



ABA PARTNER NETWORK ▶

Where bankers find their best partners

aba.com/partnernetwork





Selling to banks is harder than ever. Margin pressure, heightened interest rates and an onslaught of regulatory measures are squeezing your customers. **They need your help.**

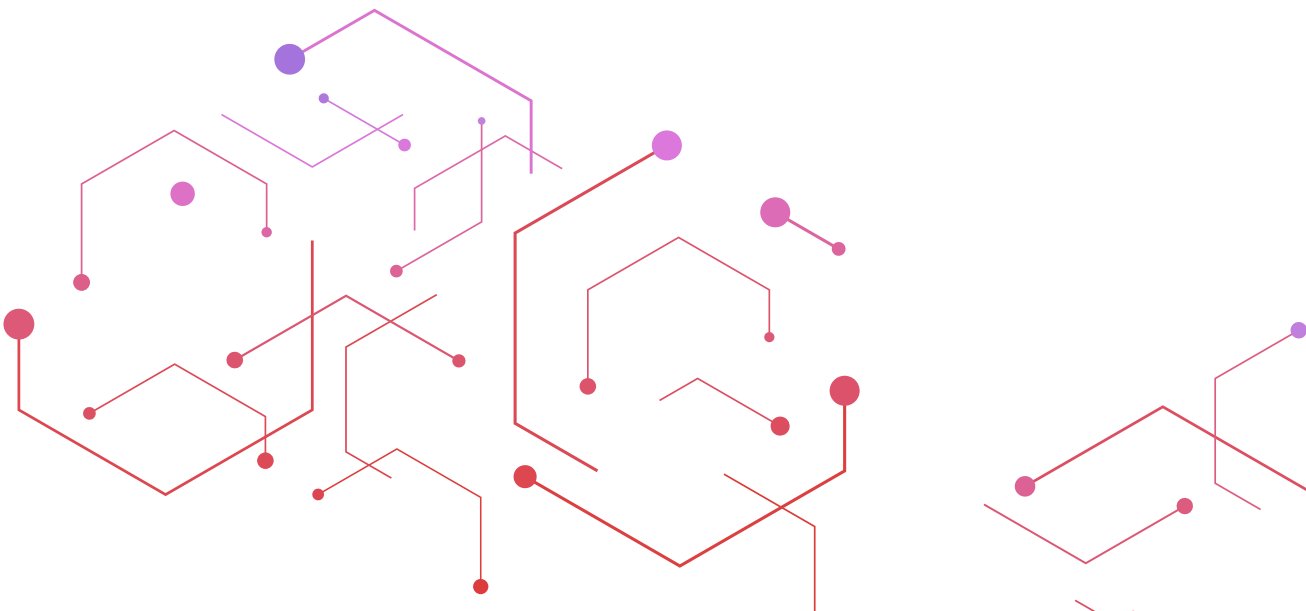
You have needs too: Efficient access to bankers. A commercial team with a high banking IQ. Sales reps who can make your story resonate with bank decision-makers.

It's challenging and ABA gets it.

Enter the **ABA Partner Network**. It's a new, industry-leading ecosystem – fueled by technology and service providers—that helps boost banks' operational performance and grow their businesses.

Joining the ABA Partner Network grants you access to a comprehensive platform designed to showcase your offerings to the bank leaders who need them — effectively and affordably.

The ABA Partner Network eliminates the burden of navigating America's large and complex banking landscape so you can focus on what truly matters to your customers — providing exceptional solutions that drive innovation and growth.



Banks need Partners. ABA can help.

Partner Challenge	Key Questions	Partner Network Solutions
Raising Brand Awareness	<ul style="list-style-type: none"> • How do banks know which problems we can solve? • How can we share our perspective with the market effectively? • How do we explain how our uniqueness? 	<ul style="list-style-type: none"> • Inclusion in new Partner Network Directory, accessible by all ABA member banks • Dynamic links to member sourcing pages, Partner profile pages, Industry Insights and ABA Product Assessments • Utilization of social media toolkit promoting participation in the ABA Partner Network
Gaining Access to Bank Prospects	<ul style="list-style-type: none"> • How can we get banks to take our sales calls? • How can we quickly gain exposure to large numbers of banks? • How can we most efficiently meet with our top prospects and customers? 	<ul style="list-style-type: none"> • Dedicated profile page on aba.com highlighting Partner's original thought leadership, searchable by company, category and product • Discounted access to registration, exhibits and sponsorships to 10+ ABA conferences • Opportunities to propose original sessions at ABA events
Boosting Our Team's Banking IQ	<ul style="list-style-type: none"> • How can we onboard new team members and those from outside the industry? • How can we keep our sales team current on emerging regulatory issues? • How can we craft our value proposition to resonate with bank executives? 	<p>COMING SOON</p> <ul style="list-style-type: none"> • Curated access to ABA's proprietary, members-only economic and policy analysis • Subscription to ABA Partner Network "Cheat Sheets" to highlight sales implications of key banking developments • Access to our exclusive Partner Academy online training modules to boost banking IQ of your team



Additional Ways to Engage

- **Conferences:** Events are powerful tools for connections, conversation and community building. Showcase and elevate your thought leadership and your offerings while meeting senior influencers leading financial institutions. ABA hosts 10+ national events on topics including agricultural banking, marketing, compliance, wealth and trust, and financial crimes. Partners can be considered for program, sponsorship or exhibitor participation.
- **Podcasts and Webinars:** ABA is the source for timely, relevant industry updates. Partners can leverage these vehicles to provide trends, analyses and thought leadership pieces to thousands of listeners. All sponsored webinars and podcasts are housed on aba.com for a full year, serving as a great resource for members.
- **Training:** Close the knowledge gap with on-demand courses designed to upskill staff on business acumen, financial services market dynamics, management and leadership.
- **Advertising:** Enjoy special pricing on advertisements in ABA publications, emails bulletins and online communities to keep you in front of the banking world.
- **ABA Product Assessments:** Created as needed, these objective reports provide a comprehensive picture of companies within a particular market segment. These will be produced independent from the Partner Network. RFIs will be sent to ABA Partners when applicable.
- **Support of the ABA Foundation:** The Foundation's mission is to help banks build thriving, resilient and equitable communities. If you want to help the financial well-being of millions of consumers, additional high-visibility sponsorship opportunities may be available to you.



Looking for an enhanced partnership?

Premier Partners: A new ABA designation for companies making a substantial long-term investment in the strength of the banking industry through their commitment to ABA and by offering a unique benefit to ABA members. Inquire about eligibility and requirements.

Contact Information

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A Rewarding Partnership

We represent banks of all sizes and types



About ABA and Our Members



\$23.7 Trillion

ABA is the voice of the nation's \$23.7 trillion banking industry



51

ABA has a strong alliance with the 51 state bankers associations and represents small, regional and large banks



1875

Nearly 150 years as the only trade association representing banks of all asset sizes and charter types



\$18.8 Trillion

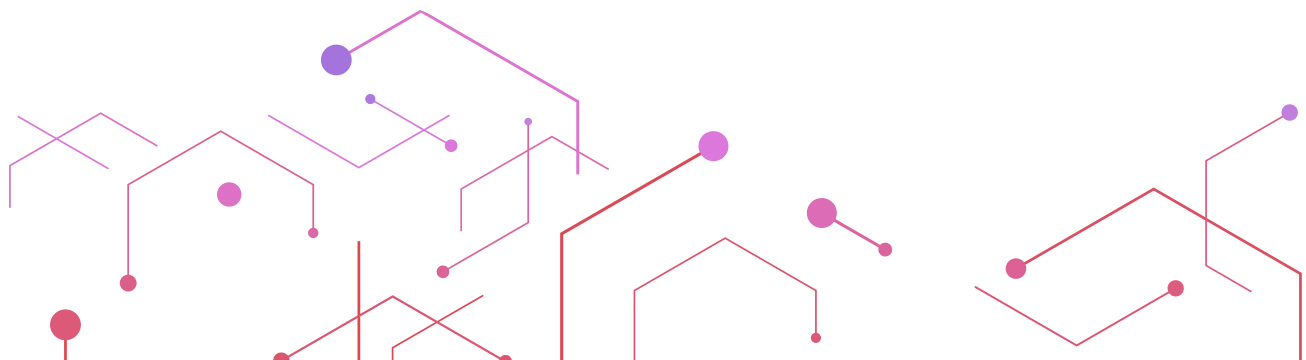
Composed of small, regional and larger banks that together employ approximately 2.1 million people, safeguard \$18.8 trillion in deposits and extend \$12.5 trillion in loans.



\$181 Billion

Nationally, banks spend more than \$181 billion on products and services each year and are heavy users of third-party vendors for services, including:

- | | |
|------------------------------|-------------------------|
| Accounting & Auditing | Leadership & Operations |
| Advertising & Communications | Legal Services |
| Commercial Banking | Lending |
| Compliance | Marketing |
| Consumer Banking | Payments |
| Cybersecurity / Fraud / Risk | Technology |
| Digital Banking | Trust |
| Insurance | Wealth Management |



Benefits / Opportunities		Diamond Partner \$10,000	Platinum Partner \$5,500	Gold Partner \$2,995
Access	Association with an elite set of solutions providers that have been designated by ABA as a leading provider	●	●	●
	Dedicated page on aba.com's Partner Network Directory promoting company, products and services	●	●	●
	Ability to be found in search engine by designated tag / topic	●	●	●
	A brief video showcasing either a company overview or a highlighted solution uploaded to your dedicated online directory page (You must make the video)	●		
	Industry Insights: Opportunity to submit thought leadership content to be posted on aba.com including podcasts, research, white papers and infographics	10 / YR	5 / YR	2 / YR
	A list pull to conduct a USPS mailing thru a third-party mailhouse to a designated audience (ABA provides USPS mailing list only to third-party mailhouse. Member pays for the mailing to take place)	2 / YR	1 / YR	
	Complimentary registration(s) to ABA Washington Summit	3	2	1
	Complimentary registration to a conference of your choice	1		
	Participation in Demo Days (When applicable)	●	●	
	Member pricing for booths / sponsorship	●	●	●
	Usage of ABA Partner Network Collective Mark	●	●	●
	Opportunity for company to post on social media (one-time) announcement of being a Partner Network member. (ABA to create and supply ad)	●	●	●
	Access to Dell discounts	●	●	●
	Brand Visibility	Industry Insights: 5-minute podcast with an ABA expert	2 / YR	1 / YR
Education Bursts: Opportunity to submit a video (produced by you) to be posted on your dedicated page on aba.com. Educate our members and elevate your thought-leadership on the most complex issues in banking.		●		
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 partner on the Partner Network landing page (ABA to select run date)		●		
Link to company profile on aba.com if exhibiting/sponsoring (Serves as a Digital Booth)		●	●	●
Extended company profile in directory		●	●	
Featured post on ABA's LinkedIn Group page (Static and posted by ABA)		●		
Opportunity to post own content in ABA's LinkedIn Group page		●	●	
Recognize Member Benefit/pricing on aba.com's Member Savings webpage		●		
Dedicated email blast to potential prospects highlighting approved content		1 / YR		
Inclusion in an Online referral form (when a topic is selected, company will be included in response)		●	●	
Potential invitation opportunity, as determined by the policy team, to participate in virtual bankers working group discussion		●		
Industry Resources	State of the Industry Update: Complimentary webinar just for Partners from ABA's policy experts	●	●	●
	Receipt of the State Bankers Associations Directory	●	●	
	Complimentary subscription to the ABA Banking Journal and ABA Daily Newsbytes	●	●	●
	Complimentary subscription to Industry Segmented email bulletins	●	●	
	Opportunity to request an ABA speaker for your event	●	●	
	Access to online training	●	●	●
	Updates on industry news	●	●	●
Savings	Discounts on booths, products, training, registrations, publication advertisements	●	●	●
	Discounts on posting jobs on BankTalentHQ	●	●	●

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