



AMERICAN  
1931

**DANISH-AMERICAN CHAMBER OF COMMERCE**  
BENEFITS & PROMOTIONAL OPPORTUNITIES

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knowledge | network | opportunity



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## GENERAL DACC MEMBERSHIP BENEFITS

- ACCESS TO TURN-KEY PROFESSIONAL NETWORK
- ASSISTANCE IN PETITIONING GOVERNMENT AGENCIES
- ASSISTANCE TO BUSINESSES SETTLING INTO THE NORTHEAST AND MID-ATLANTIC REGIONS
- BUSINESS INTRODUCTIONS
- CERTIFIED TRANSLATIONS OF VITAL RECORDS FOR NEW ARRIVALS
- COMPLIMENTARY ONE-HOUR CONSULTATIONS WITH CORPORATE OR IMMIGRATION ATTORNEYS, AND REAL ESTATE AND EX-PAT SERVICE PROVIDERS
- CORPORATE AFFILIATION INCLUDED IN MEMBER ROSTER
- GENERAL SOCIAL ANCHOR POINT
- ACCESS TO DACC EXPERTISE GATEWAY PROGRAM
- J-1 VISA SPONSORSHIP PROGRAM\*
- LANGUAGE HEALTH CHECKS (E.G., PRESS RELEASES)
- MEMBER RATES FOR DACC AND EACC PROFESSIONAL AND SOCIAL EVENTS
- PRIORITY ADMITTANCE TO EVENTS
- RESERVED SEATING AT ALL FUNCTIONS
- **PROMOTIONAL OPPORTUNITIES**

\*Currently on hold and under development.

# PROMOTE YOUR BUSINESS

## Offering Promotional Opportunities: One of Our Core Missions and Key Benefits



We are a predominantly volunteer, not-for-profit charitable organization whose membership and event fees are applied nearly 100% to supporting and promoting our members.

Your sponsorship, at whatever level, is therefore what is keeping on our figurative lights.

There are numerous ways that your company, you, and your registered members can take advantage of our range of promotional opportunities and we have set those out in the following.

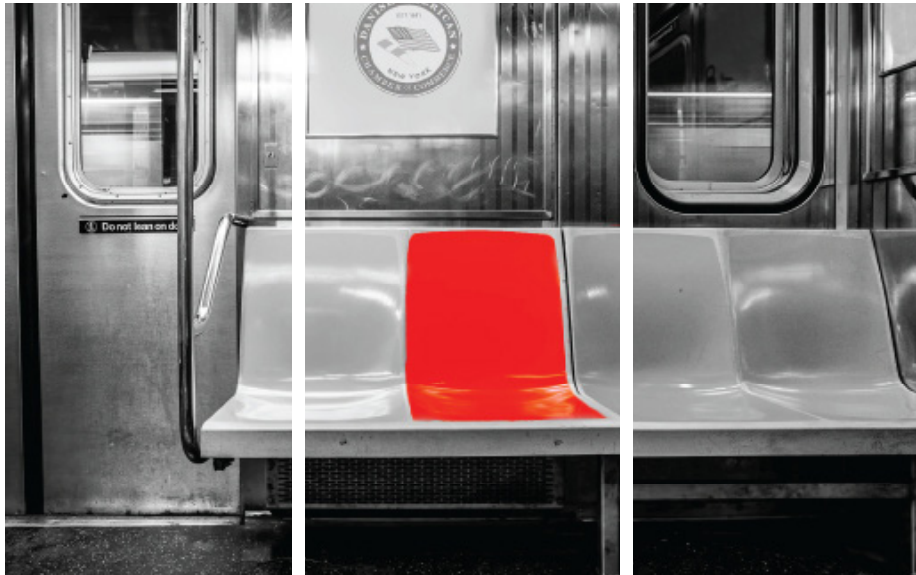
## Overview of General Branding Opportunities



	INDIVI- DUAL	SMALL BUSINESS	CORPO- RATE	SUSTAIN- ING
<b>EVENT HOSTING</b>				
■ ACCESS TO HOST EVENTS	NO	YES	YES	YES
■ ACCESS TO DACC ASSISTANCE/ RESOURCES FOR EVENT HOSTING	NO	YES	YES	YES
<b>NEWSLETTER</b>				
■ ABILITY TO POST NEWSLETTER ADS AT REDUCED RATES	NO	YES	YES	YES
■ COMPLIMENTARY NEWSLETTER ADS PER YEAR	NO	NO	1	2
■ ACCESS TO WRITE-UPS RELATED TO COM- PANY NEWS	NO	YES	YES	YES
■ COMPLIMENTARY INTRODUCTORY AD	NO	YES	YES	YES
■ INTRODUCTORY "COMPANY SPOTLIGHT" ARTICLE	NO	YES	YES	YES
<b>DACC WEBSITE</b>				
■ ACCESS TO POST JOB VACANCIES ON DACC WEBSITE	NO	YES	YES	YES
■ FEATURED ON DACC WEBSITE WITH HY- PERLINKED MEMBER LOGO	NO	SMALL	MEDIUM	LARGE
<b>OTHER OPPORTUNITIES</b>				
■ ABILITY TO OFFER MEMBER-EXCLUSIVE PROMO CODES	NO	YES	YES	YES
■ SPONSORSHIP OF EVENT FAVORS/MER- CHANDISE	NO	YES	YES	YES

# EVENTS

## Brand Exposure at Events



Our events are social or professional in nature, and we endeavor to make both as affordable as possible to our members.

To that end, there are numerous ways that your company, you, and your registered members can take advantage of our range of event-related promotional opportunities—most already included in your membership, others at a modest fee.

- 
- ABILITY TO HOST EVENTS
  - ACCESS TO DACC EVENT RESOURCES
  - VENUE DIGITAL BANNER
-

## Presenting at Events

### TELL YOUR STORY

Doing something exciting that might be interesting to other DACC members and the general public? Why not tell your story at a DACC event?

With your business membership, you have the opportunity to share your story, present your brand, and generally spark debate.

We are currently most interested in topics such as immigration, sustainability, marketing, social media, and exciting start-up stories. But feel free to propose any topic of interest, professional or purely social.



### WE HAVE YOUR BACK

If relevant, we will find a venue, provide refreshments, and place our resources and experience at your disposal to market and execute your successful event and, if relevant, contact potential sponsors.

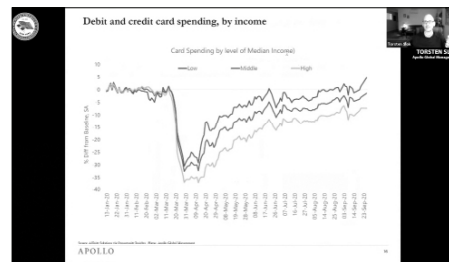




## PRESENT VIRTUALLY

During the pandemic, like everyone else, we moved some of our events into the virtual sphere. We will continue to use Zoom Webinar for events when it makes sense.

At virtual events, we can accommodate sponsors by changing backgrounds, featuring sponsors and logos, and acknowledge donations at the beginning and end of events.



## *Venue Digital Banner*

*Relevant for Presenters and  
Venue and In-Kind Sponsors*

For major presentation events, we will be able to provide brand exposure either by projector or large flat screen (82" QLED screen or similar, located in the welcome area or behind panel presenters).

We typically include branding for venue and in-kind sponsors as “rotating slides.”

These change periodically when the presenter is not actively using the screen, such as before and after a presentation or during Q&A.



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### **SUBMISSION GUIDELINES**

- LOGO, VECTOR-BASED OR HI-RESOLUTION JPG
  - AD DIMENSIONS 2840 × 2160 PX
  - PPT PRESENTATION, IF RELEVANT
  - SUBMISSION DEADLINE: 1 WEEK AHEAD OF EVENT
- 



# WEBSITE

Exposure Included  
in Your Membership




You have two major opportunities to brand your company on the DACC website:

- POSTING JOB VACANCIES
- LISTING IN OUR MEMBERSHIP ROSTER WITH YOUR HYPERLINKED YOUR LOGO.

Logo  
Membership Roster



# Posting Job Vacancies



HOME ABOUT NEWSLETTER EVENTS JOBS

## DANISH AMERICAN CHAMBER OF COMMERCE


### Jobs

Member Vacancies  
Internships


### Member Vacancies

We're happy to list any job vacancies that our members might have. Your job listing as an editable file (e.g., as a Word, RTF, or a text file) [membervacancies@dacov.com](mailto:membervacancies@dacov.com).


To view a vacancy, click the member logo or the job title.




**GEORG JENSEN**  
Customer Service Representative, New York  
Posted: January 14, 2021  
Deadline: ASAP




**CONSULATE GENERAL OF DENMARK**  
Administrative Officer, New York  
Posted: November 23, 2020  
Deadline: December 3, 2020




**Shipco Transport**  
Independent Sales Agents/Contractors  
Posted: November 6, 2020  
Deadline: ?



**FRITZ HANSEN**  
Contract Area Sales Manager, New York  
Posted: November 2, 2020  
Deadline: November 30, 2020



**CONSULATE GENERAL OF DENMARK**  
Digital Creative Advisor  
Posted: October 26, 2020  
Deadline: November 4, 2020



**THE DANISH UN MISSION IN NEW YORK**  
Policy Advisor  
Posted: October 26, 2020  
Deadline: November 6, 2020

NEWSLETTER EVENTS JOBS MEMBERS CONTACT

### Member Vacancies

Georg Jensen - Customer Service Representative  
Commercial Advisor, Multichannel  
Project Manager  
Investment Manager

January 14, 2021

### Customer Service Representative

Type of employment: Full-time employment  
Starting date: ASAP  
Location: New York Metropolitan Area  
Deadline for applications: N/A

Georg Jensen is looking for a high-energy, proactive, and highly organized person who can manage and complete multiple tasks on time to support our growing wholesale business. We need an enthusiastic, client-focused individual with a go-getter personality who will offer a unique and innovative solution to each problem and who will be responsible for supporting all the company's wholesale needs.

You will report directly to the Senior Director of Sales in the NYC office and work very closely with other Wholesale, Finance, and Operations teams. The US team consists of 12 dedicated colleagues from Sales Professionals to Visual Merchandising Managers.

Georg Jensen has a leading market position in the premium Home Product market and the high-end jewelry market and distributes to the best retailers in the Market. We strive to grow our brand position in North America and ensure that our customers continue to be inspired by Georg Jensen products.

**The role**

This is a new role established to support all members of the wholesale team in North America. The mission is to grow the revenue, online and offline footprint, and brand exposure while working with new retailers in North America. This position is critical to our team and will support the Senior Director of Sales and other Sales Representatives within the company in achieving these goals. This is a hands-on position working with assigned clients to ensure they are satisfied with the company's services and products. Your job is to ensure client satisfaction and work with team members, other company departments, and external vendors to ensure customer needs are met.

**What we offer**

We offer a challenging position in a global company with a strong brand and a culture built on a deep and rich Scandinavian design and craftsmanship heritage. Our work environment is positive and dynamic, with highly qualified colleagues in an international atmosphere. You will have an excellent opportunity to influence the development and the nature of the position and create value for colleagues and business partners worldwide. You will have a great opportunity to build and maintain internal and external relationships with our international most

# NEWSLETTER

## Member Spotlights and Advertising in Our Newsletter



### Two Brand Exposure Options in the DACC Newsletter

Every month we run both a member spotlight section, in which we describe and promote a member company, and ads for members.

Our “Member Spotlight” column, ads, and mentions in the DACC monthly newsletter not only get exposure through our newsletter readership (ca. 500 subscribers) but also through our followers on LinkedIn (ca. 600), Facebook (ca. 1,200), and Twitter (ca. 200).

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#### AUDIENCE

- UNITED STATES 80%
  - DENMARK 8%
  - OTHER EUROPE 10%
  - AVG. OPEN RATE 44%
  - AVG. CLICK RATE 5%
-

## Member Spotlight



### Member Spotlight: 21-5

We'll train this month's member spotlight on 21-5. Headquartered in Copenhagen, they are our newest Corporate Member and a relative newcomer to North America with offices in Boston and Vancouver. If you're not already familiar with them, their concept can be summed up as follows.

Instead of being "locked into" a single vacation home that you manage yourself in a single location, 21-5 organizes—as its name suggests—21 families to buy five high-end vacation homes at comparably modest prices and with a great degree of flexibility.

Once you join and the properties are acquired, your five vacation homes are managed via an easy-to-use online booking system that accommodates both long-term vacation planning but also spontaneous get-aways.

21-5 makes the whole vacation home experience stress-free, since they literally take care of everything. They find, negotiate and acquire the vacation properties in North America and Europe, completely renovate, furnish and manage the homes. You don't have to worry about dealing with the local authorities, maintenance, cleaning, landscaping, your pool, and your owners association administration, etc.



### Introducing Copenhagen-Based RAMSIGN

We're greatly honored that Copenhagen-based RAMSIGN has decided to join the Danish-American Chamber of Commerce as a Corporate Member.

You may already have seen their craftsmanship on display in Copenhagen on house plaques in Nyhavn, or here in New York City at boutique hotels such as The Marilton, The Maritime, The Ludlow, or wherever Portobello Road London Dry Gin is sold.



As they themselves put it: "Hand-crafted with love since 1991." And it shows. For over 25 years, RAMSIGN has been reviving the art of handmade porcelain-enamel signs. They hand-stencil their products using traditional techniques, which results in highly finished products.

Their signs make great personal and corporate gifts, and their customized signs are perfect for businesses that are looking to showcase their unique identity. You'll see them at hotels and restaurants, museums and educational institutions and other public spaces. From hotel door numbers to campus signs, community street signs and house numbers, they make business signage an art.

We were so smitten by their signs that we already placed a couple of orders for them to produce large event signs that feature the DACC logo!

You can read more about RAMSIGN at their [website](http://www.ramsign.com) and reach CEO and founder Nick Brandt at [nick@ramsign.com](mailto:nick@ramsign.com) (or at +1 (516) 321-1770). Nick would be delighted to hear about any project you might have in mind!

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### SUBMISSION GUIDELINES

- LOGO—VECTOR-BASED OR HIGH-RESOLUTION JPG/PNG FILE
  - BRIEF DESCRIPTION
  - WEBSITE LINK
  - RELEVANT NEWS
-

## Advertising



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### SUBMISSION GUIDELINES

- WEBSITE LINK
- IMAGE—VECTOR-BASE, HIGH-RESOLUTION JPG, OR PNG FILE
- FULL-WIDTH DIMENSIONS: 564PX × MAX. 1,128PX
- HALF-WIDTH DIMENSIONS: 282PX × MAX. 564PX

### RATES

- FULL-WIDTH IMAGE AD: \$75.00
  - HALF-WIDTH IMAGE AD: \$40.00
-



# SOCIAL MEDIA

## Using Our Social Media Presence to Your Advantage



We remain highly engaged with our Member Companies across Twitter, LinkedIn, and Facebook—especially leading up to and after DACC events.

And we make every effort to follow our Members' new product or service launches, and other developments.

If you have any special news that you believe might be relevant to our followers and that we have overlooked, please feel free to send it to us at [daccny@daccny.com](mailto:daccny@daccny.com).

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### SUBMISSION GUIDELINES

- WEBSITE LINK
  - LOGO—VECTOR-BASED, HIGH-RESOLUTION JPG, OR PNG FILE
-



## **DANISH-AMERICAN CHAMBER OF COMMERCE**

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