

IIUSA Events Are the Premier Engagements for Business Development and Education - Here's Why



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In the seemingly endless cycle of webinars, virtual conferences, investor “meet and greets” and the like, it can often be challenging and confusing as to where to spend your valuable marketing dollars and more importantly where to receive the most accurate information.

While technology (especially during the COVID-19 pandemic) has greatly increased the ability of EB-5 projects and service providers to reach potential clients around the globe, it has also resulted in a proliferation of event companies looking to make a quick profit.

Invest in the USA (IIUSA) on the other hand has successfully hosted both virtual and in-person events in the EB-5 space since 2005. More to the point, IIUSA, as the only trade association advocating for the EB-5 Regional Center Program, is the definitive authority on all things EB-5. The association has regular communication with members of Congress, the administration, and the various agencies behind U.S. immigration and investment. Even the most well intentioned of event organizers cannot speak with the same authority as IIUSA

nor marshal industry-leading experts and government officials in the same way.

To that end, we thought it would be beneficial to highlight some of the things that set IIUSA events apart in the hope that you will consider joining us for an event(s) in the year ahead (If you weren't already planning to do so!)

We Are the Industry's Representative on Capitol Hill

IIUSA has a seat at the table for every EB-5 legislative discussion. In fact, our lobbying team and members' input is greatly valued by members of Congress and has been incorporated into all previous legislative Program reauthorization efforts. IIUSA was the only industry representative at the negotiating table on S. 831, the EB-5 Reform and Integrity Act of 2021, and its companion bill H.R. 2901. The bills would provide the EB-5 Program with a much-needed long-term reauthorization and other integrity improvements and we are confident they will be signed into law before the June 30, 2021 deadline.

IIUSA's role as the industry's lead negotiator makes us uniquely positioned to provide up-to-the-minute (and accurate) information on any and all potential legislative changes to the Program.

Further to that point, IIUSA is in direct communication with many of the most important U.S. government agencies with oversight or input on the EB-5 Regional Center Program. Just recently, IIUSA discussed Program inefficiencies with the CIS Ombudsman's Office, coordinated virtual engagements with representatives from Congress, the State Department and USCIS and responded to a host of public requests for

comments in conjunction with our member-led Public Policy Committee.

We Maintain a Network of Like-Minded Organizations Around the World

While IIUSA's international membership network is always growing, we also know that collaboration with other leading organizations around the world is imperative to the success of our events and the industry at large. To that end, we have formalized partnerships with organizations in many of the industry's key markets.

In just the past few years we have established and strengthened partnerships with the World Trade Center network, Investment Migration Council, Korean Emigration Association, Taiwan Immigration Consultants Association, PHD Chamber of Commerce, Johannesburg Chamber of Commerce, and many more.

While you do not need to be a rocket scientist to deduce that working with partners can drive significant value for events, you do have to be the right type of organization that not only welcomes partners, but also one that attracts them. IIUSA is the only membership association for U.S. professionals in EB-5. Accordingly, similar organizations in overseas markets (think associations for migration agents or chambers of commerce) naturally look to IIUSA for industry guidance and education.

Our position as an educator, and our non-profit status makes us a much more attractive partner for organizations looking to receive unbiased and good faith information. We are eager to continue building on our recent virtual success with partners around the world as we look ahead

Continued On Page 36



Continued From Page 35

to the return of in-person events and our Global Banquet Series.

We Have the Facts – Others Have Conjecture

IIUSA is also the foremost authority on all things data in the EB-5 space. Our data analytics team regularly provides members and the general public alike with economic impact reports, processing trend analyses, TEA mapping tools, investor origin insights and so much more.

The data that IIUSA meticulously compiles and analyzes is not only a valuable resource available for industry stakeholders use on our website, but it also underpins all of the educational content we produce and the events we host. More so than any other group, IIUSA is a repository of EB-5 knowledge, our members are recipients of those insights and our regular events act as a way to convey this information to a broader audience.

Sure, IIUSA's event panel topics in name will look similar to other events out there. However, IIUSA's content is backstopped with the cold hard data needed to ensure that the information conveyed is accurate and beneficial. In fact, more often than not, other event hosts are relying on information being generated by IIUSA whether that be investor market data, legislative updates or processing trends. So why not go directly to the source?

IIUSA Members Are Champions of Ethical Market Behavior

IIUSA members are the leaders in the EB-5 industry. Each member, upon joining the association, has agreed to uphold our Code of Conduct and to conduct their businesses with our Best Practices in mind. IIUSA members contribute their industry insights and leadership to each and every one of our events ensuring that EB-5 stakeholders, investors, and their representatives receive the most accurate and up-to-date information available.

To participate as a speaker with IIUSA one must be a member in good standing of the association and as a member they must be committed to strengthening the Program and upholding the industry ideals.

More to the point, we do not have “pay to play” options for our events. The individuals who speak are members of the association and experts in their fields. They are chosen to speak by our education team which works diligently to

ensure topics are relevant and the right speakers are featured. Our commitment in this regard results in high quality educational events that are devoid of shameless self-promotion or dubious claims.

We Are a Non-Profit with a Clear Advocacy Mission

Perhaps we sound like a broken record at this point, but it bears constant repeating. **IIUSA IS THE ONLY MEMBERSHIP ASSOCIATION FOR EB-5 PROFESSIONALS.** We are the industry non-profit and we have a vested interest in and a mandate to help see the industry succeed.

We continue to work towards a long-term reauthorization for the EB-5 Program, representing the industry in government affairs and public relations and continue to advocate for long-term program fixes that will enable the program to again flourish. We do this on behalf of all EB-5 professionals (members or not).

However, you can rest assured that any financial contribution to an IIUSA event, be it a ticket or sponsorship, is directly reinvested into the association's work. Put another way, by participating in an IIUSA event you are directly supporting the association's advocacy goals, educational commitment, and industry resources, and by extension, a bright future for your industry.

They Cost a Heck of A lot Less

Money isn't everything but it sure as heck makes a big difference when deciding where to spend valuable and limited marketing dollars. The goal with each event IIUSA hosts is to provide educational and business development platforms that are accessible to all interested parties. After all, we know the industry will be most impactful

when its stakeholders are well informed.

What Other Events Might Offer You:

- Speculation on topics in which IIUSA is the expert;
- “Pay to Play” insights;
- Factually incorrect or outdated assessments;
- Diluted programming;
- Direct competition from other CBI programs around the world;

A look Ahead to the Return to In-person Events

The EB-5 Industry Forum | October 6-8, 2021

The past year has given us all our fair share of splitting our at-home office space with the homework zone, intermittent internet outages in the middle of conference calls and virtual happy hours with friends and colleagues. It is safe to say we are all “Zoomed out” and with that, we couldn't wait to announce that IIUSA will be returning to in-person events this fall!

The IIUSA EB-5 Industry Forum is the industry's premier business development and educational platform developed to connect attorneys, regional centers, economic development professionals, project sponsors, foreign intermediaries, and more. We look forward to providing the industry with this key platform as we look ahead to a new and brighter future for the Program in sunny Orlando, FL this October!

We are pleased to offer a host of exhibiting and marketing sponsorships for this year's event. Doesn't it sound wonderful to network and interact with potential clients and partners face-to-face again? To learn more about the available opportunities please email info@iiusa.org. 

