

South Dakota Bankers Association

The South Dakota Bankers Association (SDBA) is the professional and trade association for South Dakota's financial services industry. Established in 1884, the SDBA helps provide the opportunity for banks to be the preeminent providers of financial services in South Dakota.

The SDBA serves as an advocate promoting and enhancing the profitability, leadership and image of the state's banks. To achieve this goal, SDBA activities encompass a range of services:

- Government Relations
- Banker Education & Training
- SD Bankers Insurance & Services
- Endorsed Products & Services
- Associate Members
- Crime Prevention
- Legal & Compliance Support
- Publications & Website
- Public Relations
- South Dakota Bankers Foundation

Through the SDBA, hundreds of South Dakota bankers volunteer each year to serve on SDBA boards, committees and task forces to educate the state's consumers and promote financial literacy. For more information on the SDBA, visit www.sdba.com or call (605) 224-1653.

South Dakota Bankers Association

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NDBA/SDBA Annual Convention



June 10-12, 2012

Ramkota Hotel, Bismarck, N.D.

South Dakota Bankers Association

Associate Membership



Connecting Businesses in the Banking Industry



www.sdba.com

SDBA Associate Membership: Connecting Businesses in the Banking Industry



As the professional and trade association for South Dakota's financial services industry, the South Dakota Bankers Association (SDBA) serves as an advocate promoting and enhancing the profitability, leadership and image of the state's banks.

SDBA associate members are board-approved organizations that provide significant and ongoing services to the South Dakota banking industry. Becoming an associate member of the SDBA increases your company's visibility and credibility with the state's banking industry executives and decision makers.

Associate members enjoy priority promotional, advertising and sponsorship opportunities at SDBA events and in SDBA publications. Associate members also stay informed of activities and changes in South Dakota's financial services industry.

Benefits of SDBA Associate Membership

■ Attend SDBA Events at Member Rates

Associate members have the opportunity to attend SDBA events at member rates, such as the annual convention, conferences, schools and seminars. Associate members also receive advance notice of all SDBA advertising, exhibit and sponsorship opportunities.

■ Complimentary Subscription to *South Dakota Banker* Plus Advertising Discount

The SDBA's monthly *South Dakota Banker* magazine provides information on important events and trends in the banking industry. Associate members receive a 10 percent discount on advertising they place in the magazine.

■ Complimentary Copy of *South Dakota Bank Directory*

This annual directory is an indispensable reference tool for financial executives and those conducting business with financial decision makers in South Dakota. Advertising is also available.

■ Listing in *South Dakota Bank Directory*

The directory contains a prominent associate member section that includes a complete description and contact information for each associate member.

■ Listing on the SDBA Website

Associate members are listed on the SDBA's website at www.sdba.com with links to their sites. Advertising is also available in the *SDBA E-News*.

■ Associate Members Special Section

Associate members are featured in a special section in the April edition of *South Dakota Banker*. The listing includes contact information and a company narrative.

■ Bank Mailing Labels

The SDBA, upon request, provides associate members with one set of CEO mailing labels during the year to market their products directly to the bank CEOs.

Applying for SDBA Associate Membership

If your company has a product or service to offer the South Dakota banking industry, you are welcome to join the SDBA. Complete the associate membership application at www.sdba.com or call the SDBA at (605) 224-1653. Your completed application will be reviewed at the next SDBA Board of Directors meeting. Associate membership dues are \$750 annually.

If you have any questions, contact Alisa DeMers, SDBA, at (605) 224-1653 or ademers@sdba.com.