

2021 INDUSTRY PARTNERS Program | January 1, 2021 - December 31, 2021

The INDUSTRY PARTNERS (IP) Program provides participating vendor's quality exposure to real estate management professionals throughout the Inland Empire. The mission of the IP program is to offer a professional settings INDUSTRY PARTNERS and IREM members can share information, network, and build lasting and valuable business relationships.

To be considered as a participant in the program, prospective applicants must provide proof of requisite business and industry licenses, evidence of general liability and workman's compensation insurance, as well as recommendations from two IREM credentialed members (Certified Property Manager (CPM[®]) or Accredited Residential Manager (ARM[®]) members of our chapter. Renewal is not automatic. Each renewing INDUSTRY PARTNER's application is reviewed annually.

Participation in the Inland Empire's IP program is limited. Only five PARTNERS per business category are permitted in the program. By limiting the participation each PARTNER realizes the benefit of a valuable networking program. Renewing INDUSTRY PARTNERS within the sold out categories are given first right of refusal and are evaluated upon active participation in chapter events and programs. Since networking and meeting managers is an important component of your success in our program, we need INDUSTRY PARTNERS that are involved. Those in sold out categories that have not been involved can be replaced with a new participant.

Prospective INDUSTRY PARTNER firms (in business categories with less than five firms) can attend one chapter event for evaluation of the program.

Benefits of the INDUSTRY PARTNERS Inland Empire CORE package - \$600 Annually

- INDUSTRY PARTNERS IE Directory of the chapter's website includes company information, logo, detailed company description, links to your company website and contact email. Hard copies are also printed and mailed to IREM IE members and additional copies are given to INDUSTRY PARTNERS for distribution to clients.
- Listing by business category in the quarterly chapter newsletter with live links to your email and live links within your purchased ads as available.
- Our chapter leadership is interested in learning about YOUR industry and welcome educational articles in our newsletter. Make them better buyers of your services. Contact admin@irem106.org
- Only INDUSTRY PARTNERS can advertise in the chapter newsletter and directory.
- Opportunities to sponsor chapter events and attend programs (NON INDUSTRY PARTNERS cannot attend chapter events - they can attend the charity golf tournament).
- PARTNERS receive a listing of IREM IE members. The listing is for INDUSTRY PARTNERS ONLY.
- INDUSTRY PARTNERS can purchase additional business categories (where there are less than five in the current category). This is on a first-come, first-served basis.
- PLEASE NOTE: INDUSTRY PARTNERS cannot use the IREM logo. Only property management professionals can be members of IREM. Vendors and service providers are Industry Partners.

Questions regarding the chapter or our INDUSTRY PARTNERS Program? Please contact:
Lyne Kridle, Executive Director - IREM IE - Southern California Inland Empire Chapter
admin@irem106.org or 951.595.5280

2021 EVENTS & PROGRAMS - We're ALL looking forward to getting together - MANAGERS + INDUSTRY PARTNERS!

Although we aren't able to firmly set our 2021 event dates and provide the specifics at this time - our IREM IE Chapter are planning to book these events at the earliest opportunity. If you'd like to commit at this time - please do so - otherwise we'll send out details as dates/venues are booked.

2021 REAL ESTATE LEGAL UPDATE PANEL - we all know 2021 will be full of new regulations - we are committing to providing an expert panel to help the industry navigate through them!

- \$300** Event will include IREM IP Showcase 1 hour prior to event. Sponsorship will include 6 ft. draped table & two registrations. First-come, first-served basis. Your logo will be included in all event promotions. You give a brief company intro and award your drawing prizes from the podium

BUILDING MANAGEMENT EXCELLENCE - Skill Building Event

- \$300** Event will include IREM IP Showcase 1 hour prior to event. Sponsorship will include 6 ft. draped table & two registrations. First-come, first-served basis. Your logo will be included in all event promotions. You give a brief company intro and award your drawing prizes from the podium.

CHARITY GOLF TOURNAMENT - Known to be the best in the IE!

Currently booked for Friday, May 21st at the Eagle Glen Golf Course in Corona.

- \$600** Themed premium tee box sponsorship - 18 available on a first-come, first-served basis.
- \$650** Early Bird Foursome(s) if purchased by 1/31/2021 (\$150 savings per foursome!)

SEPTEMBER

Brewery Event OKTOBERFEST (details to be confirmed)

Specific sponsorships sold separately, watch for details!

OCTOBER

IREM IE AWARDS GALA (details to be confirmed)

Includes Management Excellence Industry Awards

Specific sponsorships sold separately, watch for details!

**Please note cancellations later than two weeks prior to the event will not be refunded*

TOTAL IREM IE PROGRAM Sponsorships \$ _____

Please carry this total to application - page 4

2021 ADVERTISING OPTIONS - Getting you in front of clients



Bundling is better! Place your ad in all FOUR newsletters AND the annual Industry Partners Resource Guide - *for one price.* Space is limited - on a first-come, first-served basis.

PUBLICATION Ad Package Pricing:

- \$900 **FULL PAGE AD** in our Industry Partners Resource Guide* and in **ALL FOUR** issues of IE Newsletter** - *that's just \$180 per publication!*
- ADD \$400 and get the **PREMIUM BACK COVERS OF ALL PUBLICATIONS**
- ADD \$200 and get the **PREMIUM INSIDE FRONT COVER OF ALL**
- \$600 **HALF PAGE AD** in our Industry Partners Resource Guide* and in **ALL FOUR** issues of IE Newsletter**
- Total Full Page Package \$ _____
- Total Half Page Package \$ _____

- * IREM IE's newsletter is mailed to property manager members and prospective members. Also, posted at iremie.org - **includes links to your website and company representative's email.**
- ** IE Industry Partners Resource Guide posted at iremie.org and printed is mailed throughout the Inland Empire. Over 2,500 IE property management professionals receive a link to this on-line directory, containing the live links as well. You're listed by company and by industry.

ADDITIONAL BUSINESS CATEGORIES

All Industry Partners get their primary business category with package - Purchase additional business category listings and expand your exposure. Please note categories are limited to five per category. Categories available on a first-come, first-served basis.

- Additional Categories ■ \$150 each
- 1) _____ 2) _____ 3) _____
- Total number of categories _____ X \$150 = \$ _____

IREM IE WEBSITE HOMEPAGE LOGO PLACEMENT

Only Four available annually ■ \$300 each

Your logo on the iremie.org homepage, seen whenever managers logon!

Website Purchase \$ _____

TOTAL ADVERTISING OPTIONS \$ _____

Please carry this total to application page 4



2021 Industry Partners Participation

YOUR COMPANY INFORMATION

Company _____ Business Category _____
 Website _____ Email _____
 Address _____ City _____ State _____ Zip _____
 Phone _____ Company Primary Contact _____
 Primary Business Category: _____

Current Insurance Coverage (*Please attach a copy of coverages - if you are a returning participant certificate isn't necessary*)

General Liability \$1MM & Workman Compensation

Professional License /Registration Numbers:

Type _____ License # _____ Valid Thru _____
 Type _____ License # _____ Valid Thru _____

Certified Property Manager (CPM®) or Accredited Residential Manager (ARM®) References (2)

1) Name _____ Company _____
 Phone _____ Email _____
 2) Name _____ Company _____
 Phone _____ Email _____

2021 INDUSTRY PARTNERS PROGRAM FEES

INDUSTRY PARTNERS CORE Package (Details on page 1)	\$600 (no increase)
Event Sponsorships (OPTIONAL from page 2)	
Advertising Options (OPTIONAL from page 3)	
Program Total	\$ _____

PAYMENT METHOD

- Check payable to IREM Southern California Inland Empire Chapter
- Credit Card # _____ Expiration _____
- Name on Card _____ Charge Amt. _____
- Mailing Address of Card _____

PROGRAM AGREEMENT

The Industry Partners ARE NOT members of the Institute of Real Estate Management (IREM). Only CPM® members (Certified Property Manager®), ARM® members (Accredited Residential Manager®), AMO® (Accredited Management Organization®), Associate members and those employed in the property management field may be members of the Institute of Real Estate Management. By signing below, I agree that I shall not promote or advertise myself, or my company as a member of IREM. I understand that, if approved as an Industry Partner, I may use the name of the Institute and/or its acronym IREM only in conjunction with the words Industry Partner or I may use the Industry Partner logo, which is a benefit of The Program. The Industry Partner program is not an IREM National program, but solely and exclusively under the direction and administration of the Southern California Inland Empire Chapter (IREM IE). All rules, regulations and privileges and penalty costs, fees changes modifications and such, are under the sole discretion of the IREM IE. Companies participating in the Industry Partners program are expressly prohibited from reproducing or distributing in any manner any proprietary information such as but not limited to IREM rosters and directories. These activities, as well as any work or bidding found to be fraudulent, deceptive or unethical, can result in immediate termination from The Program without refund, or restitution for benefits not yet received. IREM IE reserves the right to seek legal recourse to the fullest extent under the law for these or other actions it deems harmful to The Program or to its members. IREM IE reserves the right to publish the names of Program violators. As a participating Industry Partner you are responsible for the professional conduct of your company representatives. Inappropriate conduct at an IREM IE event can lead to dismissal from the program.

Applicant Signature _____ Date _____

Please return completed application with payment to:

Southern California Inland Empire Chapter
 36068 Hidden Springs Rd., Unit C-120, Wildomar, CA 92595 or admin@irem106.org