

Taking time to plan how you will utilize your partnership benefits is critical to a successful partnership term. This document provides ideas for how you can use your industry expertise to influence the profession with knowledge sharing and quality content. We hope you leverage your corporate partnership with IFMA to build and strengthen your company's reputation as an industry leader among facility management professionals.

Partnership

We believe in forging a true partnership with industry professionals. We will help you connect your company's goals and objectives to FM professionals through content and thought leadership. Successful partnerships ensure a steady cadence of content. You can contribute to IFMA by taking advantage of your membership benefits:

- Submitting to the newsletters.
- Contributing to the Knowledge Library. Once you have 6-9 pieces, you can be featured in a content spotlight.
- Submitting an abstract for the Connected FM podcast.
- Submitting an abstract for IFMA's Connect FM podcast and/or blog.
- Scheduling a Behind the Brand – 2-3 months in advance.
- Considering a webinar with a council or community – send us the abstract and we will:
 - Submit it to leaders for review or
 - Promote your webinar to the group.
- Gold and Platinum Only:
 - Host a co-branded webinar.
 - Plan your participation in IFMA's events, including hosting a session, using a room (Platinum) and scheduling a focus group (Platinum).

View your membership benefits: [Platinum](#) | [Gold](#) | [Silver](#) | [Bronze](#)

IFMA's Global Network

Your corporate partnership provides opportunities for thought leadership to IFMA's 24,000+ members. Strategically planning how best to position target-specific content within IFMA will help you make the most of this global network. Aligning your content to specific industry segments, focus areas, or geographical locations, can help your company drive awareness among key decision makers. IFMA's components (or membership groups) have been formed based on three reasons for networking.

- Industry councils give members access to industry specific networks around the world.
- Communities of practice allow members to connect with others who share an interest in a specific topic.
- Chapters offer connections and networking based on geographical location.

[Learn more about council's and communities](#) and [view the chapter map](#).

Important Dates

Plan specific content to help highlight your thought leadership throughout the year.

- International Women's Day - 8 March 2026
- Earth Day - 22 April 2026
- IFMA's World Workplace Europe - 11-12 March 2026
- IFMA's Facility Fusion Conference & Expo in San Francisco, California – 7-9 April 2026
- World FM Day – 13 May 2026
- IFMA's World Workplace in Anaheim, California - 18-20 November 2026

IFMA's Core Competencies

Build messaging around what FMs need to know! IFMA identified these 11 core competencies for a well-rounded FM.

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| <ul style="list-style-type: none"> • Finance & Business • Operations & Maintenance • Leadership & Strategy • Project Management • Real Estate • Sustainability | <ul style="list-style-type: none"> • Facility Information Management & Tech Management • Communications • Risk Management • Occupancy & Human Factors • Performance & Quality |
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Emerging Topics

IFMA's new white paper, Evolution is Never Finished: Insights from IFMA's Emerging Topics Working Group on How Six Key Topics are Transforming the FM Industry, is a starting point for an ongoing industry conversation concerning the key issues, trends and drivers shaping the industry. These six topics underscore the importance of collaboration as we navigate emerging topics. [Read the white paper.](#)

- Circular Economy
- Climate Change
- ESG
- PropTech
- Workplace Wellness
- Cyber Security

Additional Information

Partner Benefit Strategy Guide

This guide outlines partnership opportunities, processes, and resources designed to help you maximize engagement and collaboration with IFMA.

Partner Benefits	Recommendation
<p>Your organization receives a company profile in IFMA’s Marketplace, along with logo rotation across Corporate Sustaining Partner listings. This increases visibility with IFMA members actively seeking FM solutions and services.</p>	<p>Recommendation: Review and update your profile twice annually to keep messaging, links, and visuals current.</p> <p>Profile location: https://www.ifma.org/marketplace/corporate-partner-program/</p>
<p>Partners may host webinars with IFMA’s Councils or Communities, which align by industry and FM topic areas. This provides direct access to a targeted and engaged audience.</p> <p>16 Councils based on industries or facility types</p> <p>7 Communities Similar interests in FM or topics of practice</p>	<p>Process:</p> <ul style="list-style-type: none">• Partner submits preferred group, webinar title, and abstract to the CSP team• CSP team shares content with the selected group for review• If accepted, introductions are made and logistics are coordinated <p>Recommendation: Plan one to two thought-leadership webinars per year aligned with council or community focus areas. Educational, practitioner-focused content performs best.</p>
<p>Co-Branded Webinars or Livestream Events <i>Platinum and Gold partners only</i></p> <p>Partners may host up to four co-branded webinars or livestream events per partnership term. Promote and amplify your company’s webinar exposure through IFMA’s communication channels, including our dedicated webinar site.</p> <p>Average live attendees: 170+</p>	<p>Process: Contact the CSP team for availability and scheduling</p> <p>Recommendation: Secure dates at the start of your partnership term to ensure this benefit is fully utilized.</p>
<p>Email Promotion to IFMA Members <i>Platinum and Gold partners only</i></p> <p>Amplify your organization with IFMA’s partner, Multiview. This email is premium placement, sent directly to IFMA’s global community.</p>	<p>Recommendation: Use this email to strategically support major launches, upcoming events and webinars or research releases rather than general brand awareness.</p> <ul style="list-style-type: none">• Gold partners receive one e-blast.• Platinum partners receive two e-blasts.
<p>Executive Summit <i>Platinum and Gold partners only</i></p> <p>This invitation-only event convenes senior executives and industry leaders for an intensive 24-hour session addressing shared challenges, exchanging insights and exploring ways to advance the facility management profession.</p>	<p>Recommendation: Position this opportunity for executive visibility and strategic alignment rather than lead generation.</p>
<p>CSP contacts receive access to IFMA Engage, IFMA’s online community, where FM professionals exchange ideas, resources, and best practices.</p> <p>FY25 Platform Metrics:</p> <ul style="list-style-type: none">• 42K+ Total logins• 78K+ Library resource views• 15K+ Resource downloads• 4K+ Discussion posts	<p>Recommendation: Use Engage to participate in discussions, start threads, and share resources. Think conversation and value exchange, not promotion.</p>
<p>Participation in IFMA’s Advocacy platform</p> <p>IFMA’s social advocacy platform gives partners an easy way to amplify thought leadership and increase brand visibility across trusted industry networks. Partners can extend the reach of their ideas, stay visible with the facility management community and reinforce credibility — without added lift for their teams.</p>	<p>Recommendation: Partners submit thought leadership and practical resources to the platform. IFMA staff and partners then share the content across social channels, extending reach and visibility with minimal effort.</p> <p>Submit timely, relevant, and interesting resources as available to increase visibility and interest. Suggested formats include blogs, white papers, research, etc.</p>

<p>Behind the Brand in <i>FMJ</i> (1 per term)</p> <p>Q&A style submission in the FMJ magazine. This provides an excellent opportunity to showcase information about your company. Great Behind the Brand features tell a compelling story—who you are, why FMs should trust your organization, and what sets you apart from the competition.</p>	<p>Recommendation: Use this feature to tell a clear, credible story about your role in the FM industry and the impact you are making. Platinum and Gold partners may include photos and one video.</p> <ul style="list-style-type: none"> • Silver and Gold partners receive a half-page. • Platinum partners receive a full page.
<p>Content for Knowledge Library</p> <p>Submit content for publication in IFMA's Knowledge Library, the largest curated library of facility management content, created and reviewed by industry experts from around the world.</p>	<p>Recommendation: Submit content as it becomes available. Content must be thought-leadership focused and non-promotional. Backlinks to product pages are permitted.</p>
<p>Content spotlight in Knowledge Library (1 per term)</p> <p>Partners may receive a one-week homepage banner spotlight in the Knowledge Library featuring their logo and content.</p>	<p>Recommendation: Maintain a foundation of at least six approved Knowledge Library resources to be eligible for a spotlight.</p>
<p>Article in WIRE (Unlimited submissions)</p> <p>IFMA WIRE is a weekly email sent each Tuesday to a broad audience of FM professionals (IFMA members and non-members).</p> <p>FY25 Channel Metrics</p> <ul style="list-style-type: none"> • 25K+ subscribers • 36% open rate • 5% click-through rate 	<p>Content guidance:</p> <ul style="list-style-type: none"> • Webinars and events • Product announcements • Advertorial-style updates <p>Recommendation: Submit content on a biweekly cadence when possible to maintain visibility.</p>
<p>Article in the IFMA Insider (Unlimited submissions)</p> <p>IFMA Insider is sent weekly, globally on Fridays and regionally on Mondays, reaching a highly engaged audience (IFMA members and non-members).</p> <p>FY25 Channel Metrics:</p> <ul style="list-style-type: none"> • 39K+ subscribers • 46% open rate 	<p>Content guidance:</p> <ul style="list-style-type: none"> • Blogs • Case studies • White papers • Executive summaries • Newsworthy updates <p>Recommendation: Use Insider for deeper, more educational content on a biweekly cadence where possible.</p>
<p>Connected FM Blog and Podcast Contributions</p> <p>Partners may submit original content for the Connected FM Blog or be featured on the Connected FM Podcast.</p>	<p>Recommendation: Pitch original perspectives, case studies, or emerging trends that resonate with FM professionals globally. Submit as often as possible.</p>
<p>Video Content for FM Solutions YouTube Channel (Unlimited)</p>	<p>Partner thought-leadership videos may be added to IFMA's FM Solutions playlist on YouTube.</p> <p>Recommendation: Repurpose existing video content such as webinars, interviews, or short explainers to extend reach with minimal lift.</p>
<p>IFMA's Job Board Posting Packages</p> <p>Partners receive access to discounted job posting packages on IFMA's Job Board platform.</p>	<p>Recommendation: Use IFMA's global job board strategically when hiring for FM-focused roles. Consultation is available to align postings with audience reach.</p>
<p>IFMA Mailing List Rental (Two per Term)</p> <p>Partners may rent IFMA's member mailing list for printed mail campaigns. Lists can be segmented by location, industry, or membership type and are provided only to a bonded third-party mail house.</p>	<p>Recommendation: Use for high-value, targeted campaigns rather than broad outreach.</p>
<p>Event Recognition and Registration</p> <p>Partners receive complimentary registrations and recognition at IFMA's premier events, World Workplace® and Facility Fusion®.</p> <ul style="list-style-type: none"> • Silver partners receive 1 complimentary registration. • Gold partners receive 2 complimentary registrations. • Platinum partners receive 4 complimentary registrations. 	<p>Code: Contact csp@ifma.org for registration</p> <p>Recommendation: Leverage on-site visibility and networking opportunities to support relationship building and lead capture.</p>

	For additional visibility, booth space and sponsorships, visit IFMA's 2026 Media Planner . Gold and Platinum partners receive a 10% discount for exhibiting.
Host a session at World Workplace® and Facility Fusion® Partners may submit education sessions for consideration at IFMA's major conferences, including Facility Fusion and World Workplace.	Recommendation: Submit proposals to the FM Solutions track during the open call for presentations. Sessions that are practical, thought leader-driven, and solution-oriented are most likely to be accepted. <i>Platinum members are guaranteed a session; all partners are encouraged to apply.</i>
Focus Groups or Private Meetings at IFMA Events <i>Applies only Platinum partners, one per event</i> Platinum partners may host one focus group or set of private meetings per event at World Workplace and/or Facility Fusion.	Process <ul style="list-style-type: none"> IFMA provides a list of event attendees (name, title, company and city) for partner review IFMA sends a personalized invitation to selected attendees or the full attendee list to gauge interest Meetings or focus groups are scheduled during the conference Recommendation: Use this benefit to gather market insight, validate product direction or deepen insight or relationships rather than for direct selling.
CSP Benefit of the Month An opportunity to share a valuable resource with IFMA members that supports professional growth and industry awareness.	Recommendation: Submit practical tools, guides, or insights tied to timely FM challenges or trends. Lead time: 1-2 months
Membership Discount Partners receive a discount on full IFMA membership, with group discounts available. <ul style="list-style-type: none"> Silver partners receive a 15% discount Gold and Platinum partners receive 30% discount 	Code: Contact csp@ifma.org to receive the code. Recommendation: Extend this benefit to internal teams who would benefit from IFMA education, networking, or leadership involvement.

Thank you for being a valued Corporate Sustaining Partner.

Please let us know if you have any questions or would like additional information by emailing csp@ifma.org.

Additional Resources: [CSP Resource Center](#)