

# STRATEGIC PARTNERS

## ABOUT AAPL

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AAPL partners with many of the leading thought providers across the private real estate lending industry to provide members with the best, most timely thought-leadership, trend analysis, and professional services based on member feedback. Our partners are consultants, researchers, and writers who cater to individuals in their respective categories.

Being a Strategic Partner gets you closer to the typical member and helps your company's image by enabling you to stand out from the crowd. It entitles you to special acknowledgment and benefits from AAPL.

## THE BENEFITS

- 10% discount on exhibitor fees for AAPL's Annual Conference
- Preferential Space in Exhibit Hall
- Annual use of AAPL snail mail list
- Ability to share research, white papers, articles or reports with membership
- Significant discount on Private Lender and website advertising
- Blast E-mails - AAPL does not distribute members' e-mail addresses to anyone. However, Strategic Partners are entitled to have AAPL send out two blast emails per calendar year. Any email that competes with AAPL events will not be eligible for this privilege.

AAPL is fortunate to have extremely loyal members. Existing partners experience increased activity because many members are more willing to take a call and select AAPL partners when a need arises.

## THE PROCESS

1. A Strategic Partner application should be submitted through AAPLOnline.com.
2. AAPL staff reviews each application to determine uniqueness and insure it meets expressed member needs. This may include discussing the services with appropriate member or ad hoc committees.
3. It is the Strategic Partner's responsibility to maintain contact with the AAPL on a quarterly basis to keep them informed of new offerings, progress with member usage, personal changes (primary contacts) and any other changes that would affect the relationship and those areas that would be of interest to the members.
4. An announcement will be made via "APPLAUSE," AAPL Members News & Updates indicating a new relationship between the Strategic Partner and the AAPL.

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5. Sponsorship opportunities are always available to preferred providers. Please contact the AAPL team at [sales@aaplonline.com](mailto:sales@aaplonline.com) for these opportunities.

## GUIDELINES

Strategic Partners content needs to:

- Provide benefit on a regular and consistent basis
- Relate to the professional activities of the members
- Help publicize private lending resources to non-members
- Directly address AAPL strategic goals

## AGREEMENT

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This signed agreement is required before a new Strategic Partner will be included in/on any AAPL assets. I / we authorize AAPL to publish my content in whole or in part with proper credit. Questions can be directed to [contact@aaplonline.com](mailto:contact@aaplonline.com).

As partner(s) I/we have read and understand the responsibilities as outlined in these guidelines and will abide by these.

(Printed) Presenter #1 \_\_\_\_\_

Signature Presenter #1 \_\_\_\_\_  
\_\_\_\_\_

Date Signed: \_\_\_\_\_

AAPL Rep: \_\_\_\_\_

Date Accepted: \_\_\_\_\_