



**Building Your
Community Bank Business
Starts With **

Why Join ICBA?

For community banks, the journey to find the right provider begins with ICBA.



The Independent Community Bankers of America's mission is to create and promote an environment where community banks flourish. ICBA is dedicated exclusively to representing the interests of the community banking industry through three pillars: Advocacy, Education, and Innovation. Corporate Members are critical to this mission through development of new technologies and methodologies that help community banks compete in a dynamic environment.

Community bankers place their trust in ICBA's industry analysis, guidance, and strategy to elevate the industry and inform business decisions at their bank. Corporate Members take an active role in elevating community banks and benefiting from the trust and goodwill that community banks hold for ICBA.

Bank members rely on *Independent Banker* magazine, the online ICBA Solutions Directory, ICBA Preferred Service Providers, and Corporate Members for education about new and innovative solutions that help bankers solve for every day needs.

Bankers trust ICBA to advocate for their best interests when selecting new Corporate Members. This confidence provides Corporate Members with greater access to community banks.

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One of the most valuable benefits of Corporate Membership is being 'in the know' and learning about opportunities to connect with community bank clients before my competition.”

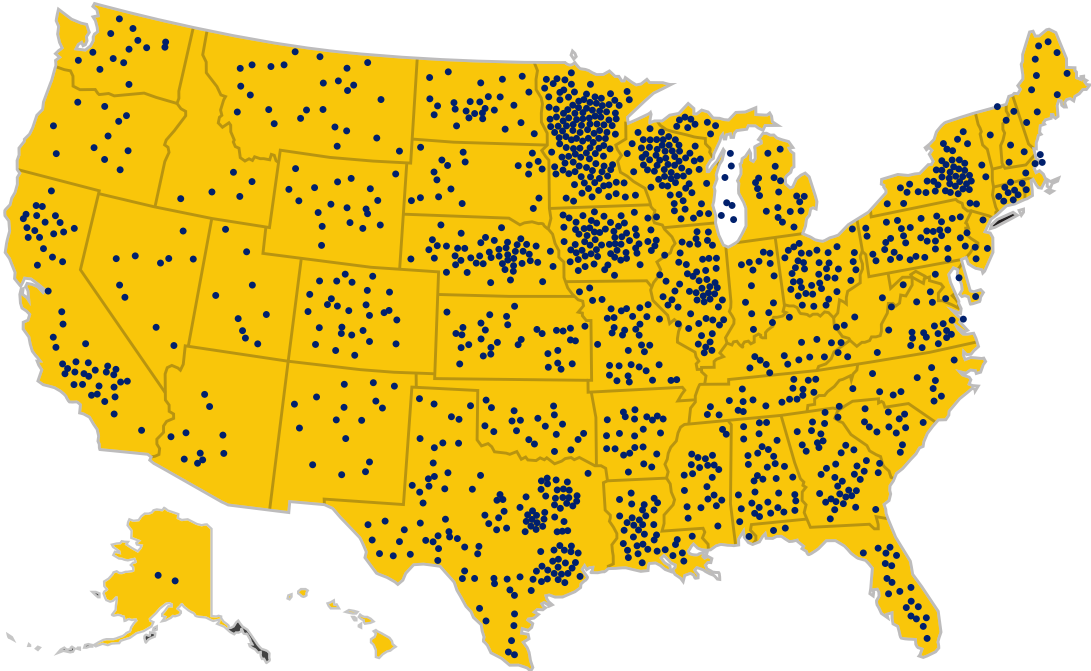
— ICBA Corporate Member



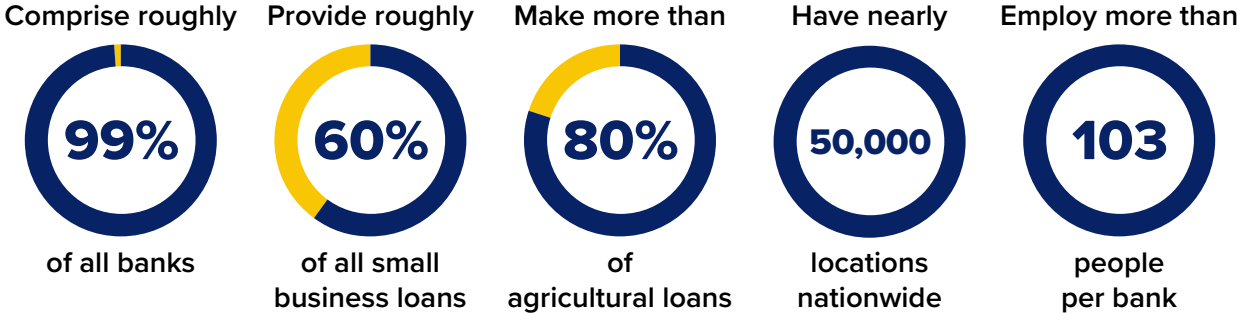
Corporate Members agree that ICBA is the first, and best, resource in their strategy to gain access and visibility to the largest constituency of community banks and decision makers in the country.

ICBA MEMBER COMMUNITY BANKS

Community banks are big business! With nearly 50,000 locations nationwide, community banks constitute roughly 99 percent of all banks, employ nearly 700,000 Americans, and are the only physical banking presence in one in three U.S. counties.



Community Banks:



ICBA Member Banks:





CORPORATE MEMBERSHIP OPENS DOORS

ICBA encourages each Corporate Member to develop a marketing plan specifically geared for a community bank audience.

We recognize that every organization is unique and have designed a set of marketing options that give you the flexibility and control to build an outreach strategy that reaches your target audience and fits your budget. Upon joining ICBA, you will be introduced to an ICBA marketing representative who will help design a right-sized marketing plan that identifies the community bank decision-makers you are targeting.



Corporate Members enjoy 500+ unique opportunities to connect with community banks throughout the year through advertising, sponsorships, or exhibits.

A Robust Benefits Package Gets Your Foot in the Door

- » Featured profile in the ICBA Solutions Directory
- » Members-only marketing opportunities including webinars and emails
- » Early access to ICBA events
- » And more! (see member benefits chart)
- » Quarterly list of ICBA member community banks
- » 15% discount on advertising through ICBA

COMMUNITY BANK / CREDIT UNION DIFFERENTIATION

ICBA recognizes that many Corporate Members serve both community banks and credit unions. However, it is critical that Corporate Members avoid messages that address community banks and credit unions together, or infer that they are the same in advertisements, tweets, webpages, and other communications. Because credit unions do not pay taxes nor operate under the same regulatory environment, they benefit from unfair competitive advantages over community banks. ICBA devotes significant resources towards highlighting this inequity and leveling the playing field for all financial institutions. By making a distinction between community bank and credit union audiences, Corporate Members show an understanding of these sensitivities and support community banking.

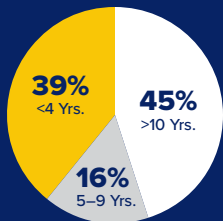


ICBA invites you to read the various blogs and opinion letters written by ICBA staff: [ICBA Community Bank Advocacy](#).

Portrait of a Successful Corporate Member

ICBA Corporate Members enjoy recognition, visibility, and a comprehensive benefits package that provides exclusive opportunities to break into the community bank market through events, advertising, and targeted outreach.

Corporate Members spend their first year in the program developing a reputation as a subject matter expert, sharing thought leadership, and educating community bankers. As brand awareness and bank adoption grow, Corporate Members enjoy increasing market share. This is seen through membership tenure and investment in outreach to community banks through advertising, sponsorships, and education.



The value that Corporate Members gain through a relationship with ICBA is reflected in membership tenure, with well over half of companies staying with the program for 5+ years.

A successful ICBA Corporate Member will:

- » Build relationships with bankers over time and develop a long-term relationship with ICBA: most companies stay in the program for 5+ years.
- » Understand the difference between community banks and credit unions and avoids cobbling the two together within their marketing.
- » Regularly participate in ICBA's events as an exhibitor, sponsor, or thought leader: 70% of exhibitors at ICBA LIVE® are Corporate Members.
- » Develop an annual marketing strategy tailored to the community bank market.
- » Include statements of ICBA affiliation and support of the community banking industry on banker-facing materials.
- » Leverage ICBA's membership list to identify target clients and new customers.



“ I merge ICBA's membership list into my organizations CRM so our sales staff can identify and leverage our membership when speaking with ICBA members”

— ICBA Corporate Member



PRODUCT DEVELOPMENT

ICBA supports product development for the future of community banking alongside Corporate Members, through initiatives that raise the bar for all community banks:



The ICBA ThinkTECH Accelerator program continues the successful collaboration between promising fintechs and community bank leaders. Selected companies receive ICBA investments and are immersed in a rigorous 12-week program, featuring one-on-one meetings with hundreds of community banking influencers to speed product development and create solutions tailored to the community bank market.



ICBA's Community Banker University is a modernized educational platform that provides community bankers with premier and industry-specific professional development and educational opportunities for all stages of their careers. By providing relevant education and learning opportunities to individuals, Community Banker University empowers and inspires them to do great things at America's community banks.

ICBA CORPORATE MEMBERSHIP TOP TEN BENEFITS

- 01 Privileges**

Corporate Members can run a cost-effective, targeted direct mail campaign to community bank members. Corporate Members are entitled to view the list of member banks.
- 02 Exhibit Selection**

Priority selection of exhibit booth space at ICBA LIVE, the community banking industry's premier education and networking event.
- 03 Community Banking News**

Access to ICBA's detailed industry knowledge and insights through newsletters, *Independent Banker* magazine, and ICBA's members-only website.
- 04 Discounted Advertising**

A 15% discount on all advertising opportunities, including *ICBA NewsWatch Today* e-newsletter, ICBA.org, and *Independent Banker* magazine.
- 05 ICBA Solutions Directory placement**

Corporate Members receive a listing in the ICBA Solutions Directory, a one-stop shop for community bankers to research solution providers.
- 06 Amplified Messaging to Community Banks**

ICBA regularly promotes content from its Corporate Members across all social media channels.
- 07 Platform to Share Expertise**

Corporate Members receive access to a limited number of sponsored webinars to share thought leadership with ICBA member banks.
- 08 Show Support for Community Banking**

Five "statements of affiliation" to demonstrate your company's commitment to community banking.
- 09 Access to Community Banking Education**

Corporate Members receive discounted rates for education through Community Banker University.
- 10 Marketing Coaching**

Corporate Members are able to receive consultations from ICBA marketing specialists to learn strategies and best practices for reaching community banks.

ICBA Corporate Membership Levels

CORPORATE MEMBERSHIP

Most robust benefits package

\$5,500



FINTECH MEMBERSHIP

LIMITED ELIGIBILITY
Offered to early-stage fintech innovators entering the U.S. market in the last 24 months

\$2,200



PROFESSIONAL SERVICES MEMBERSHIP

LIMITED ELIGIBILITY
Offered to Accounting, Legal, and CPA firms

\$2,200



ICBA DUES POLICY

ICBA's Corporate Membership year begins on July 1 and runs until June 30th. Prorated dues are available for prospective members between August and December. Members will be invoiced annually for membership dues beginning in May, with membership expiring on June 30th. Failure to pay annual membership dues shall constitute a forfeiture of membership.

CORPORATE MEMBERSHIP BENEFITS CHART

	Corporate Membership	Fintech and Professional Services
Community Bank Contacts & Mailing Privileges		
Quarterly download of ICBA member banks and decision makers	✓	
Annual, customized Excel list of ICBA member banks, including additional bankers and demographics	✓	
Targeted direct mail fulfilled through ICBA	✓	
Exhibiting & Networking		
Early access to exhibit space and sponsorship opportunities at all ICBA events	✓	✓
Discount on exhibit space at ICBA LIVE	\$1400	\$700
One additional full registration with exhibit space at ICBA LIVE	✓	
Consideration for speaking engagements at ICBA events	✓	
Discounted attendance and sponsorships for ICBA's LEAD FWD Summit	✓	✓
Visibility & Advertising		
Discounted advertising opportunities in <i>Independent Banker</i> magazine	✓	✓
Profile in <i>Independent Banker</i> Membership issue with bonus distribution to non-member banks	✓	✓
Digital profile on ICBA Solutions Directory	✓	✓
Enhanced Solutions Directory profile with logo, additional categories, and augmented company description	✓	
Discounted digital advertising in ICBA e-newsletters & websites	✓	✓
Opportunities for <i>Independent Banker</i> webinar and email blast sponsorships	✓	
Consideration for the ICBA Preferred Service Provider program	✓	
Industry Knowledge		
Hard copy subscription to <i>Independent Banker</i> magazine	✓	
Unlimited digital subscriptions to <i>Independent Banker</i> magazine	✓	✓
Unlimited subscriptions to <i>ICBA NewsWatch Today</i> daily e-newsletter	✓	✓
<i>Corporate Connections</i> newsletter, focused on Corporate Member success	✓	✓

Limited eligibility for Fintech and Professional Services Membership

ICBA CORPORATE MEMBERSHIP ELIGIBILITY REQUIREMENTS

To be eligible to join ICBA as a Corporate Member, organizations must meet the following requirements:

- » The organization must not be owned or affiliated with a credit union, either as a credit union service organization (CUSO) or through other credit union investors.
- » Corporate Members must not compete with or advertise services that compete with community banks or any ICBA subsidiary, including but not limited to, ICBA Bancard, ICBA Reinsurance, ICBA Securities, and TCM Bank.
- » ICBA member community banks owning a subsidiary or separate financial service organization are eligible to join as a Corporate Member. In this case, the entity will qualify for a 20% discount on Corporate Membership dues. Financial service organizations owned by banks are ineligible for membership unless the bank is an ICBA member.
- » Corporate Members wishing to access the ICBA member list of community banks must sign a list agreement outlining the guidelines for appropriate use and assert that they will not now or ever share the member list outside the organization.
- » Corporate Members must not state or imply that they are endorsed, preferred, or recommended by ICBA. Corporate Members will receive pre-approved statements of affiliation to communicate their membership to community bankers.
- » ICBA Corporate Members may not use any ICBA logo or mark in any capacity, including but not limited to marketing materials, company websites & documents, social media, and exhibits, unless granted expressed written consent by ICBA.
- » Organizations meeting the above requirements are eligible to apply for ICBA Corporate Membership. Applications are subject to the approval of ICBA's Executive Committee and ICBA reserves the right to reject, terminate or suspend any individual or organization at any time at ICBA's sole discretion.



ICBA will notify the vendor within 2 days of submitting their application that they have been approved or denied. Upon payment of dues, ICBA will send a welcome letter outlining next steps.



Want to Learn More?

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