

CORPORATE ASSOCIATE MEMBERSHIP

Benefits Manual





Dear ICBA Member,

Thank you for selecting Independent Community Bankers of America as your connection to community banks across the country. We deeply value the relationships we have with the vendors that serve our banking constituents.

ICBA member banks are constantly seeking solutions that will help them remain competitive in an ever-changing marketplace. Whether changing product and service offerings, expanding to new locations, or adopting new technologies, community banks depend on ICBA Corporate Associate members.

The following pages provide detailed information on how to make the most of your new relationship with ICBA. Many of the program benefits will happen automatically. Other benefits, such as mailing privileges and reserving exhibit space at our National Convention, will require additional action by your company if you wish to participate.

We invite you to contact ICBA at any time and together we will work toward maximizing your membership experience.

Welcome to ICBA! We look forward to serving you for many years to come.

A handwritten signature in black ink that reads "Patricia Rajdl". The signature is written in a cursive, flowing style.

Patricia Rajdl
Assistant Vice President, Corporate Associate Membership
Independent Community Bankers of America

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Quick Contact List

Advertising – Independent Banker Magazine/Electronic Media

Rachael Solomon, VP, National Sales Director
612-336-9284 or Rachael@ICBAbanks.org

Convention Exhibits and Sponsorships

Jim Mastey, VP, Conferences/Exhibits
(320) 352-7348 or jim.mastey@icba.org

General Membership Questions and Benefits Administration

Patricia Rajdl, AVP, Corporate Associate Membership
(320) 352-7324 or patricia.rajdl@icba.org

Jeanie Klasen, Director, Customer Relations
(320) 352-7325 or jeanie.klasen@icba.org

Mailings and Membership Lists

Patricia Rajdl, AVP, Corporate Associate Membership
(320) 352-7324 or patricia.rajdl@icba.org

Preferred Service Provider Program

Adam Mahone, AVP, Services
(202) 821-4363 or adam.mahone@icba.org

Speaking – ICBA Community Banker University

Shirley Ringhand, VP, Education/Products
(320) 352-7333 or shirley.ringhand@icba.org

Runay Olson, VP, Education/Seminars
(320) 352-7332 or runay.olson@icba.org

Speaking – ICBA Community Banking LIVE® (National Convention)

Sandy Zehrer, Director of Conferences
(320) 352-7343 or sandy.zehrer@icba.org

Submitting Articles for ICBA Publications

Tim Cook, SVP, Publications
(202) 821-4456 or tim.cook@icba.org

Print and Electronic Advertising

ICBA INDEPENDENT BANKER (IB) MAGAZINE

IB Magazine is the only national publication exclusively serving and targeting community banks. As an ICBA Corporate Associate member, you are entitled to a significant discount on advertising space in *IB*.

Independent Banker Magazine is:

- Mailed directly to presidents, CEOs, and C-level executives of ICBA member banks who make the decisions to buy.
- Seen by more than 44,200 community banking leaders and decision-makers.
- Circulated nationally, averaging 13,000 copies per month with a pass-along rate of 2.4 people per subscriber

ELECTRONIC PUBLICATIONS AND ICBA WEBSITES

As a Corporate Associate Member, you will receive discounted advertising in our electronic publications and websites. Opportunities include:

NewsWatch Today: sent daily to more than 60,000 subscribers, the newsletter highlights breaking community bank news, important updates and the latest industry trends and innovations.

IBmag eNews: sent twice per month to 60,000+, the publication carries the current digital edition of *IB* magazine and highlights content, web exclusives, trending articles and more.

www.ICBA.org: provides information on ICBA programs, advocacy, products and services and education.

www.IBMag.org: supplements *IB* magazine with exclusive content and deeper coverage into bankers, their institutions and opinions.

To request a media kit, quote or additional information on ICBA's print and electronic advertising opportunities, please contact:

Rachael Solomon, VP, National Sales Director
612-336-9284 or Rachael@ICBAbanks.org

Independent Banker Magazine

SUBSCRIPTIONS

Standard Corporate Associates receive one subscription to *Independent Banker* with their membership. The magazine will be sent to the membership contact listed on your application. Select Corporate Associate members receive two free subscriptions. The additional subscription will be sent to whomever you indicate on your application. Additional subscriptions can be purchased at the member price of \$20 per year.

Digital editions of *IB* are available at no cost to all Corporate Associate members and their staff.

For additional information on subscriptions, please contact:

Patricia Rajdl, AVP, Corporate Associate Membership
(320) 352-7324 or patricia.rajdl@icba.org

AUGUST “MEMBERSHIP” ISSUE

The August issue of *Independent Banker* highlights the offerings of ICBA’s Subsidiaries, Preferred Service Providers and Corporate Associate members. In addition to the standard discount on advertising space, members receive an extra 5% discount in this special issue.

A section of the August issue is set aside for the Corporate Associate Member Directory. Your company will be listed in this directory as a benefit of your membership. The listing will include your company name, address, phone number, Web site and description of services. We will use the information we have on file so it is your responsibility to ensure that it is up-to-date. Please contact ICBA by May 31 if you would like to review your listing.

Listing enhancements, which include your company logo, are available for purchase if you desire additional exposure in this expanded distribution issue (3,000 additional copies are mailed to non-member banks). Please contact Rachael Solomon for additional information.

Independent Banker Magazine

SUBMITTING ARTICLES FOR PUBLICATION AND *IB* TOOL SHOP

Although not an official benefit of membership, ICBA welcomes article submissions, ideas and white papers from our Corporate Associate members and is always looking for new content. Official submission guidelines can be found at icba.org/vendor under “Share Your Expertise”.

Tool Shop is a section of *Independent Banker* magazine devoted to providing ICBA’s members with the latest information on new products and services. Announcements should include contact information and a brief paragraph addressing the solution’s value to community banks, as well as its timelessness and innovativeness in the marketplace.

For more information on submitting content for *Independent Banker* Magazine, please contact:

Tim Cook, SVP, Publications
(202) 821-4456 or tim.cook@icba.org

***IB* MAGAZINE WEBINARS**

Host a high-quality webinar and target community bank decision-makers nationwide with a 4-week marketing program. *IB* webinars includes a \$20,000 marketing campaign, premier consulting, hosting and lead-gen reporting. Corporate Associate members enjoy a \$1,000 discount on *IB* Magazine Webinars. For complete details, contact Rachael Solomon.

***IB* MAG DEDICATED E-BLAST**

Share your expertise in our *Industry Insights* e-blast with an exclusive opportunity to promote new product launches, webinars and educational services to our more than 60,000 opt-in subscribers. Corporate Associates enjoy a \$675.00 discount. For complete details, contact Rachael Solomon.

Mailing/List Opportunities

Direct mail remains an effective way to spread your message. Corporate Associate membership provides you with the opportunity to communicate your company's unique value proposition to the nation's community banks through the MemberList Privilege (available to Select members only) and the DirectMail Privilege (available to all Corporate Associates).

MEMBERLIST PRIVILEGE

Select Corporate Associates have the exclusive opportunity to receive a list of ICBA's member banks. While participation in the MemberList Privilege is optional, there are no additional fees for this service. It is a FREE benefit of your Select Membership.

MemberList participants will receive an e-mail every January, April, July and October. This quarterly e-mail will contain four Excel files – a master file and three additional files containing updates (additions, removes and changes) about members that have happened since the previous quarter. All files contain the following fields: primary contact name and title (usually president or CEO), bank name, address, phone number, FDIC certificate number, assets and number of full time employees.

Materials and scripts do not need to be reviewed by ICBA, but shall not contain the ICBA logo or use the ICBA name to imply endorsement of your company or its products or services. In the event of misuse, the MemberList Privilege will be terminated immediately. For a list of approved statements of membership, please see page 9 on "Promoting Your ICBA Membership."

New participants must sign a User Agreement prior to receiving the files. Once your form is received, the most recent MemberList files will be sent to you. For additional information or a copy of the form, please contact:

Patricia Rajdl, AVP, Corporate Associate Membership
(320) 352-7324 or patricia.rajdl@icba.org

Mailing/List Opportunities

DIRECTMAIL PRIVILEGE

The ICBA DirectMail Privilege and Mail House Services provide Corporate Associate members access to an affordable, customizable method to reach community banks nationwide through direct mail.

You select who you want to reach, whether it's all of our member banks or a targeted group. ICBA will prepare the file according to your specifications and fulfill your mailing for you. Common targets include region, asset size and key personnel.

Once the specifications of your mailing have been determined, your mailing will be scheduled. To facilitate your mailing, please send all collateral involved in your campaign (brochures, postcards, letterhead, envelopes, etc.) to:

Patricia Rajdl
ICBA
518 Lincoln Road
Sauk Centre, MN 56378

You will be billed based on postage paid and services provided (see page 7 for mail house fees). All mailings will be presorted for the lowest available postage rates.

Prior to printing and shipping your materials, please remember that direct mail pieces shall not imply ICBA endorsement of products or services or contain the ICBA logo. For a list of approved statements of membership, please see page 9 on "Promoting Your ICBA Membership."

ICBA reserves the right to refuse any mailing piece and is not responsible for the accuracy of the mailing list or results it may produce.

To schedule a mailing or receive a personalized quote, please contact:

Patricia Rajdl, AVP, Corporate Associate Membership
(320) 352-7324 or patricia.rajdl@icba.org

Mailing/List Opportunities

ICBA MAIL HOUSE SERVICES

Prices are for fulfillment services only and do not include postage. Please call ICBA at (800) 422-7285 for a personalized quote or more information.

Affix Postage

Metered	\$15.00/per 1,000
Stamp (by hand)	\$25.00/per 1,000

Address/Label

Direct print address	\$15.00/per 1,000
Print & affix labels by hand	\$25.00/per 1,000

Presort

Standard/Bulk	\$25.00/per 1,000
First Class (500+ pieces)	\$25.00/per 1,000
First Class Straight	Not Applicable

Prepare for Post Office

Bundle, sort, bag, deliver	\$15.00/per 1,000
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Fold

8.5 x 11 sheets only	\$20.00/per 1,000
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Insert

1st piece	\$30.00/per 1,000
Each additional piece	\$5.00/ per 1,000

Tab

Per tab	\$25.00/per 1,000
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Personalized Letter

Print, Address, Match, Insert	\$75.00/per 1,000
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Color Laser Copies

8.5 x 11 – one sided	\$0.10 each
8.5 x 11 – two sided	\$0.20 each

Mailing/List Opportunities

DEMOGRAPHICS

Community banks are vital and growing. They serve their customers with better customer service, a more personal touch and a commitment to the community

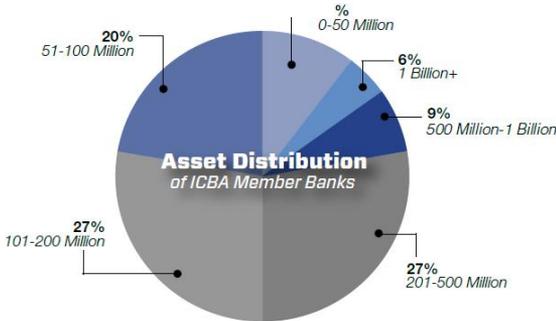
Profile of the Typical ICBA Member Bank:

Average Assets.....\$361 million
Average Number of Employees.....79 People
Average Number of Branches.....5 Locations

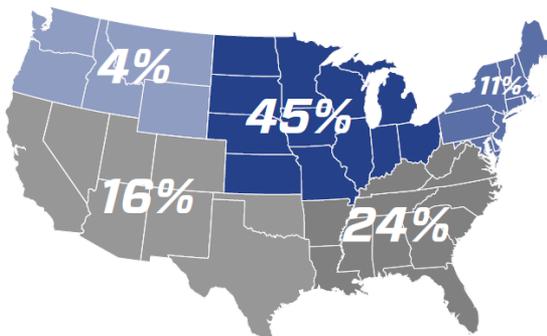
ICBA Member Banks:

- Employ more than 300,000 Americans
- Operate more than 24,000 locations
- Prefer to do business with Corporate Associate members

ICBA Member Profile of Assets:



ICBA Member Bank Regional Breakout:



Promoting Your ICBA Membership

ICBA is proud to have your company as a Corporate Associate member and encourages you to promote your affiliation with our association in your materials. However, use of the ICBA logo is an exclusive benefit afforded only to those companies designated as ICBA Preferred Service Providers. For information on the Preferred Service Provider Program, please turn to page 18.

Approved Statements of Membership

Below are some approved statements that you can use to promote your ICBA membership. Use of statements is only permitted by companies that are current ICBA Corporate Associate members. For additional guidance, please contact Patricia Rajdl at (320) 352-7324 or patricia.rajdl@icba.org.

- ❖ The ABC Company supports community banking through ICBA Corporate Associate membership.
- ❖ The ABC Company is proud to be an ICBA Corporate Associate member.
- ❖ The ABC Company is a proud Corporate Associate member of the Independent Community Bankers of America.
- ❖ ICBA Corporate Associate member since 2010.
- ❖ ICBA Select Corporate Associate Member
- ❖ ICBA Corporate Associate Member

These statements can be used on your Web site, marketing materials and print advertisements. The ICBA name cannot be used in any format on your statements or invoices.

ICBA Community Banking LIVE®

ICBA Community Banking LIVE® (National Convention and Expo) is the biggest educational gathering of community bankers in the world. The Expo is the centerpiece of the convention's learning experience, bringing the most innovative and successful community bank products and services to community bankers' fingertips. Often referred to as the best show in the industry, the Expo is an annual "must attend" for many Corporate Associate members. Below is a list of future dates and locations:

March 15-19, 2017	San Antonio, TX
March 13-17, 2018	Las Vegas, NV

Exhibit Booth Sales

As a Corporate Associate Member, you will receive priority opportunity to reserve a booth for the Expo. Booth sales will open to Select members in early September and Standard members in mid September. Past shows have sold out quickly so it is imperative that you respond immediately upon receiving your registration materials.

Once all Corporate Associate members have been contacted regarding this opportunity, booths will be made available for sale to past exhibitors next and then to all interested nonmember companies.

Information will be sent via e-mail and hard copy to the people/person designated as your primary membership contact and your primary exhibitor contact. For more information, please contact:

Jim Mastey, VP, Conferences/Exhibits
(320) 352-7348 or jim.mastey@icba.org

ICBA Community Banking LIVE®

Discounts

As a member, you will receive a significant discount on exhibiting at ICBA Community Banking LIVE®. The following discounts are based on the 2016 Expo and are subject to change annually:

Select Member Pricing	\$1,400 off nonmember price per booth
Standard Member Pricing	\$700 off nonmember price per booth

Select Member Registration Free second full registration

For Select members, the free second registration will be applied to the second person registering for the convention after you have purchased an exhibit booth or one full registration at the member price.

Attendee Lists

A pre-convention mailing list of attendees will be sent to all exhibitors approximately three weeks prior to the show or just following the close of our early bird registration deadline. Lists will be sent electronically to the person designated as your primary exhibitor contact.

Sponsorships

With many sponsorship packages to choose from, ICBA encourages all levels of participation. Sponsorships are available on a first-come, first-served basis. For more information, please contact:

Rachael Solomon, VP, National Sales Director
(612) 336-9284 or Rachael@ICBAbanks.org

ICBA LEAD FWD Summit

Developed in 2013, the LEAD FWD Summit an intensive 2½ day professional development program focused on building the next generation of community bank leader. This conference provides an exclusive opportunity to build career-spanning partnerships with community bankers, in an intimate setting where you have time to talk through issues facing their banks. Below is a list of future dates and locations:

Sept. 11-14, 2016 Denver, CO

Exhibit Booth Sales

As a member, you will receive a priority opportunity to reserve a booth for the LEAD FWD Summit and save \$300 on your exhibit space. Booth sales will open in April to Select-level members first, followed by Standard-level members a week or two later. With an intimate exhibit hall of about 40 booths, you will want to act quickly to ensure your presence at this exciting event.

Information will be sent via e-mail to the people/person designated as your primary membership contact and your primary exhibitor contact. For more information, please contact:

Patricia Rajdl, AVP, Corporate Associate Membership
(320) 352-7324 or patricia.rajdl@icba.org

Sponsorships

With many sponsorship packages to choose from, ICBA encourages all levels of participation. Sponsorships are available on a first-come, first-served basis. For more information, please contact:

Rachael Solomon, VP, National Sales Director
(612) 336-9284 or Rachael@ICBAbanks.org

ICBA's Web site – www.icba.org

The ICBA Web site offers a comprehensive look at all of ICBA's activities and resources. Here you'll find the latest information on legislative and regulatory issues, online educational courses, association events, the online Vendor Directory, consumer resources, relevant links and tools, and "members only" content.

Some of the site content is available for viewing without logging in. Other content is password protected, such as registering for an ICBA event or accessing certain electronic publications, and will require you to enter a user name and password.

Requesting a Username and Password

1. Visit www.icba.org
2. Click on "Log In", which is found just below the yellow search button on the top right corner of the page.
3. When the pop-up box opens, select "New Login Request"
4. Complete the Site Access Request Form and click "Submit"
5. The ICBA Web Administrator will verify your membership status and notify you when your request has been approved.

Each representative from your company is allowed to register on www.icba.org and will have a unique username and password. We encourage you to share this valuable resource with others in your organization.

Resetting Your Password

If you have forgotten your password, simply visit www.icba.org. Click on "Log In", which is found just below the yellow search button on the top right corner of the page. Next, click on "Forgot Password?" below the username and password login boxes. Simply submit your e-mail address to our Web Administrator who will e-mail you a link to reset your password.

ICBA's Online Vendor Directory

The online Vendor Directory offers a venue for our bankers to research product and service solutions 24 hours a day, seven days a week. Bankers can search by company name, from a product and service index or perform a keyword search. Once a banker locates your company, they can link directly to your Web site for additional information.

The Vendor Directory can be found by clicking [here](#) or under the "Products and Services" drop down menu at www.icba.org.

Your Company Listing

Your listing will automatically be posted on the Vendor Directory when your membership is activated. The following information will be displayed:

Level of Membership	Company Name
Address Information	Company Phone and Fax
Link to your Website	Contact with E-mail Link
Company Description	Selected Product and Service Categories
Years of Membership	Social Media Links

Select Member Logos

In addition to the above information, Select Corporate Associates can supply a company logo to post with their listing in this virtual directory. To take advantage of this exclusive benefit, please e-mail your logo in a .jpg or .gif format to corporate@icba.org.

Updating Your Listing

Unless otherwise directed, we will use the information and description provided on your membership application to populate your directory listing. If this information needs to be updated, please contact:

Patricia Rajdl, AVP, Corporate Associate Membership
(320) 352-7324 or patricia.rajdl@icba.org

ICBA's Annual Buyers Guide - *MarketPlaceNOW*

The ICBA *MarketPlaceNOW* is an exclusive publication highlighting the offerings of ICBA's Corporate Associates. This valuable resource directory is considered the "Yellow Pages" for community bank products and services and is mailed to all bank members. Plus, you'll reach more than 40,000 additional readers through the electronic edition. Initial information regarding your participation in this directory will be sent to you in October. The printed directories will be mailed to all members in early February.

Annual Profile Update

Your company profile will be sent to you in October. Please submit any necessary updates prior to the deadline. If we do not receive your changes by the specified date, we will use the information currently on file for your company. Although we request only one update annually, we encourage you to contact ICBA anytime you need to update your information.

Advertising and Enhancements

Information on advertising and listing enhancements will also be sent in October and are an excellent way for your company to create brand awareness and stand out from the crowd.

Select members are entitled to a free ½ page black and white ad, a complimentary listing enhancement and a free link in the electronic edition. Members may take the free ad as it is or apply its value to a larger and/or color advertisement.

All Corporate Associates will be contacted by an ICBA representative regarding advertising in the guide, including companies entitled to free advertisements and enhancements. For questions regarding the Annual Buyer's Guide, please contact:

Patricia Rajdl, AVP, Corporate Associate Membership
(320) 352-7324 or patricia.rajdl@icba.org

ICBA Community Banker University and Speaking Opportunities

ICBA tailors its educational programs exclusively to meet the needs of community bankers. It offers the best in community bank education with courses and products that are informative, timely and cost effective.

Member Pricing on Seminars and Products

Corporate Associates qualify for the member price on all ICBA education seminars and products, including certification programs. For a current listing of ICBA seminars, please visit www.icba.org/education.

Submitting Proposals for Speaking

Many companies desire the opportunity to speak at ICBA events. While speaking is not considered a benefit of Corporate Associate membership, we do look to Corporate Associates first when seeking industry experts.

Speaking Proposal Requirements:

1. Speaker Name
2. Topic Summary
3. Speaker Biography - explain why the speaker is an expert
4. References – at least two prior speaking engagements

Proposals should be submitted no later than August 1, to be considered for the following year. For additional information, please contact:

Education Seminars and Institutes

Runay Olson, VP, Education-Seminars
(320) 352-7332 or runay.olson@icba.org

Audio Conferences and Webinars

Shirley Ringhand, VP, Education-Products
(320) 352-7333 or shirley.ringhand@icba.org

ICBA Community Banking LIVE® (National Convention)

Sandy Zehrer, Director of Conferences
(320) 352-7343 or sandy.zehrer@icba.org

Other ICBA Benefits

ICBA Knowledge Vault

ICBA's Knowledge Vault provides a forum for Corporate Associates to establish themselves as thought-leaders through the posting of links to white papers, webinars, survey results and other industry-related research. Select members may post three links and Standard Members may post one within the vault. ICBA reserves the right to refuse or remove any link without explanation. For more information on this opportunity, please contact:

Patricia Rajdl, AVP, Corporate Associate Membership
(320) 352-7324 or patricia.rajdl@icba.org

Additional ICBA Publications

ICBA Corporate Connection is a quarterly electronic newsletter that addresses the association activities that affect your membership and helps maximize your ICBA experience.

ICBA NewsWatch Today® is a free electronic news bulletin for ICBA members. Distributed by e-mail each weekday morning, the bulletin highlights breaking industry news and information.

ICBA Member Access® is a free electronic biweekly bulletin highlighting the evolving benefits, opportunities and resources available to ICBA member banks.

To add a subscriber to any of these publications, please contact:

Patricia Rajdl, AVP, Corporate Associate Membership
(320) 352-7324 or patricia.rajdl@icba.org

ICBA Social Media Monitor Tool

ICBA's Social Media Monitor can help your company stay connected with your customers in the virtual world. ICBA Social Media Monitor searches hundreds of social networks for any mention of your brand and aggregates the results into a simple daily email alert. To sign up for this complimentary service, visit <http://icba.socialassurance.com>.

ICBA Preferred Service Provider (PSP) Program

Corporate Associate membership is the first step to an enhanced affiliation with ICBA and is a requirement for consideration for ICBA's Preferred Service Provider Program.

By working closely with community bank members on the Bank Services Committee, ICBA's Service department seeks solutions to critical member needs. Once a need is identified for a particular product or service, a thorough selection and due diligence process begins.

Key selection criteria include financial strength, commitment to the community bank marketplace, and distribution capabilities. The prospective Preferred Service Provider's components must comprise a unique offering---one that has value-added elements that are exclusive to ICBA members.

Vendors selected as ICBA Preferred Service Providers may use the ICBA name and logo in their marketing efforts. In addition, these companies have access to unique communication channels through ICBA to reach member banks. Each service provider offers unique value-added discounts or promotions exclusive to ICBA members. The company also pays ICBA a royalty based on sales to ICBA members in consideration of the company's use of the ICBA name and logo.

ICBA PSPs are required to maintain Corporate Associate membership and participate in minimum marketing requirements set forth by the committee. ICBA Preferred Service Providers pay 100% of their own marketing expenses, including Corporate Associate membership dues.

For more information on our Preferred Service Provider Program, please contact:

Adam Mahone, AVP, Services
(202) 821-4363 or adam.mahone@icba.org.

