



ICBA Corporate Membership Overview

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

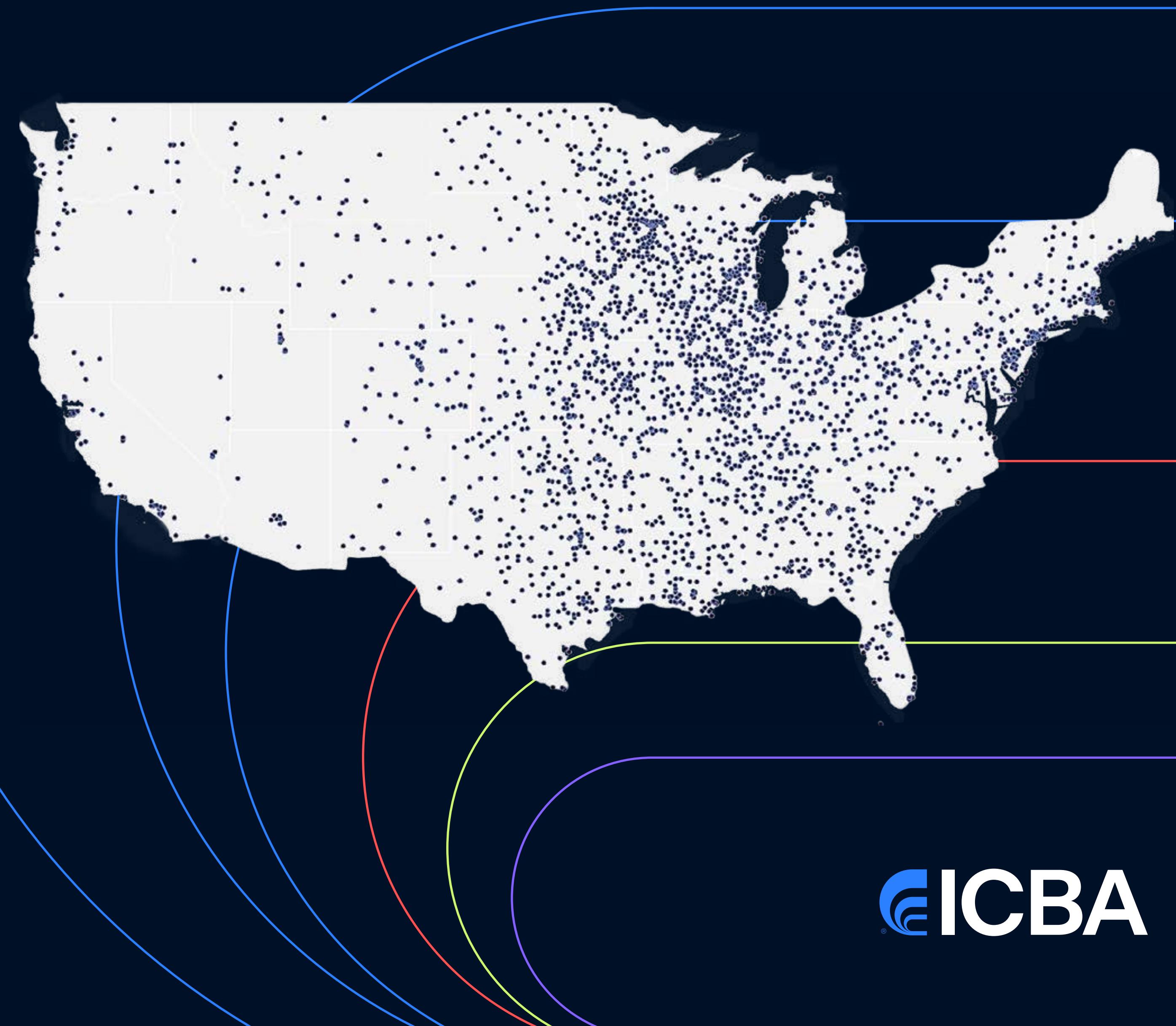
Why Join ICBA?

The Independent Community Bankers of America's mission is to create and promote an environment where community banks flourish. Corporate members make critical contributions 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. This confidence extends to corporate members who engage with community banks through ICBA.

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



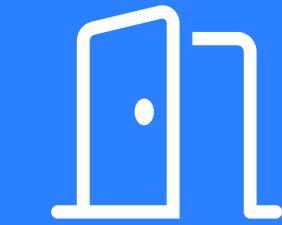
 **ICBA**

Corporate Membership Opens Doors

ICBA's advertising and outreach experts will help you design a right-sized marketing plan specifically geared for a community bank audience.



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



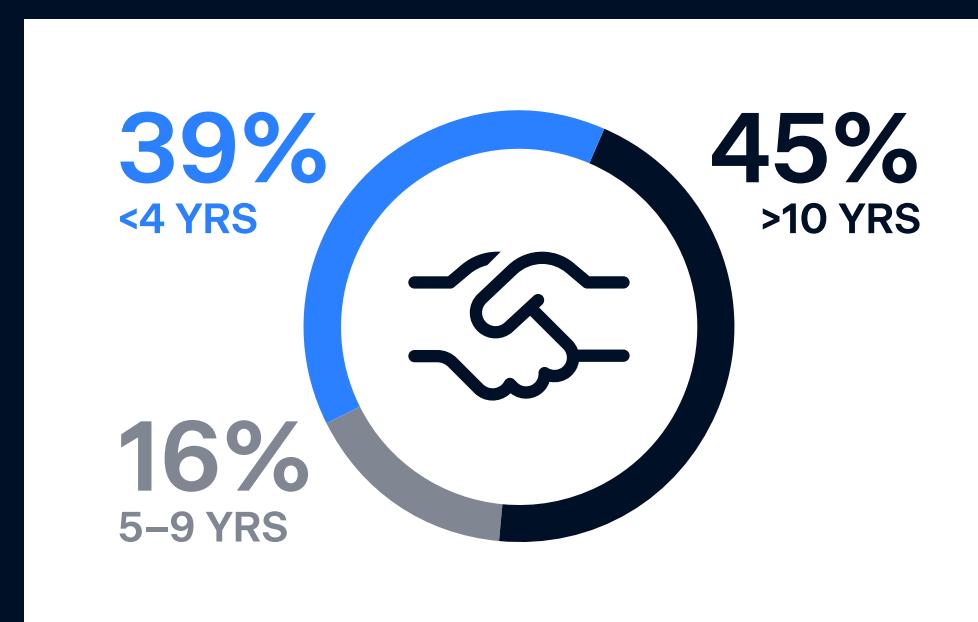
A Robust Benefits Package Gets Your Foot in the Door

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

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

ICBA Corporate Membership Benefits

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.



Community Bank Contacts & Mailing Privileges	Quarterly download of ICBA member banks and decision makers Annual, customized Microsoft 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 \$1,400 discount on exhibit space at ICBA LIVE One additional full registration with exhibit space at ICBA LIVE Consideration for speaking engagements at ICBA events
Visibility & Advertising	15% discount on advertising through ICBA 15% discount on advertising opportunities in <i>Independent Banker</i> magazine 15% discount on digital advertising in ICBA e-newsletters Profile in <i>Independent Banker</i> membership issue with bonus distribution to non-member banks Opportunities for <i>Independent Banker</i> webinar and email blast sponsorships Digital profile on ICBA Solutions Directory Enhanced ICBA Solutions Directory profile with logo, additional categories, and augmented company description 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



Corporate Membership Dues

\$6,000

ICBA's corporate membership year begins on July 1 and runs until June 30th. Prorated dues are available for prospective members.

Ask about discount programs for fintechs and professional services.

ICBA Corporate Membership Eligibility

ICBA will notify the vendor within two 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. Companies found to be in violation of these eligibility requirements during the term of their membership will be removed from membership and dues will not be refunded.



Requirements to become an ICBA corporate member:

- Credit Union Service Organizations (CUSOs) applying for membership will be evaluated on a case-by-case basis and may be required to share community bank references, detailed ownership structure, or other information as necessary to demonstrate fit for community banks.
- Corporate members must not compete with or advertise services that compete with community banks or any ICBA subsidiary, including but not limited to, ICBA Payments, 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 all 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.

Apply to Become an ICBA Corporate Member Today

Join ICBA to expand your market penetration in the community banking industry through tailored, narrowly targeted opportunities to share your message with community bankers. Develop your reputation and sales funnel through subject matter expertise, advertising, networking, and more through channels that community bankers already know and trust for industry-specific resources and guidance.

[More info on ICBA Corporate Membership](#)



Send completed applications to laura.norrell@icba.org
icba.org

Contact Us to Learn More

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