

# ENHANCE YOUR MEMBERSHIP EXPERIENCE!

Show your commitment to the multifamily industry — there's never been a better time to enhance your membership with IAA! We continue to add value for our associates, with new features like our online Buyers Guide and Members Buy From Members program, as well as our new structure that focuses on growth in Area Council locations around the state. See details below:

## ASSOCIATE

The Associate Membership is our entry-level membership. This gives you base membership benefits and an opportunity to attend many networking events and promote your affiliation with IAA.

## PARTNER

The first enhancement helps members grow further while also retaining their existing customer base. This affordable membership entitles members to receive all the benefits plus added exposure through events such as the Midwest Multifamily Conference and Buyers Guide.

## EXECUTIVE

The Executive membership is designed for companies who commit to seeing their business prosper. Keep your name in front of the entire IAA membership base with additional advertising and exposure in locations around the state. This level also gives you the opportunity to network directly with the key decision-makers. Members at the Executive level receive all the benefits of the Associate and Partner levels plus more.

## SIGNATURE

Build your brand by increasing your print and online presence through a Signature level membership. Full benefits are included here — members at this level will receive all the advantages of the Associate, Partner, and Executive levels. This is ideal for companies who want to see explosive growth in the multifamily industry. Exposure will be maximized by advertising in our *INsites* magazine and widely used printed membership directory.

## PREFERRED VENDORS



Ask us about our exclusive, limited Preferred Vendor program. Preferred Vendors receive all the benefits listed here as well as a plethora of additional recognition and sponsorships. This is a select opportunity to those associates who want to build strong relationships with key industry executives. Contact IAA for a plan customized for your success.

### CONTACT US

[iaaonline.net](http://iaaonline.net) • (317) 816-8900 • [iaa@iaaonline.net](mailto:iaa@iaaonline.net)



# BENEFIT BREAKDOWN

See below for full details on how each membership enhancement level benefits your business!

MEMBER BENEFITS	Associate	Partner	Executive	Signature
Use of "Proud Member of IAA" logo	✓	✓	✓	✓
Member Discount on all IAA Events	✓	✓	✓	✓
Free multifamily industry education opportunities	✓	✓	✓	✓
Discounts through IAA online store	✓	✓	✓	✓
Invitation to Board Member Reception				✓
<b>NETWORKING OPPORTUNITIES</b>				
Regular Trade Show Booth at the Midwest Multifamily Conference		✓		
Premier Trade Show Booth at the Midwest Multifamily Conference			✓	✓
Bronze Level Sponsorship of the Midwest Multifamily Conference				✓
Designation Course Sponsorship (Single Day)			✓	✓
FUN Meeting Sponsorship (1 per year)			✓	✓
Power Lunch Sponsorship (1 per year)				✓
<b>BUYERS GUIDE and DIRECTORY</b>				
Access to view member-restricted information on IAA website	✓	✓	✓	✓
Listing in online Buyers Guide and printed membership directory	✓	✓	✓	✓
Post coupons exclusive to other members	✓	✓	✓	✓
View and respond to Members Buy From Members requests	✓	✓	✓	✓
Logo with online Buyers Guide listing		✓	✓	✓
Premier placement in online Buyer Guide			✓	✓
Video with online Buyers Guide listing				✓
Company name highlighted in Buyers Guide and printed directory		✓	✓	✓
Company name included in 3 Area Council listings (print and online)		✓		
Company name included in 6 Area Council listings (print and online)			✓	✓
Quarter-page advertisement in printed membership directory			✓	✓
<b>ADVERTISING PACKAGES</b>				
Logo ad in <i>Multifamily Minute</i> weekly newsletter		1 month	2 months	2 months
Quarter-page advertisement in <i>INSites Magazine</i>			3 issues	6 issues
Rotating logo on front page of IAA website			6 months	12 months
<b>ENHANCEMENT PRICE</b>	<b>\$550</b>	<b>\$2,300</b>	<b>\$5,400</b>	<b>\$8,300</b>



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