



## Associate Member Benefits

Connect ~ Grow ~ Succeed

### Marketing

- ❑ **Advertising opportunities:**
  - ✓ *Apartment News* and the annual *Industry Resource Guide* – Members receive reduced rates to advertise.
- ❑ **You are listed in each** issue of the *Apartment News* with detailed contact information and the option to purchase additional listings in more than just one category.
- ❑ **Web site**
  - ✓ You are listed under the categories you choose for members to search the AMA web site to use “Associate Members First”.
  - ✓ You are recognized as a multihousing vendor in the eyes of your target market. Calls to regular members should lead with the fact you ARE an AMA member as well!
- ❑ **Membership list** – may be purchased by members only. Target your marketing campaign!
- ❑ **Trade shows** – 4000 attend and see the AMA promotes using “associate members first”. Provides another visibility opportunity. You receive special reduced rates for trade show attendance and booths!
- ❑ **“Associate Members First”** – you are promoted by the AMA staff to the members like an outsourced marketing opportunity! Through AMA communications to regular members, phone calls, the AMA materials that are sent to new members, on the AMA web site, and when regular members call in looking for particular services or products.
- ❑ **Authorized to use the AMA Logos and the “Use Associate Members” Program** – Associate members can proudly display their membership in the association and commitment to the industry by using the AMA logo and the industry-supported ‘Use Associate Members’ graphics on business cards, in advertisements, and in other marketing materials.
- ❑ **Sponsorship opportunities** for:
  - ✓ **Educational Conferences**
  - ✓ **Trade Shows**      *Two-day Show – Phoenix*                      *One day Trade Show – Tucson*
- ❑ **Tributes** – Reach new levels of visibility and community awareness. Your support of your customers’ industry awards at the very special annual award ceremony recognizing the best property, individual and team performance.
- ❑ **Reverse Trade Show** – turning the tables where the exhibitors are the Regular members, and attendees are Associate members. In addition to great networking, this format provides an efficient mechanism for properties to explore alternative sources of supply.
- ❑ **Two Golf tournaments** – one on one with prospects and fun!
- ❑ **Dinner meetings** – including topical speakers and networking.
- ❑ **Black-Tie Event** – networking with industry leaders and your target market providing recognition to industry founders.

### Networking

- ❑ **Committee participation** - By volunteering, committee membership transforms you from “just a salesperson” to a valued industry ally and colleague working side-by-side with the leaders in this industry--your customers.

- ❑ **AMA events and activities** provide you with an opportunity to cultivate relationships with potential clients and grow your business.
- ❑ **Annual Trade Shows** – Exhibit your products and services at the two-day Phoenix event and the one-day Tucson trade show where nearly 4,000 industry decision-makers can meet you.
- ❑ **Sponsorship opportunities** – AMA Educational Programs provide sponsorship classes that range from the industry basics to national certification for apartment professionals.
- ❑ **More visibility** – Quarterly Associate Member Council meetings, AMA Tributes, dinner meetings and the golf tournaments in Tucson and Phoenix or the many other association events helps grow business relationships and your bottom line.

### ***Information and Communications***

- ❑ **One-stop-shop** for all the economic, demographic, governmental and market information about your target market.
  - ✓ *Apartment News* – monthly magazine.
  - ✓ AMA News and Events – bi-weekly email updates.
  - ✓ Website with all relevant information on legislative, legal, calendar of events and education, latest industry news, archived information, links to other relevant sites.
  - ✓ Listserv in which members may participate and communicate.
  - ✓ Research and industry trend information readily available.

### ***More Benefits***

- ❑ The **Code of Conduct** requirements for all AMA members.
- ❑ The **National Apartment Association** membership included with the AMA membership fee.
- ❑ **Money-saving** or incentive-based programs.
  - ✓ **Property and Casualty** at special premium rates available only for AMA members with up to a 30% discount!
  - ✓ **SCF AZ** – Workers' Compensation program. Dividend opportunities for participants who have qualifying low claims experience with returns that may more than pay for your membership!
  - ✓ **Low Cost Technology program** – Web site development and hosting through Arise Technologies.
- ❑ **Job Center**
  - ✓ Post and review positions available in the industry
  - ✓ Post resumes

### ***Support the industry that supports your company!***

- ❑ Your **advocacy** is important too!
  - ✓ A primary focus of the AMA is protecting the rights of our members. When you learn about government decisions, write letters and support the Arizona Multihousing Association Political Action Committee (AMAPAC), you help your customers succeed and demonstrate that “we’re all in this together.”
- ❑ **Can you afford NOT to belong?**
  - ✓ Dues may be 79% tax deductible. Dues payments, contributions or gifts to The Arizona Multihousing Association are not tax deductible as charitable contributions for federal income tax purposes. However, they may be deductible as ordinary and necessary business expenses subject to restrictions imposed as a result of the AMA's lobbying activities as defined by the Budget Reconciliation Act of 1993. The AMA estimates that the nondeductible portion of your 2008 dues – the portion that is allocable to state and federal lobbying -- is 21%.

***Join today to be successful tomorrow.***  
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