



# ABA PARTNER NETWORK ▶

Where bankers find their best partners

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



American  
Bankers  
Association®



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

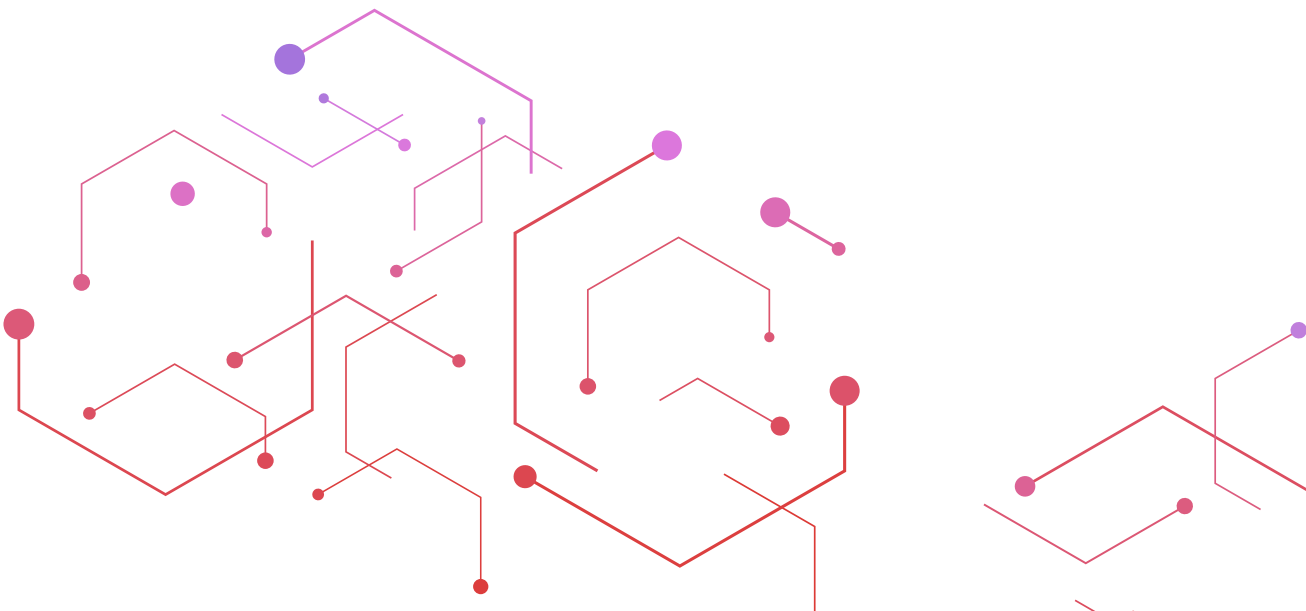
You have needs too: Efficient access to bankers. A commercial team with a high banking IQ. Sales reps who can make your story resonate with bank decision-makers.

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
<b>Raising Brand Awareness</b>	<ul style="list-style-type: none"> <li>• How do banks know which problems we can solve?</li> <li>• How can we share our perspective with the market effectively?</li> <li>• How do we explain how our uniqueness?</li> </ul>	<ul style="list-style-type: none"> <li>• Inclusion in new Partner Network Directory, accessible by all ABA member banks</li> <li>• Dynamic links to member sourcing pages, Partner profile pages, Industry Insights and ABA Product Assessments</li> <li>• Utilization of social media toolkit promoting participation in the ABA Partner Network</li> </ul>
<b>Gaining Access to Bank Prospects</b>	<ul style="list-style-type: none"> <li>• How can we get banks to take our sales calls?</li> <li>• How can we quickly gain exposure to large numbers of banks?</li> <li>• How can we most efficiently meet with our top prospects and customers?</li> </ul>	<ul style="list-style-type: none"> <li>• Dedicated profile page on aba.com highlighting Partner's original thought leadership, searchable by company, category and product</li> <li>• Discounted access to registration, exhibits and sponsorships to ABA conferences</li> <li>• Opportunities to propose original sessions at ABA events</li> </ul>
<b>Boosting Our Team's Banking IQ</b>	<ul style="list-style-type: none"> <li>• How can we onboard new team members and those from outside the industry?</li> <li>• How can we keep our sales team current on emerging regulatory issues?</li> <li>• How can we craft our value proposition to resonate with bank executives?</li> </ul>	<ul style="list-style-type: none"> <li>• ABA economic &amp; policy insights to understand what's driving bank priorities</li> <li>• "Bank Notes" quick-read briefs on key banking issues</li> <li>• Exclusive banker &amp; ABA expert conversations to strengthen your strategy and sales approach</li> <li>• Bank Solutions Provider Certificate to build practical banking knowledge, credibility, and alignment with bank priorities</li> </ul>



# 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**

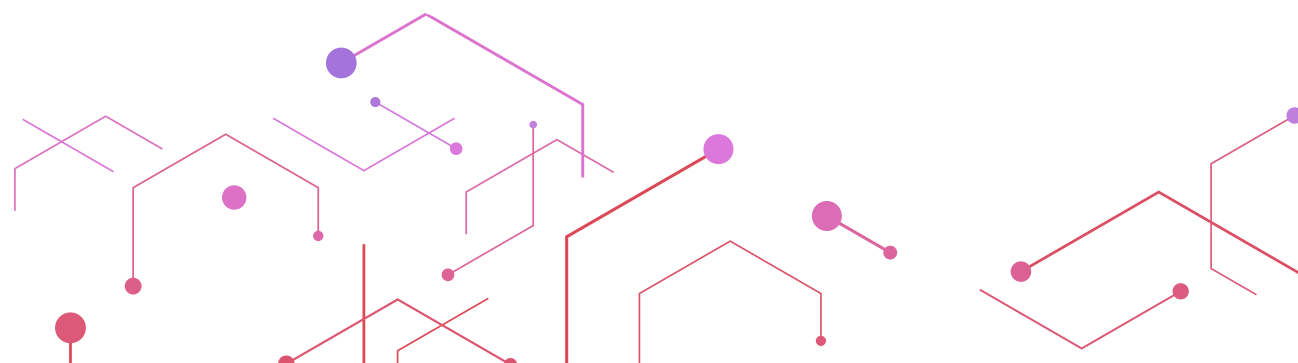
Composed of small, regional and larger banks that together employ approximately 2.1 million people, safeguard \$18.8 trillion in deposits and extend \$12.5 trillion in loans.



**\$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       |



# Connect with Decision Makers

Conferences 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. Partners can be considered for program, sponsorship or exhibit participation.

Each year, ABA presents two key conferences designed for the needs of C-suite executives.

The **ABA Annual Convention**, held each fall in major American cities, focuses on industry trends and emerging issues within domestic and global banking. Knowledge sessions are geared toward strategic planning, talent management, innovation and profitability. Featured speakers include industry subject matter experts, key congressional and Administration figures and leaders of the banking regulatory agencies.

The **ABA Conference for Community Bankers**, held in early spring at a resort location, is designed to sustain the community bank model. It tackles essential business and operational topics such as technology, human capital, growth strategies, CRE lending and board management. It delivers speakers, information and resources that community banks can immediately utilize to boost growth and profitability.

**Insurance Risk Management Forum**, typically held in January, gathers senior executives, underwriters and brokers discussing the best pathways to mitigate risk in the bank and the role insurance plays in that. The conference typically covers topics such as professional liability, cybersecurity, ethics, and emerging trends in insurance coverage.

**Ag Bankers Conference**, held late fall, focuses on the unique challenges and opportunities in agricultural banking. It provides insights into economic trends, credit risk management, policy developments, and best practices for serving farmers and agribusiness clients.

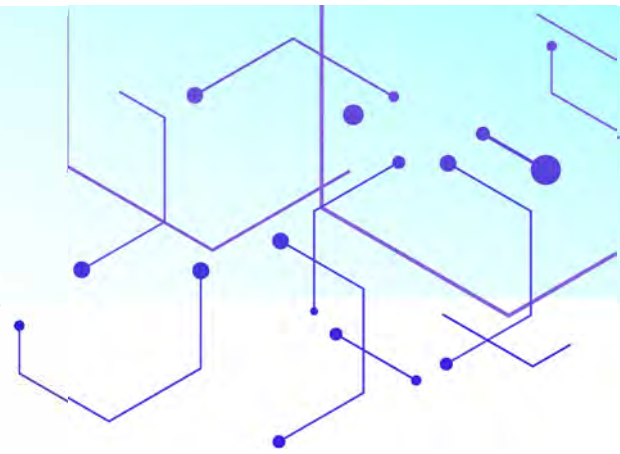
**Bank Marketing Conference**, held early fall, focuses on marketing, branding, and customer engagement strategies. It provides insights into the latest trends, digital innovations, and data-driven marketing techniques to help banks grow and strengthen customer relationships.

**AML & Fraud Conference**, held in the fall, focuses on combating financial crimes such as fraud, money laundering, and cyber threats. It provides insights into emerging risks, regulatory expectations, and best practices for detecting and preventing financial crimes.

**Risk & Regulatory Compliance Conference**, held every May / June, focuses on regulatory updates, risk assessment strategies, and best practices for managing compliance challenges in an evolving financial landscape. The conference covers topics such as fraud prevention, cybersecurity, regulatory changes, and enterprise risk management to help banks navigate complex risks effectively.

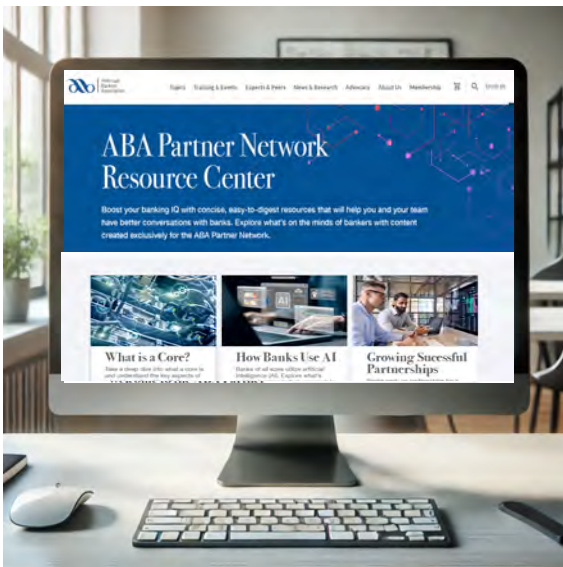
## Key Reasons to Exhibit & Sponsor at ABA Events

- Deal directly with bank decision-makers.
- Showcase products, services, and thought leadership to your target market.
- Enhance company visibility year-round with the audience that matters.
- Develop new, high-quality leads and important contacts.
- Learn about emerging issues that could affect banks' needs for your products.
- Build your brand through consistent, year-round exposure to banking industry leaders.
- Sponsor breakfast or lunch sessions or Innovation Showcases at select meetings,



# NEW! ABA Partner Network Resource Center

Boost your banking IQ with concise, easy-to-digest resources that will help you and your team have better conversations with banks. Dive into topics that matter most to bankers with content created exclusively for YOU! As a member of the ABA Partner Network, you get access to our growing library with updated insights on current issues and everyday banking essentials.



## Bank Notes

Boost your bank IQ with trusted insights. Bank

Notes are designed to:

- \* Quickly highlight an issue
- \* Explain its significance to banks
- \* Outline current actions
- \* Encourage you to think about your approach
- \* Suggest conversation starters



## Exclusive ABA Partner Network member only content!

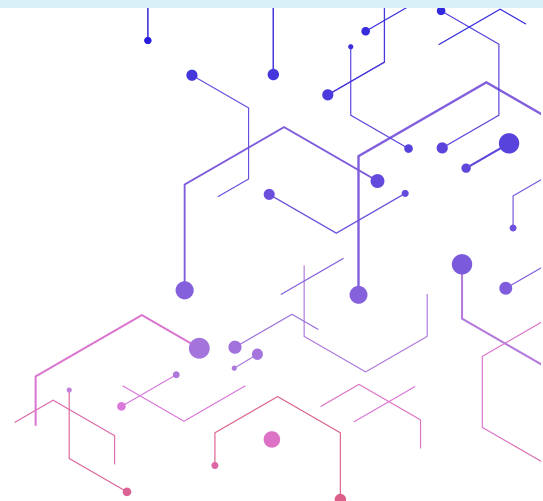
Only available on aba.com, ABA Partner Network members gain access to featured Bank Notes along with **exclusive conversations** and insights from bankers and ABA subject-matter experts to enhance your sales strategies. A login is necessary to unlock all Partner Network resources, and eligibility extends to everyone in your company.

## Read like a bank CEO

ABA Partner Network members have access to ABA Daily Newsbytes, the ABA Banking Journal and additional email bulletins. Your entire team can subscribe.

## Want to Know Banks Better?

We can help!



# New! Bank Solutions Provider Certificate

The Bank Solutions Provider Certificate covers the banking fundamentals that everyone serving the industry needs to know.

These self-paced online courses are **included** at no extra cost in all ABA Partner Network memberships.



## The Outcome

By completing the certificate, participants gain the knowledge and confidence to:

- Speak the language of banking
- Anticipate regulatory and operational considerations
- Position solutions in ways that resonate with bank leaders
- Build long-term, trust-based partnerships with financial institutions
- Signal credibility through alignment with ABA's trusted training programs – the same programs bankers rely on themselves

This program helps solutions providers move from vendor to strategic partner.

## Who This Certificate Is For

Designed for companies that work with financial institutions, including:

- Fintech and technology providers
- Consultants and advisory professionals
- Banking service vendors
- Professional service firms
- Sales and client success teams serving banks
- Product leaders building solutions for financial institutions
- YOU!

## What You'll Learn

The certificate includes six microlearning courses that provide a comprehensive foundation in banking.

### Banking Fundamentals for Solutions Providers

Understand how U.S. banks operate, the products and services they offer, and the regulations that shape the industry.

### Banking Mindset and Culture

Discover the cultural norms, ethical expectations and decision-making mindset that guide how banks operate, as well as how they evaluate and select partners.

### Banking Regulations 101

Gain insight into the regulatory framework governing financial institutions, including major laws, supervisory agencies and compliance culture.

### Banking Roles & Organizational Structure

Learn how different teams within a bank collaborate — from frontline staff and lenders to compliance leaders and the C-suite.

### Banking Operations and Technology

Explore the operational systems, technologies and processes that support modern banking and digital transformation.

### Lines of Business in Banking

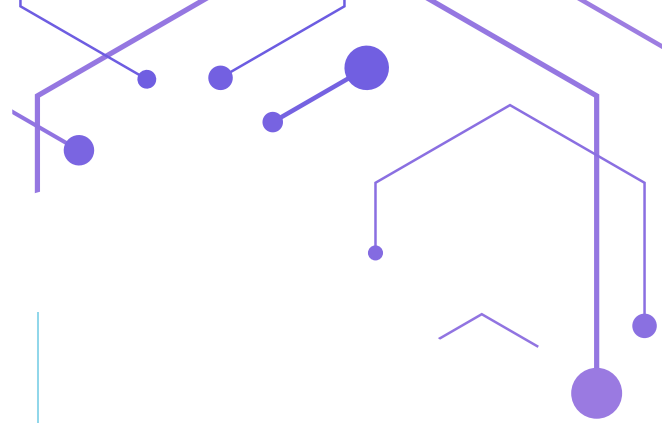
Understand the structure and services of retail banking, commercial banking and investment banking.



All employees at ABA Partner Network companies are eligible to complete this certificate program.

Enroll now at [aba.com/bankingIQ](http://aba.com/bankingIQ)

# Additional Ways to Engage



- **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.
- **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.
- **Advertising:** Enjoy special pricing on advertisements in ABA publications, emails bulletins and online communities to keep you in front of the banking world. **ABA Email Bulletins** are free resources for ABA bank members to help them stay informed with breaking news, expert analysis and up-to-date coverage of banking issues and trends. These are subscription based - tailored to specific industry segments.



## 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**  
PartnerNetwork@aba.com

ABA Email Publication	Subscribers	Unique Open Rate	Introductory Pricing
Ag Banking	1,486	36.3%	\$795
Banking Docket	2,706	29.7%	\$795
CFOs	2,959	26.4%	\$1,250
Cybersecurity	7,060	29.3%	\$1,250
Fintech & Innovation	5,548	23%	\$1,250
Health Savings Account	1,095	28.6%	\$795
Human Resources	1,737	34.7%	\$795
Mortgages	3,171	32.6%	\$895
Payments	4,013	22.9%	\$995
Risk, Compliance & Financial Crimes	11,432	28.4%	\$1,500
Wealth Management & Trust	1,901	21.2%	\$795
Weekly Roundup	6,356	30.1%	\$1,250

*\*Disclaimer: Only Partner Network members are eligible to purchase advertisements in ABA email bulletins. Rates are for one ad in one email bulletin. Pricing is subject to change.*



Benefits / Opportunities		Diamond Partner \$10,000	Platinum Partner \$5,500	Gold Partner \$2,995
Access	Association with a trusted and elite set of solution providers and industry leaders	●	●	●
	Dedicated page on aba.com's Partner Network Directory recognizing company, products and services	●	●	●
	Enhanced visibility through inclusion in ABA's online directory search engine.	●	●	●
	Industry Insights: Opportunity to submit educational thought leadership content for inclusion on aba.com including podcasts, research, white papers and infographics	12/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)	1/YR	1/YR	
	Complimentary registration(s) to ABA Washington Summit	3	2	1
	Complimentary registration to a conference of your choice	1		
	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 provide ready to use artwork for you to utilize.	●	●	●
Brand Visibility	Featured Video Content: Submit up to three short (under 3-minute) videos to educate bankers and highlight your expertise—featured on your dedicated Partner Network online directory page.	●		
	Industry Insights: 5-minute educational podcast with an ABA moderator	2/YR	1/YR	
	Industry Insights: Opportunity to submit educational content for consideration to host a webinar	●		
	Opportunity to submit educational 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	●	●	●
	Extended company profile in directory	●	●	
	Featured education post on ABA's LinkedIn Group page (Static and posted by ABA)	●		
	Opportunity to post own educational content in ABA's LinkedIn Group page	●	●	
	Recognize Member Benefit/pricing on aba.com's Member Savings webpage	●		
	Dedicated email blast to up to 1,000 targeted members featuring approved educational content	1/YR		
	Appearing in online search results for relevant topics.	●	●	
Digital Demos - a dynamic, online destination where bankers can explore short, focused demos grouped by category. You create the 3-minute demo, ABA will request them quarterly. Can post one / year.	●	●		
Industry Resources	VIP lunch invitation(s) to hear exclusive banker/ABA expert conversations to strengthen your strategy and sales approach	●	●	●
	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	●	●	
	Member pricing for online training	●	●	●
	Complimentary Bank Solutions Provider Certificate for every employee in your company	●	●	●
	Bank Notes! Curated content specific for industry providers in 'cliff-note like' formats	●	●	●
Savings	Discounts on booths, products, training, registrations, publication advertisements	●	●	●
	Access to Dell and Hertz discounts	●	●	●

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