



**ABA  
ASSOCIATE  
MEMBERSHIP**  
A Powerful Network

[aba.com/AssociateMember](http://aba.com/AssociateMember)



# 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.

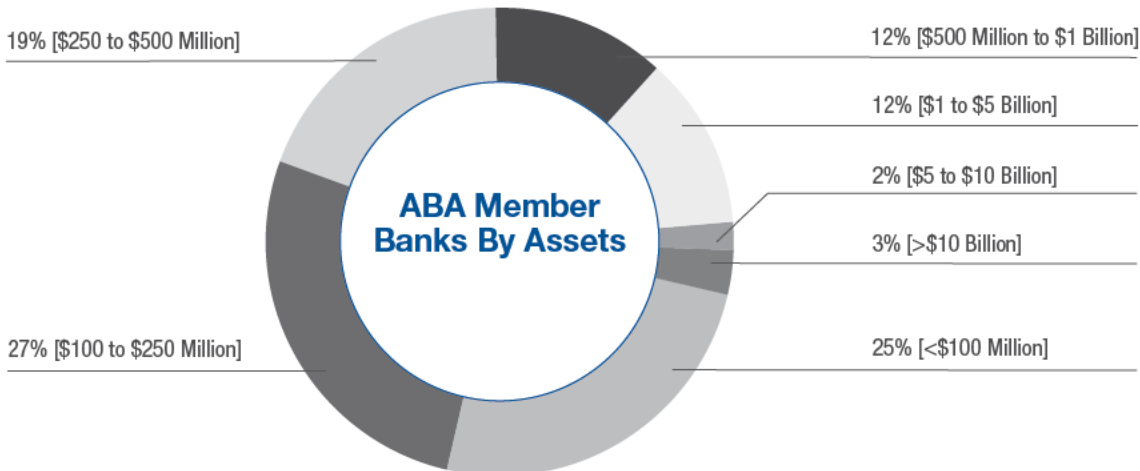
As a company whose products and services enable banks to carry out this mission, you're an integral part of the ABA community. ABA associate members enjoy visibility, access and knowledge—with ample opportunities to connect with decision makers in the industry. Take a look at these member benefits and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

	<b>Benefits / Opportunities</b>	<b>Diamond Associate Member \$10,000</b>	<b>Platinum Associate Member \$4,995</b>	<b>Gold Associate Member \$2,995</b>	<b>Silver Associate Member \$1,995</b>
<b>Access</b>	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 a 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			
	Member pricing for booths / sponsorship	√	√	√	√
<b>Brand Visibility</b>	Industry Insights: Opportunity to submit thought leadership content (produced by you) to be posted on aba.com including podcasts, research, video insights, white papers and infographics	√	√	√	
	Industry Insights: 5-minute Podcast with an ABA expert	2 / yr	1 / yr		
	Industry Insights: Opportunity to submit a video (produced by you) to be posted on your dedicated page on aba.com	√			
	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	√	√	√	√
	Highlighted as a featured solution on the Industry Solutions page <i>(for a week period/ yr)</i>	√			
	Link to company profile on aba.com if exhibiting/ sponsoring	√	√	√	√
	Extended company profile in directory	√	√		
	Featured post on ABA's LinkedIn group page	√			
	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 / yr	√			
	<b>Industry Resources</b>	Receipt of the State Bankers Associations Directory	√	√	
Complimentary Subscription to ABA Banking Journal, Compliance Magazine, email bulletins		√	√	√	√
Updates on industry news		√	√	√	√
<b>Savings</b>	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.

## Eligibility Requirements/Procedures

1. If your organization provides products and/or services that enable American Bankers Association (ABA) member banks to carry out their mission, then you may be eligible for Associate Membership in ABA.
2. Credit unions, financial services trade associations (other than those eligible according to Article II (C) of the ABA Bylaws) and the subsidiaries or affiliates of each are not eligible for membership in ABA.
3. Any organization not allowed to exhibit at ABA, Bankers' Association for Finance and Trade, ABASA or other ABA-affiliated entity conference cannot become an Associate Member. ABA, at its option, may deny Associate Membership to any company involved in litigation with ABA or ABA affiliates, whose company is the subject of a law enforcement or regulatory action, or whose ethical, competitive, or corporate governance practices are deemed inappropriate for membership by ABA at ABA's sole discretion or to any company that has failed to comply with the terms stipulated in any ABA or ABA affiliate agreements including conference and other mailing list agreements or any other agreement with ABA or whose conduct has violated the standards and eligibility requirements of Associate Membership. If an entity is eligible for ABA bank membership and is not an ABA bank member, then all subsidiaries of that organization are ineligible for ABA Associate Membership.
4. If you are eligible, your completed application for Associate Membership, including payment, must be submitted to the ABA comptroller, who will forward the membership information to the ABA Associate Membership Manager.
5. The manager of ABA's Associate Membership program may submit your application to the ABA Board of Directors or its designee for approval. ABA reserves the right to grant or deny Associate Membership to any company, at its discretion.
6. After your application is approved by ABA, you will receive a "Welcome Letter" and other materials from the Associate Membership Manager.
7. When and where appropriate, at ABA's discretion and choice, ABA will identify and recognize your company as an Associate Member of the American Bankers Association.
8. You may not use the ABA trade name, logo, trademark, service mark or copyright on your order forms, bills or invoices, or use it to promote your products or services. Nor may you claim or infer that Associate Membership implies ABA endorsement of your products or services in any materials, speeches, Web sites, press releases or other media. Use of the ABA name and logo is governed by separate agreement and process and requires the payment of significant additional monies for the privilege. Failure to abide by this requirement may be the basis of immediate termination of Associate Membership without refund or abatement and enforcement by ABA of its trademark and other rights.
9. In existing and future contracts between ABA/the Corporation for American Banking and a Associate Member, the prohibition above against product or service endorsement may be waived by the agreement between the parties.
10. Additional guidelines concerning specific Associate Member benefits will be sent to you once your application is approved. ABA reserves the right to cancel Associate Membership and return a prorated refund of dues at any time. Notwithstanding the foregoing, if you materially breach this agreement, ABA reserves the right to terminate this agreement as well as pursue all other applicable legal and equitable remedies after giving you written notice, and ten (10) days from the date of receipt of the letter to cure all such breaches. In the event of any uncured material breach, your right to a refund is forfeited.
11. Please allow 6-8 weeks, from the time of submitting your completed application to ABA, to begin receiving your complimentary ABA subscriptions.

## Dues Policy

1. ABA Associate Membership dues are annual and are renewable on your anniversary date.
2. When you become an ABA Associate Member, your entire company joins, not individual divisions, sections or groups within your company.
3. Subsidiaries can take advantage of the cost-saving benefits of the parent company's ABA Associate Membership (getting the member rate on ABA publications, conference, schools, etc.). But if the subsidiary wishes to be recognized as an ABA Associate Member (at ABA exhibit shows, etc.), then the subsidiary must enroll separately as an Associate Member. Contributions or gifts to the American Bankers Association are not deductible as charitable contributions