



# Exclusive Partnership Benefits

————— 12-MONTH TERM – US\$25,000 —————

The gold level IFMA partner makes a strong commitment to the association and the profession. In return, IFMA commits to providing access to its various channels to better our partner's position as an industry thought leader, strong advocate for the advancement of facility management and active professional partner in shaping the future of FM.

We believe that 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 [Marketplace section](#)**
  - ▷ Logo rotates in the Gold CSP section on each page of [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 send a dedicated email to active IFMA members**
  - ▷ Email is sent to all active IFMA members per GDPR guidelines through Multiview
  - ▷ One per term
  
- ▶ **Opportunity to present a co-branded webinar and/or livestream event with IFMA**
  - ▷ Select a topic and focus that fits your industry, and IFMA will assist in finalizing the approach and suggesting panelists if needed to round out your speakers.
  - ▷ Webinar can be run by either organization
  - ▷ IFMA will promote the event to its members and in its social media channels
  - ▷ Limited to two per term unless otherwise agreed by both organizations
  
- ▶ **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 Bambu, 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](#)**
  - ▷ Includes both online & print versions of the magazine
  - ▷ One opportunity per CSP term
  - ▷ Full-page advertorial, in a Q&A format
  - ▷ Exclusive: only partners will appear in "Behind the Brand"
  
- ▶ **Company listed by category in every issue of [IFMA's FMJ magazine](#)**
  - ▷ Includes both online & print versions of the magazine
  - ▷ Logo prominently displayed at the Gold level
  
- ▶ **Opportunity to provide content for [IFMA's Knowledge Library \(KL\)](#)**
  - ▷ Partners receive priority review and placement, a custom company tag, and promotion of content in the [FM Pulse blog](#)
  - ▷ Gold partners receive two content spotlights (web banner ad 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
  - ▷ Gold partners may submit as many times as needed to accommodate strategic content marketing
  - ▷ 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
  - ▷ Gold partners may submit as many times as needed to accommodate strategic content marketing
- ▶ **Company videos to be uploaded annually to the [IFMA YouTube FM Solutions Channel](#)**
  - ▷ Gold 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
- ▶ **Company recognized as a Gold level partner at US [IFMA Events](#)**
  - ▷ Display of company logo in on-site signage, on-site show directory and mobile app
  - ▷ IFMA Facility Fusion (US)
  - ▷ IFMA's World Workplace US
- ▶ **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
- ▶ **Exclusive 10% discount on [exhibiting](#) at IFMA's World Workplace and IFMA Facility Fusion**
  - ▷ Face-to-face opportunity to a concentrated audience of FM professionals actively seeking product and service solutions for their facilities
  - ▷ Elevated in exhibitor listings as an IFMA partner
- ▶ **Two complimentary event conference registrations to [IFMA's World Workplace \(US only\)](#) and [IFMA's Facility Fusion](#)**
  - ▷ To register for your complimentary pass, please email [csp@ifma.org](mailto:csp@ifma.org)
- ▶ **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
  - ▷ Gold partners may rent the mail list three times in their term
- ▶ **Special rates for full IFMA Memberships**
  - ▷ 30% off base membership
  - ▷ Group memberships of 10 or more employees receive an additional 5% off

*NOTE: Submit information or strategically schedule a benefit by emailing [csp@ifma.org](mailto:csp@ifma.org)*

Questions? Contact Kim Coffey at 281-974-5681 or e-mail [csp@ifma.org](mailto:csp@ifma.org)



**\* DISCLAIMER**

*The partnering Company has the responsibility for fully utilizing the Gold 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.*