



**ABA
ASSOCIATE
MEMBERSHIP**
A Powerful Network

aba.com/AssociateMember



American
Bankers
Association®

A Powerful Network

The American Bankers Association proudly represents banks of all sizes and their two million dedicated employees. We provide the training, advocacy and expertise they need to serve their customers and communities, and help grow the economy.

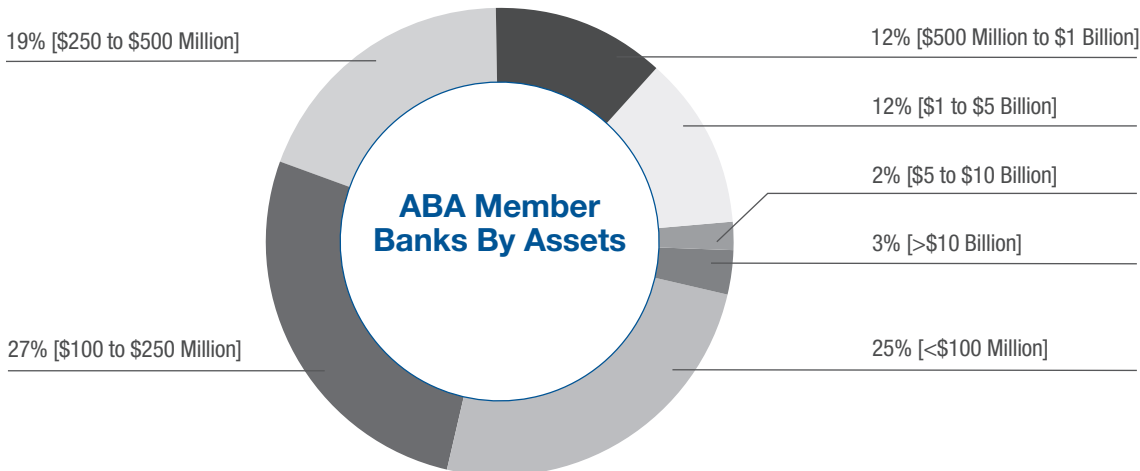
As a company whose products and services enable banks to carry out this mission, you're an integral part of the ABA community. ABA associate members enjoy visibility, access and knowledge—with ample opportunities to connect with decision makers in the industry. Take a look at these member benefits and see what's waiting for you at ABA.

A Rewarding Relationship

Member banks turn to ABA first to find and connect with today's leading business solutions—and associate membership allows you to cost-effectively showcase your offerings to them. Whether in print or in person, your company will be in front of banks that are ready for your solution.

“The membership directory is a meaningful way to expand my business network. I've formed and nurtured relationships, and discovered new clients.”

We represent banks of all sizes and types



Questions? Contact:

Grace Dinn - Director, Business Development
T: 202.663.5186 | E: gdinn@aba.com

Krista Donlon – Vice President, Business Development
T: 202.663.5127 | E: kdonlon@aba.com

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Why join the ABA

To be a member of the nation's largest banking association, inclusion in a unique ecosystem with a myriad of benefits, opportunities and mediums of touch points to reach bankers across the country.

Ways to Engage

- **Conferences** – ABA hosts several national events on topics including agricultural banking, marketing, regulatory compliance, wealth and trust, and financial crimes. Associate members can be considered for program or exhibitor participation.
- **Dedicated ABA staff** – To ensure you don't miss an opportunity for exposure
- **Associate Member Directory listing** – An online directory for ABA member banks that includes your searchable corporate profile plus a rundown of the products and services you offer
- **Webinars and podcasts** – ABA is the source for timely, relevant updates on what's happening in the industry. Associate members can leverage these vehicles to present their expertise to thousands of listeners.
- **Discounts** – Get special pricing on ABA publication ads, training products, and other ABA products and services to keep you in front of the banking world

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Business Development Opportunities

Showcase Thought Leadership, Solutions and Expertise

Access industry resources to stay updated on pressing issues that could impact your business or present growth opportunities

Training to upskill and better understand the banking industry in its entirety

Exclusive Sponsor and Exhibit Opportunities

- Preferred booth locations at conferences
- Creative opportunities for your brand on-site, in the conference app and in other channels
- A link to your company profile on the conference webpage
- Access to pre- and post-conference lists to initiate or follow-up on your conversations



American Bankers Association®

	Benefits / Opportunities	Diamond Associate Member \$10,000	Platinum Associate Member \$4,795	Gold Associate Member \$2,995	Silver Associate Member \$1,795
Access	Dedicated page on aba.com's Associate Member Directory promoting company, products and services	√	√	√	√
	Ability to be found in search engine by designated tag / topic	√	√	√	√
	A list pull to conduct your own USPS mailing thru a third-party mailhouse to a designated audience.	2 / yr	1 / yr		
	Complimentary registrations to Washington Summit	2	1	1	1
	Complimentary registration to a conference of your choice	1			
	Preferred booth location (time pending)	√			
Brand Visibility	Participation in Demo Days. Opportunity to submit a 5-minute video/product pitch by segment	√	√	√	
	Inclusion in Market Maps	√	√	√	√
	Consultative Concierge Service	√			
	Industry Insights: Opportunity to submit thought leadership content (produced by you) to be posted on aba.com including podcasts, research, video insights, white papers, press releases and infographics	√	√	√	
	Industry Insights: Opportunity to submit content for consideration to host an OnDemand webinar	√			
	Opportunity to submit content for consideration to be a speaker at an ABA event	√	√	√	√
	Case Study Conversations	√			
	Highlighted as a featured solution on the Industry Solutions page for a two week period	√			
	Link to company profile on aba.com if exhibiting/ sponsoring	√	√	√	√
	Extended company profile in directory	√	√		
	Feature Friday post on ABA's LinkedIn group page	√			
	Video of solution on dedicated page	√			
	Podcast with an ABA expert	2 / yr	1 / yr		
	Recognize special ABA member pricing on aba.com's Special Offers page	√	√	√	√
	Recognize special ABA member pricing on the ABA LinkedIn group page at least 2 times throughout the year	√			
Industry Resources	Receipt of the State Bankers Associations Directory	√	√		
	Complimentary Subscription to the ABA Banking Journal, Compliance Magazine and email bulletins	√	√	√	√
	Updates on industry news	√	√	√	√
Savings	Discounts on booths, products, training, registrations, publication advertisements	√	√	√	√

Ready to apply? Join ABA today and maximize your visibility, access, knowledge, and network. Our member banks are waiting to connect with companies like yours. [Click Here](#) to complete the online application.