



CAMBIZ™ INSTRUCTIONS AND GUIDELINES

CamBiz™ is a business directory that features only companies affiliated with Cambridge members. If you are an entrepreneur or hold a management position in your company, profile your business here for increased exposure and to market your company's major products and services to fellow members. To feature your company, please [submit a business profile](#). Upon approval, your CamBiz™ profile will appear within 1 to 2 business days after submission, and we will send you a confirmation email when it has been posted.

While your profile showcases your personal accomplishments, your CamBiz™ profile highlights your place of business. Note that your listing is linked to your profile, so members who view your CamBiz™ listing may find out more information about you by following the link to your personal page.

Please also note that members who feature their businesses in this section are strongly encouraged to offer a promotional discount to their fellow Cambridge members. In turn, we recognize members who offer discounts with a rotating advertisement in the sidebar that links directly to their CamBiz™ listing.

General questions about CamBiz™ may be directed to techsupport@cambridgewhoswho.com. Questions regarding a particular business profile should be sent to networking@cambridgewhoswho.com.

SUBMISSION GUIDELINES

- **Email Address:** This email address will be used for internal purposes only in the event we need to contact you regarding your CamBiz™ profile.
- **Name:** List your name as you would like it to appear to others.
- **Title:** This refers to your position within the company. You may include multiple titles if necessary.
- **Company Name:** List the full name of your company.

- **Company Address 1/ Company Address 2/ City/ State/ Zip Code/ Country:** This address will be published. If you do not want your full company address published, complete only your preferred fields.
- **Company URL:** List your company's website address so that members may visit the website to view more information about your company or purchase products and services online.
- **Company Contact Email:** This email address will be published. You may list your personal, business or a general information company email address, i.e., info@cambridgewhoswho.com.
- **Company Contact Phone:** This is the contact phone number for your company. You may include your direct extension as well.
- **Company Contact Fax:** If your company accepts faxes, you may list the fax number here.
- **What industry does this posting pertain to?:** Please select the industry your company belongs to. Note: This may not be the same industry that you belong to. For example, you may work in the accounting department for a publishing company. The industry would be publishing and not accounting.
- **If you cannot locate the proper industry please select OTHER and enter the industry here:** Please make sure that your industry is not listed above before filling in this blank.
- **Corporate Mission:** Describe the purpose of your business. The corporate mission should be short and to the point, summarizing what your business is about.
- **Type of Business:** Describe the type of company you work for, e.g., Law Firm, School, Hospital, Private Practice, Community Center, Non-Profit Organization, etc.
- **Major Products and Services:** List the major products and services that your company offers.
- **Additional Information:** Include any additional information about your company that you would like to highlight. This could be a short history of your company, the best way to contact your company, special rates and/or offers or any other details you would like to include.
- **Cambridge Member Discount:** We strongly encourage you to offer a promotional discount to your fellow members. Discounts include a percentage off specific products or services, free shipping, free items with certain purchases, free estimates, etc. Members that provide an exclusive discount to Cambridge members will be featured in the Exclusive Offers section located in the sidebar of the members' only section of www.cambridgewhoswho.com.
- **Promotional Code for Cambridge Members:** Complete this field if you will require members to submit a coupon code to receive the discount.

- **Upload Corporate Logo:** Upload your corporate logo to appear in your business profile. Even if you have already uploaded your logo to your personal profile, please upload it again here.
- **Additional Comments for Cambridge:** Use this section to submit special instructions to the webmaster regarding your listing or to ask a question about your business profile or CamBiz™.

THINGS TO REMEMBER

1. Do not type your submission in all CAPS, as it will be edited.
2. Your CamBiz™ profile promotes your company more than it promotes you. Include a detailed description of your company here and save information about your areas of expertise and your educational and professional background for your personal profile.
3. Upload a logo. Business profiles appear more professional and complete when a logo is uploaded. If you do not have an image of your company's logo, consider uploading a scanned business card or a picture of the front of the store or building where your business is located. If you do not upload an image, the Cambridge logo will appear as the default.
4. Be descriptive, yet concise. There are character limits placed on profile fields and text will be edited to fit these constraints.
5. Do not post any business of a sexual or adult nature.
6. Do not include any special formatting in your profile such as bulleted lists and extra spacing as it will be removed.
7. Submit only one profile per company. Multiple submissions will not be allowed.
8. Do not include any HTML in your submission as it will not work.

If you are experiencing trouble using CamBiz™, please email our Technical Support Department at techsupport@cambridgewhoswho.com or call 516-535-1515, select option #3 for Existing Members and then option #6 for Technical Support. If you have made a mistake in your submission or you would like to update your business profile, please email networking@cambridgewhoswho.com with your first and last name, company name and member number.