



**ABA
ASSOCIATE
MEMBERSHIP**
A Powerful Network

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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.

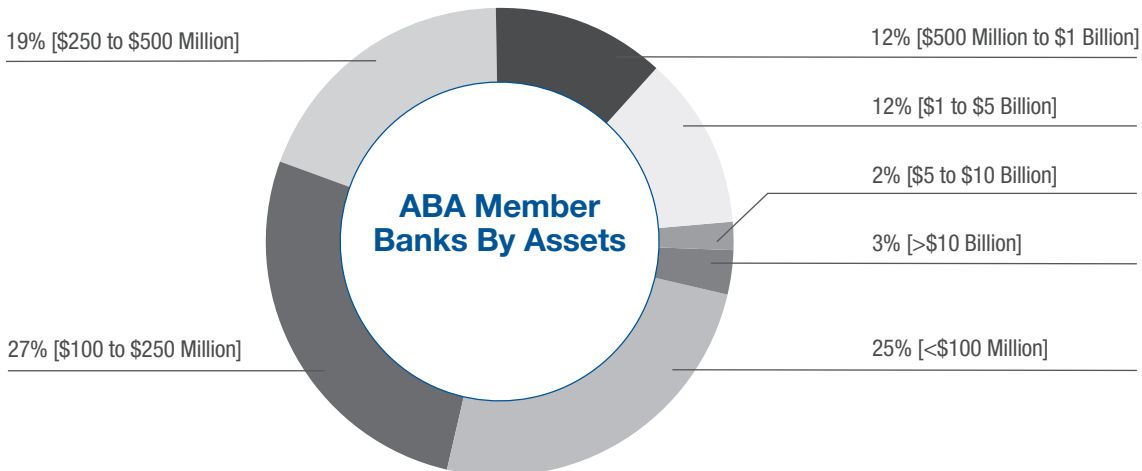
As a company whose products and services enable banks to carry out this mission, you're an integral part of the ABA community. ABA associate members enjoy visibility, access and knowledge—with ample opportunities to connect with decision makers in the industry. Take a look at these member benefits and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

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

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CEO PRIORITIES

Based on findings from the ABA Community Bank CEO Priorities Report, now is the time to showcase your products, services, and expertise. In the ever evolving world of banking, bank CEOs look to ABA Associate Members to discover the solutions they need.

Top priorities for community bank CEOs include:

- ◆ Filling gaps in the foundation product portfolio. While most respondents say their bank offers the full spectrum of basic products, those that do not planned to do ASAP.
- ◆ Adopt faster payment technologies
- ◆ Be more mobile and digital with customer interactions

Top products and services community bank CEOs plan to offer in the next 12 months:*

- ◆ Personal financial management
- ◆ Electronic bill presentment and payment
- ◆ Loyalty rewards program
- ◆ Identity theft protection

What keeps bank CEOs awake at night?*

Two of the top four concerns community bank CEOs have about the state of business are:

- ◆ Acquiring new customers
- ◆ Securing and implementing new technology

*2020 Community Bank CEO Priorities Survey

Membership Categories

*Diamond Benefits Only **Access varies by level

Features	Opportunities	Diamond \$10,000	Platinum \$4,795	Gold \$2,995	Silver \$1,795
Access	Online Associate Membership Directory listing with searchable corporate profile	•	•	•	•
	Preference on booth location	•	•	•	•
	Access to targeted direct mailing list	2x/yr	1x/yr		
	Complimentary registration for the ABA Washington Summit	3 registrations	2 registrations	1 registration	1 registration
	One (1) complimentary registration to the ABA conference of your choice*	•			
Savings	Discounts on booth rates	•	•	•	•
	Member-discounted rate on ABA products, services and event registrations	•	•	•	•
	Discounts on ABA publication ads	•	•	•	•
	Discounts on ABA training products	•	•	•	•
Brand Visibility	Listing on targeted aba.com banking topic pages	Unlimited	Choose 5	Choose 3	Choose 1
	Ad within ABA's online directory*	•			
	If exhibiting, your company profile will be linked on the conference page	•	•	•	•
	Opportunity to submit speaking proposals for conferences and webinars	•	•	•	•
	Opportunity to post white papers, research reports and discount products or services on aba.com	•	•	•	
	Extended company profile in the online Associate Member Directory	•	•		
	Feature Friday on ABA's LinkedIn page*	•			
	Podcasts	•			
Industry Resources	Highlight new products, press releases and other company news	•	•	•	
	Complimentary subscriptions: ABA Banking Journal, e-mail bulletins, ABA Bank Compliance, ABA Bank Marketing	•	•	•	
	Associate Membership monthly newsletter	•	•	•	•
	Directory of state bankers associations	•	•		
	Access to content on aba.com**	•	•	•	•

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.

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