponsor	Founders Sponsor	Celebration Sponsor	Business Leader Sponsor
Availability	Exclusive	Limit 2	Exclusive	Exclusive	No Limit	No Limit	No Limit
Event tickets	8	8	8	8	6	4	2
Pre-event Recognition							
Social media mentions	<b>√</b>	<b>✓</b>	<b>√</b>	<b>√</b>			
Logo in Aspire emails	<b>√</b>	<b>✓</b>	<b>√</b>	<b>√</b>			
Company name or logo on web calendar page	Logo	Logo	Logo	Logo	Name	Name	
On-site Recognition							
Attendee Greeting	Recorded 2-min. video at start	Recorded 30-sec. video at awards	Recorded 30-sec. video at awards	Recorded 30-sec. video at awards			
Display your banners (2-3) and leave literature on all tables	<b>√</b>						
Table top display	✓	<b>✓</b>	<b>√</b>	1			
Company logo or name in program slide show	Logo	Logo	Logo	Logo	Logo	Logo	Name
Company logo or name on printed event mailers	Logo	Logo	Logo	Logo	Logo	Name	
Event recognition	Logo	Logo	Logo	Logo	Logo	Logo	Name
Spoken podium recognition	✓	V	✓	✓	✓	<b>√</b>	✓
Cost	Not available	Not available	\$1,250	Not available	\$650	\$450	\$250



In response to the workforce challenges facing our member businesses and HR Directors, Aspire is creating a half-day conference focused on addressing these challenges while providing training and continuing education credits.

# **History**

2024 will be the inaugural year for the Workforce Development Conference. We are excited and hopeful to make this an annual event and an opportunity to provide continuing education credits on the Southside.

# **Event Engagement**

Though this is the first year, we know the need is great. Our anticipated attendance for the conference is 75 attendees.





Benefit	Presenting Sponsor	Workforce Sponsor	Development Sponsor	Booth Only	
Availability	Limit 2	Limit 8	Limit 8; 6 remaining	Limit 8; 6 remaining	
Event tickets included	8	6	4	2	
Pre-event Recognition					
Logo in Aspire emails	✓	<b>√</b>			
Social media mentions	✓				
Attendee contact list (upon request)	✓				
Company logo or name on web calendar page	Logo	Logo	Name		
On-site Recognition					
Live audience engagement	Two-minute attendee greeting				
Display your banner	At stage; At your booth	At your booth	At your booth	At your booth	
Event recognition	Logo	Logo	Logo	Name	
A table top display (optional)	op display l)		✓ ✓		
Spoken recognition	✓	<b>√</b>	<b>√</b>	✓	
Cost	\$1,500	\$750	\$500	\$250	



Members and investors come to this annual event for both business and pleasure. This is an opportunity to strengthen relationships and conduct business with clients and associates. Sponsors have referred to this event as an outdoor business expo.

## **History**

Aspire is proud to continue this over three decadeold tradition. 2024 will be the 36th annual outing.

## **Event Engagement**

Aspire's outing is one of the most established and largest golf outings on the Southside, running 60 foursomes between two flights (7:30 a.m. and 1:30 p.m.), bringing the total number of golfers to more than 240. Another 50 or more sponsor representatives and volunteers are also at the course the day of the event. Attendees are typically at the ownership and executive level. Industries most (but not all) participating are from the finance, legal, real estate, engineering, medical, and other professional service fields.



Benefit	Title Sponsor	Pin Flag Sponsor	Eagle Sponsor	Beverage Cart Sponsor	Bourbon Sponsor	Snack Pack Sponsor	Cart Line-up Sponsor	Practice Green + Driving Range Sponsor	Hole Sponsor
Availability	Exclusive	Exclusive		Limit 6; 4 remaining	Exclusive	Exclusive	Exclusive	Exclusive	
Pre-event Recognition									
Social media mentions	<b>✓</b>	<b>√</b>	<b>✓</b>						
Logo in Aspire emails	<b>√</b>								
Company logo or name on printed event mailers	Logo	Logo	Logo	Name	Name	Name			
Company logo or name on web calendar page	Logo	Logo	Logo	Name	Name	Name	Name	Name	
On-site Recognition									
Foursome	1	1	<b>✓</b>						
On-course access (meals, snacks, and drinks includ- ed for all sponsors)	Includes exclusive hole sponsor- ship	Includes hole spon- sorship	Includes hole sponsor- ship	Drive your cart!	Staff display	Staff display	Meet and greet at Cart Line- up	Staff display at practice green	Staff display at tee box
Event recognition	Logo	Logo	Logo	Logo	Logo	Logo	Name	Name	Name
Aspire- provided sponsor sign	At tee box	On pin flags	At tee box	On cart	At tee box	Near snacks	At Cart Line-up	At Prac- tice Green	At tee box
Display your banner	At clubhouse	At clubhouse	At club- house	Decorate Cart	At clubhouse	Near snacks	At Cart Line-up	At Prac- tice Green	At tee box
Spoken recognition	✓	<b>√</b>	1	<b>√</b>	✓	<b>√</b>	1	<b>√</b>	
Event team captain mailing list - upon request	V	V	1	1	V	V	1	1	
Cost	Not available	Not available	\$1,300	\$850	\$750	\$750	Not available	\$500	\$400



## **ECONOMIC OUTLOOK**

## **Program Overview**

This event provides useful and current information along with viable analysis for your business planning in 2025. This corporate event will feature facts, figures and forecasts delivered by experts. You will leave this event knowing the state of the Johnson County economy, and what the coming years hold for us.

## **History**

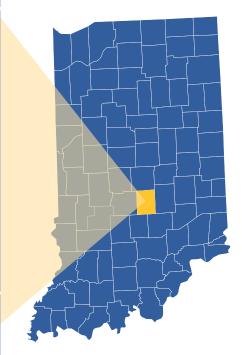
This signature event created in 2021 has already proven to be a fixture for the business community, and a crucial part of keeping people well-informed on issues pertaining to the economy at the national, state and local levels.

# **Event Engagement**

This event fills a void in local economic conversations and attracts more than 150 business and community leaders, mostly at the owner and executive level.









Benefit	Presenting Sponsor	Program Sponsor	Economic Outlook Sponsor	Founders Sponsor
Availability	Limit 2; 1 remaining	Limit 2; 1 remaining	No Limit	No Limit
Event tickets	8	6	6	4
Pre-event Recognition				
Social media mentions	✓	✓		
Logo in Aspire emails	✓	✓		
Company logo or name on web calendar page	Logo	Logo	Name	Name
Company logo or name on printed event mailers	Logo	Logo	Logo	Name
On-site Recognition				
Attendee Greeting	2-min. attendee greeting			
CEO or company profile in the event program	✓			
Display your banners (2-3) and leave literature on all tables	✓			
Two company guests will be seated at the table with a mayor or town manager	✓			
Company logo or name in program slide show	Logo	Logo	Logo	Logo
Event recognition	Logo	Logo	Logo	Logo
Spoken podium recognition	V	<b>√</b>	✓	<b>√</b>
Cost	\$2,000	\$1,000	\$600	\$400





# **ASPIRE ECONOMIC DEVELOPMENT + CHAMBER ALLIANCE**

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