



INDUSTRY PARTNER MEMBERSHIP

Connect to grow your business!

As an industry partner, your CACM membership provides you with exclusive access to showcase your business and expertise to more than 2,000 community managers and executives from across California. As the number one provider of California-specific education for community managers, CACM provides you with a unique opportunity to brand your company as a “go-to” provider within California.

Benefit From Focused Marketing

CACM is the only organization in California whose membership is comprised entirely of community association managers and industry partners. At CACM events, managers have the freedom to ask questions, share challenges and find solutions without the concern of their board members being present. CACM Industry Partners value this open dialogue and find that their interactions with managers provides a more focused marketing opportunity that brands them as a trusted resource.

Gain Unmatched Visibility

CACM is proud that your membership dollars provide you statewide coverage of your marketing efforts. Unlike other organizations that require individual chapter dues and have their own set of sponsorships for you to commit to, CACM has one membership fee that allows you the freedom to use your marketing dollars in any (or all) regions of the state.

Build Authentic Industry Relationships

You offer a unique perspective on the industry and opportunities to solve complex issues that managers face on a day-to-day basis. Simply put, the industry needs you! CACM ensures that industry partners meet managers in an environment that clears the path for deeper, more meaningful connections.

CACM IS WHERE THE COMMUNITY
MANAGEMENT INDUSTRY'S LEADING
INDUSTRY PARTNERS HAVE ALWAYS
TURNED TO MAKE CONNECTIONS AND
SHOWCASE THEIR PRODUCTS AND
SERVICES. NOW CACM BRINGS YOU EVEN
MORE VALUE BY OFFERING INDUSTRY
SPECIFIC BUSINESS SOLUTIONS FOR YOUR
ORGANIZATION'S MOST CRITICAL NEEDS.

BENEFITS

Industry Partner Membership Benefits		Industry Partner Plus Annual Cost \$1300	Industry Partner Annual Cost \$650
MAKE CONNECTIONS AND PROMOTE YOUR BUSINESS	Member Logo Usage	✓	✓
	myCommunity e-newsletter for Industry Partners	✓	✓
	Vision Digital Magazine	✓	✓
	Statewide & Regional Marketing/Networking Opportunities <i>(up to \$2,300 savings over chapter organizations)</i>	✓	✓
	More than 50 Events & Courses Annually To Sponsor Providing Visibility	✓	✓
	Print & Digital Sponsorship Opportunities in Vision, Law Journal, myCommunity e-newsletter for Managers & the annual Resource Guide	✓	✓
	Opportunity to Reach Managers through Email Marketing Campaigns	✓	✓
	Exhibition Booth Opportunities <i>(up to \$670 savings)</i>	✓	✓
	Industry Partner Services Directory Basic Listing Under HOA Board Resources <i>(\$300 savings)</i>	✓	✓
	Industry Partner Services Directory Basic Listing on CACM Website <i>(\$300 savings)</i>	✓	✓
	Industry Partner Services Directory Listing Enhancements Under HOA Board Resources <i>(\$400 savings)</i>	✓	
	Industry Partner Services Directory Listing Enhancements on CACM Website <i>(\$400 savings)</i>	✓	
	\$500 Savings towards One Regional Forum Sponsorship	✓	
	Priority Booth Registration Opportunity	✓	
	Priority Sponsorship Opportunities	✓	
	Complimentary 30-day Standard Banner Ad <i>(up to \$225 savings)</i>	✓	
	Digital Recognition as Industry Partner Plus Member	✓	
	Access to Group 401(k) Plan through CACM	✓	✓
	Access to California Certification for Industry Partners	✓	✓
POTENTIAL SAVINGS		\$2,700 or more!	\$1,620 or more!

* Prices and benefits are subject to change.
*Includes one listing with logo, one page flyer/brochure, videos, bios, and social media links with the opportunity to purchase additional enhancements.

HAVE QUESTIONS?

Reach out to us at membership@cacm.org. We would be happy to walk you through how CACM can assist you in connecting you to grow your business.

COMPETING EVENTS

CACM believes in the power of collaboration and works diligently to provide all members with exceptional opportunities to network at our events. Members who partner with CACM in sponsoring these events ensure that managers' expectations are exceeded, while receiving the notoriety they deserve. When events, albeit from members or non-members, take place during (and in close proximity to) CACM events with the intent of driving CACM attendees to a non-CACM sponsored activity, it is seen as direct competition. No member, exhibitor, agent of exhibitors, employee, sponsor, associate, successor, heir or assign, may schedule any non-CACM sponsored activity, including but not limited to a hospitality suite, party (on or off event premises), activity, or any similar event during a scheduled CACM event. CACM reserves the right to decline participation in future events for individuals or companies in violation of this provision, at the sole discretion of CACM. It is CACM's goal (and preference) to bring all members together. If you have a desire to provide event attendees of any CACM event an elevated activity or experience, please reach out to us at events@cacm.org. We are happy to come alongside you in determining what will create the most value for all involved.



cacm.org

With nearly 3,000 members, CACM is California's premier association serving individual community managers, management companies and industry partners.

CACM provides a broad range of services that promote professionalism and help to solve the industry's most pressing needs including education, credentialing, compliance, networking and marketing opportunities, legislative advocacy and specialized business solutions.

Follow @CACMchat



California Association of Community Managers, Inc.

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