



RECRUITMENT TALKING POINTS

Who is IAMC

- IAMC is the leading association of industrial asset management and corporate real estate executives, their suppliers, service providers and economic developers.

Mission

- IAMC is a member-focused association providing strategic insights, highest quality educational resources and exclusive networking opportunities for the leaders of the manufacturing and industrial asset management industry.

Key Messages

- IAMC sets the standard in educational opportunities geared toward the experienced manufacturing portfolio management executive by providing strategic insights and practical solutions based on documented member needs.
- IAMC is a straightforward association focused on meeting the needs of its members, including managing both its size and a balance of active to associate members at all times.
- IAMC provides its members with practical applications to help impact the bottom line and make a positive difference through its professional forums, leadership development seminars, research roundtables, Site Selection magazine, monthly newsletters, weekly updates and daily Web site.
- While IAMC offers intimate networking opportunities with industry leaders during its twice-annual Professional Forums, online resources keep members connected year-round, including the searchable member directory and social media initiatives across LinkedIn, Twitter, Facebook and MySpace.

Slogan/Tagline Brainstorm

- Corporate real estate insights, education and networking for manufacturers

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Member Benefits & Resources

- Competitively priced, the right size to foster a professional community and offer practical networking opportunities with industry leaders, and dedicated to offering best-in-class professional development opportunities, the benefits of joining IAMC are unparalleled.
- **Executive-Level Interaction and Networking** with a balance of corporate executives, economic developers and service providers. Members also have access to an online database of fellow members.
- **Professional Forums** – IAMC offers two professional forums per year dedicated to providing practical solutions and take-home value through internationally recognized keynote speakers and interactive educational programs – including workshops and peer-to-peer sessions – on timely issues relevant to corporate real estate management.
- **Research Roundtables** – held twice a year, Research Roundtable workshops are designed specifically for corporate end-users on topical corporate real estate issues.
- **Leadership Development Seminars** – held twice a year, Leadership Development Seminars are designed to provide high-quality leadership training to benefit both participants and the organizations they represent. Once program requirements are met, they also offer the opportunity for distinction as an IAMC Fellow.
- **Communications** – IAMC offers several hard-copy and online resources to help members keep in-touch with the association and keep informed on the industry, including: a Web site dedicated to supporting members' professional lives; a monthly newsletter; research publications; and Site Selection magazine, the official publication of IAMC.
- **Social Media** - In addition to IAMC.org, IAMC maintains a presence on a variety of social media platforms including LinkedIn, Twitter, Facebook and MySpace. The goal is to increase brand visibility, enhance communication between IAMC and its members, and facilitate year-round networking among IAMC members.
- **Site Selection Magazine** - The official publication of IAMC, Site Selection magazine is the leading publication covering issues of importance to corporate real estate executives, economic developers and their service providers. The magazine is published six times a year and reaches more than 44,000 subscribers with each issue. Site Selection magazine is owned and published by Conway Data, Inc.
- **Career Center** - Powered by Career Builder, the IAMC Career Center on www.iamc.org offers both job-seekers and employers seeking candidates extensive tools to help make their search a success. From jobs by industry-relevant category to a job-seeker toolkit, the IAMC Career Center is a uniquely tailored experience for corporate real estate executives and their potential employers.
- **IAMC Research Series** – IAMC regularly develops industry-relevant Research Reports, which are sent to IAMC members at no additional cost. Reports include *Organizational Patterns in Manufacturing and Industrial Corporate Real Estate*; *Outsourcing in the Corporate Real Estate Function — A Manufacturing Perspective*; and *Corporate Real Estate Compliance with the Sarbanes-Oxley Act; Scattered Benefits, Significant Costs*. Past reports are available for purchase on www.iamc.org.