

# Take the direct route to Texas banks

## Become a TBA Associate Member



As the primary trade association for the Texas banking industry, the Texas Bankers Association has unparalleled name recognition and trust among our members. The TBA serves as a liaison between our member banks and Associate Members offering services and products to Texas banks.

### TBA Associate Members ...

- Get their name before 6,400 Texas banking industry professionals. How?
  - With special mention in Texas Banking magazine upon joining.
  - By advertising, at a discounted rate, in Texas Banking magazine.
  - By being included twice a year in Texas Banking Red Book and once a year in the TBA Associate Membership Directory.
- By being listed on the TBA website in our online directory.
- By staying informed about the Texas banking industry and bank activity with complimentary subscriptions to the award-winning Texas Banking monthly magazine and the Texas Banking Weekly e-newsletter.
- By gaining direct mail access to more than 415 Texas bank CEOs.
- By enjoying early notification of conference and convention sponsorship and exhibit opportunities.

A goal of the Texas Bankers Association is to enhance the ability of our Associate Members to compete effectively and profitably in the financial services industry. In addition, we keep you updated on important banking news and information and provide you the opportunity to introduce yourself to the industry's decision-makers.

## Benefits of Membership

### Bank Member Mailing Lists

Mailing lists are provided in Excel format upon request to help you market your products directly to the decision-makers of the Texas banking industry.

### Website Presence

Associate Members are showcased in our online directory on our website, [www.texasbankers.com](http://www.texasbankers.com). Our member banks refer to the site whenever they need banking-related products and services such as those our Associate Members offer.

### Associate Member Logo

As an Associate member, your company is able to use a specially designed logo in print work and on your website to advertise your designation with Texas Bankers Association.

### Annual Directory

Texas Banking magazine, the official monthly magazine of the Texas Bankers Association, publishes an annual directory of Associate Members. Listings include a short company bio as well as

contact information. Texas Banking magazine, with a circulation over 6,400, reaches 100% of all Texas banks.

### Convention Invitation

- Opportunities to network and conduct business with Texas banking decision-makers.
- Substantial exhibit booth discount at TBA's Annual Convention.
- Advance opportunity to reserve exhibit space prior to any general notifications.
- Sponsorship/Exhibit recognition in the convention program.

### Subscriptions

Associate Members receive a subscription to TBA's member publications, which include:

- Texas Banking, TBA's award-winning monthly magazine, profiles Texas bankers and banks, keeps up with current trends and statistics and offers features designed to help readers stay better informed about the industry.

- Texas Banking Weekly, TBA's weekly e-newsletter, fills you in on significant late-breaking news affecting Texas banking.
- Legislative Issues, a weekly e-publication during the Texas Legislative session, summarizes banking-related legislation and events of the previous week.

### Red Book

Each Associate Member is listed in the Spring and Fall Texas Banking Red Book and also receives a complimentary Spring issue each year.

### Member Rates

Employees of Associate Members may attend TBA seminars, conferences and the Annual Convention at the member rate. In addition, many professional publications are available for purchase at a discounted member price.

For more information visit our website at [www.texasbankers.com](http://www.texasbankers.com) or call us toll free at 800-462-7295.



# Associate Membership Application TexasBankersAssociation

Strong Banks. Stronger Communities.

**Associate membership is open to any company or firm that provides services or products to the banking industry. The fee for associate membership is \$1,200 annually (June 1 – May 31 fiscal year).**

## COMPANY / CONTACT INFORMATION

The person listed here will be designated as the main contact for inquiries from both banks and Texas Bankers Association.

Company Name \_\_\_\_\_ State of Incorporation \_\_\_\_\_  
Registered to do business in Texas?  Yes  No

Contact Person  Mr.  Ms. \_\_\_\_\_ Title \_\_\_\_\_

E-mail Address \_\_\_\_\_ website \_\_\_\_\_

Street Address (required for UPS delivery) \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Mailing Address (if different from above) \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

## PAYMENT OPTIONS

### CHECK ENCLOSED

- Make check payable to Texas Bankers Association
- Mail application and check to:  
PO Box 2569, Austin, TX 78768-2569  
ATTN: Associate Membership

### INVOICE ME

- Fax or email your application; your invoice will be emailed upon confirmation of references.

### CREDIT CARD

- You will be contacted by a TBA representative to obtain this information over the phone upon confirmation of references.

Please contact Tam Nguyen with questions  
512-472-8388 • TOLL FREE 800-462-7295

[tam@texasbankers.com](mailto:tam@texasbankers.com)  
[www.texasbankers.com/tbasco](http://www.texasbankers.com/tbasco)

**REFERENCE INFORMATION:** Please provide two (2) financial institution references who currently use your products/services; preferably Texas banks.

1. \_\_\_\_\_  
Company Name \_\_\_\_\_

\_\_\_\_\_ Contact Person  Mr.  Ms.

\_\_\_\_\_ E-mail \_\_\_\_\_

\_\_\_\_\_ City, State \_\_\_\_\_ Phone \_\_\_\_\_

2. \_\_\_\_\_  
Company Name \_\_\_\_\_

\_\_\_\_\_ Contact Person  Mr.  Ms.

\_\_\_\_\_ E-mail \_\_\_\_\_

\_\_\_\_\_ City, State \_\_\_\_\_ Phone \_\_\_\_\_

**BUSINESS DESCRIPTION:** Please attach a complete description for directory (limit 75 words), or e-mail to [tam@texasbankers.com](mailto:tam@texasbankers.com).

**NOTE:** TBA reserves the right to edit descriptions over 75 words.

- Yes, I am aware that I need to send a company description with my membership application.

Please check up to three (3) business categories under which your company should be listed.

- |                                                               |                                                               |
|---------------------------------------------------------------|---------------------------------------------------------------|
| <input type="checkbox"/> Accountants                          | <input type="checkbox"/> Factoring                            |
| <input type="checkbox"/> Appraisals                           | <input type="checkbox"/> Insurance Products/Services          |
| <input type="checkbox"/> Asset/Real Estate Management         | <input type="checkbox"/> Internet Services                    |
| <input type="checkbox"/> Asset Recovery                       | <input type="checkbox"/> Investment Services                  |
| <input type="checkbox"/> ATM Services/Supplies                | <input type="checkbox"/> IT Services                          |
| <input type="checkbox"/> Attorneys/Law Firms                  | <input type="checkbox"/> Loan Services                        |
| <input type="checkbox"/> Auctions                             | <input type="checkbox"/> Mailing/Printing                     |
| <input type="checkbox"/> Bank Building/Construction           | <input type="checkbox"/> Management Consultants               |
| <input type="checkbox"/> Bank/Office Supplies                 | <input type="checkbox"/> Marketing                            |
| <input type="checkbox"/> Board Governance                     | <input type="checkbox"/> Out of State Banks/Trust Companies   |
| <input type="checkbox"/> Brokerage Services                   | <input type="checkbox"/> Personnel/Employee Benefits/PEO      |
| <input type="checkbox"/> Checks/Printing                      | <input type="checkbox"/> Public Records                       |
| <input type="checkbox"/> Collateral Mgmt. Services            | <input type="checkbox"/> Receivables Financing                |
| <input type="checkbox"/> Collections                          | <input type="checkbox"/> Security Services/Fraud Prevention   |
| <input type="checkbox"/> Compensation                         | <input type="checkbox"/> Software Providers                   |
| <input type="checkbox"/> Compliance/Audits                    | <input type="checkbox"/> Strategic Planning                   |
| <input type="checkbox"/> Core/Data Processing                 | <input type="checkbox"/> Sweep Solutions                      |
| <input type="checkbox"/> Credit Card Services                 | <input type="checkbox"/> Technology Audits & Risk Assessments |
| <input type="checkbox"/> Disaster Recovery                    | <input type="checkbox"/> Telecommunications                   |
| <input type="checkbox"/> Document Storage/Imaging/Destruction | <input type="checkbox"/> Title Research & Abstracting         |
| <input type="checkbox"/> Energy Management                    | <input type="checkbox"/> Training/Education                   |
| <input type="checkbox"/> Environmental Consulting             | <input type="checkbox"/> Wholesale Function/Treasury Svcs.    |
| <input type="checkbox"/> Equipment/Systems                    |                                                               |
| <input type="checkbox"/> Excess Deposit Insurance             |                                                               |