

# Exclusive Partnership Benefits

12-MONTH TERM – US\$10,000

IFMA believes a true partnership lies in the alignment of business objectives, ethical standards and a shared vision. The benefits below are a guide to the many areas in which your company can focus brand awareness, thought leadership, and networking efforts.

## Executive Level Benefits

- ▶ **Strategic connections:** whether you're interested in getting involved in international relations or government issues, or you want to reach specific industries within facility management, IFMA staff members who focus on special areas within the association will assist you in making strategic connections.
- ▶ **MarCom assistance:** strategic communications planning to ensure your exposure among the FM community as a thought leader and industry advisor is prominent and widespread.
- ▶ **Content guidance:** expert input to leverage existing and new content to speak to facility professionals, as well as channel placement for the content (e.g. FMJ, IFMA Insider, Knowledge Library, Webinars, etc.)
- ▶ **Analytics and reporting:** understand the reach of your content through analytics and reports provided by IFMA at intervals specific to the channel.

## Corporate Level Benefits

- ▶ **Dedicated account manager**
  - ▷ Single point of contact committed to understanding your business and helping you fully realize the benefits of your investment
  - ▷ Personal customer service representative backed by a global organization ensures opportunities to advance your company's position as a thought leader through the most effective IFMA channels
  - ▷ Trusted adviser provides solutions and guidance specific to your company based on extensive knowledge about the FM industry, IFMA products and membership
- ▶ **Company logo on all pages of ifma.org website + profile in IFMA's [Business Solutions section](#)**
  - ▷ Logo rotates as a Silver CSP on [www.ifma.org](http://www.ifma.org)
  - ▷ Listing and access to profile here: <http://www.ifma.org/marketplace/csp>
  - ▷ Profile includes the company logo & description
- ▶ **Opportunity to present a webinar to industry and/or core competency specific members**
  - ▷ IFMA has [Industry Specific Councils](#), formed to meet the Industry specific networking and information needs of our members.
  - ▷ IFMA has [Communities](#), formed to meet Core Competency specific networking and information needs of its members.

- ▷ *We will work with IFMA's membership staff to identify topics relevant to the councils and communities, then present it to the appropriate volunteer leaders for acceptance*

▶ **Additional digital opportunities**

- ▷ Access to [IFMA's Engage Discussion](#) platform (available to CSP contacts only)
- ▷ Invitation to join Advocacy, IFMA's social media content and influencer program
  - FM-specific postings for your social media influencers to pull from
  - Share your social media posts for all registered influencers to access

▶ **Company spotlighted in "Behind the Brand" section of [IFMA's FMJ magazine](#)**

- ▷ Exclusive: partner-only feature included in the online version of the magazine
- ▷ One opportunity per CSP term
- ▷ 600-word feature or Q&A format with six questions

▶ **Opportunity to provide content for [IFMA's Knowledge Library](#)**

- ▷ Silver partners receive one content spotlight (opening section of the Knowledge Library for one week) per term
- ▷ Content may include white papers, videos, e-books, podcasts, research reports, etc.

▶ **Opportunity to appear in the FM Solutions section of IFMA's Weekly [WIRE e-newsletter](#)**

- ▷ The WIRE is a members-only e-newsletter that covers IFMA news
- ▷ Distributed every week, members receive an email with the week's feature stories
- ▷ Silver partners may submit as many times as needed to accommodate strategic marketing campaigns
- ▷ Sent to all members following the GDPR guidelines

▶ **Opportunity to submit content to the [IFMA Insider](#), a weekly publication**

- ▷ The IFMA Insider is a members-only electronic newsbrief that covers FM news stories
- ▷ Distributed every week, members receive an email with the week's feature stories
- ▷ Silver partners may submit as many times as needed to accommodate strategic content marketing

▶ **Company videos to be added to the [IFMA YouTube FM Solutions Channel](#)**

- ▷ Silver partners may submit as many times as needed to accommodate strategic content marketing

▶ **Special packages for posting positions on [JOBNet](#), IFMA's FM Career Board**

- ▷ Access facility professionals actively seeking a new position through IFMA's – the most active FM job board on the web
- ▷ Private consultation available to determine the package(s) best suited for your needs

▶ **Opportunity to rent IFMA's mail list (Exclusive to IFMA partners)**

- ▷ Rent the list of IFMA's members to mail a printed piece
- ▷ Lists can be limited/sorted based on location, industry (council/community), professional or associate
- ▷ List will be provided to a 3<sup>rd</sup> party bonded mail house only

- ▷ Silver partners may rent the mail list two times in their term
- ▶ **Company recognized as a silver level partner at US [IFMA Events](#)**
  - ▷ Display of company logo in on-site signage, on-site show directory and mobile app at IFMA's Facility Fusion and IFMA's World Workplace
- ▶ **Opportunity to consult with the conference program manager on the presentations to be submitted for consideration to IFMA's US events: [IFMA's World Workplace Conference & Expo](#) and [IFMA Facility Fusion Conference & Expo](#)**
  - ▷ Partner must follow the standard submission process
  - ▷ The session reinforces the partner's position as a thought leader in their industry
  - ▷ Available only while the call for presentations is open
- ▶ **One complimentary event conference registration to [IFMA's World Workplace](#) and [IFMA Facility Fusion](#)**
  - ▷ To register for your complimentary pass, please email [csp@ifma.org](mailto:csp@ifma.org)
- ▶ **Special rates for full IFMA Memberships**
  - ▷ 15% off base membership
  - ▷ Group memberships of 10 or more employees receive an additional 5% off

For questions or more information, email us at [csp@ifma.org](mailto:csp@ifma.org)

**\* DISCLAIMER**

*The partnering Company has the responsibility for fully utilizing the Silver Level CSP Exclusive Opportunities. The obligation to submit the completed forms and materials rests with the Company and the authorized contacts listed on the partnership program application. These exclusive benefits must be used within the 12-month term and cannot be requested to be taken after the expiration of the paid thru date. Furthermore, the CSP program contracted with IFMA belongs only to the company listed as the CSP and does not include any subsidiaries, dealers or parent organizations, or other similarly defined units, unless otherwise stated in writing at the time of entering into the partnership agreement.*