

Introduction to the VBA Endorsed Provider Process

Thank you for your interest in becoming an Endorsed Provider of the Virginia Bankers Association. For 126 years, the VBA has been dedicated to partnering with companies that can provide our member banks with quality products and services which help with bank operational efficiencies in saving time, money and resources. With the guidance of the VBA Management Services (MSI) Board of Directors, a wholly-owned subsidiary of the Virginia Bankers Association, the VBA completes a stringent, ongoing due diligence review of each endorsed provider to ensure that we are offering high value, dependable solutions that our members can count on.

The following information outlines the process of becoming a VBA Endorsed Provider which begins with VBA membership - a prerequisite of endorsement consideration. As a member, you receive valuable discounts and invaluable banker engagement opportunities through our various programs.

If you feel that a VBA endorsement is the right fit for your company, we welcome your questionnaire submission.

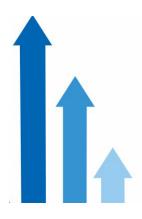
What's Inside?

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- Annual Marketing Opportunities
- List of Qualities Desired by Member Banks/Vendors
- Endorsed Provider Requirements
- Marketing Launch Plan
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- Endorsed Provider Questionnaire

Questions About VBA Membership?

Contact Amy Binns, Senior Manager, Industry Partnerships abinns@vabankers.org | 804.819.4726 | www.vabankers.org





Endorsement Benefits

Member Events

Access to conferences/ events.

Speaking Opportunities

Endorsed Providers may be offered the opportunity to speak at various educational conferences where the topic is timely in nature and meets the standards of the VBA and approval of sponsoring committees.

Publications

Ability to advertise in newsletters/magazines with priority selection of Endorsed Provider submitted articles for inclusion in magazine.

Endorsement Benefits

As an endorsed provider you receive the following benefits:

Marketing

Access to VBA Endorsed
Provider logo for your
company's marketing
materials and featured on
exclusive page on our VBA
website.

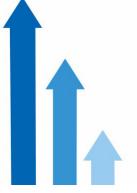
Sales Assistance

Introductions, referral assistance, and promotion of endorsement in bank visits.

Member Directory

Access to online member directory.





Annual Marketing Opportunities

January

Financial Forecast – economic and banking industry trends event for banking executives and business community

March

VBAProtect – event for bank operations, technology, security, enterprise risk management, and compliance professionals

VBAConnect – event for bank human resources, training, retail, and marketing professionals

April

VBA/VACB Bank Directors' Symposium – event for bank directors and executives

June

VBA 126th Annual Convention – event for banking executives and boards

August

CFO Conference – event for CFOs, controllers, CEOs and other bank executives involved in financial management

October

Lending & Credit Conference – event for commercial lenders and credit analysts

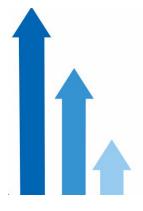
November

VBA-WVBA-MBA CEO Forum –event for bank CEOs & presidents from Virginia, West Virginia and Maryland **Leadership Conference** –event for Virginia's emerging bank leaders

December

Women in Banking Conference – event for women bankers in Virginia





List of Qualities Desired by Member Banks & Providers

We surveyed both member banks and existing Endorsed Providers, and the following were identified as key qualities to a successful partnership:

What Member Banks Look for in Endorsed Providers

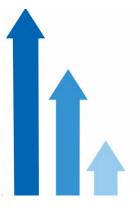
- Clear expectations
- Support network
- Trust and partnership
- Financial stability
- Well-managed organization
- Safeguards in place
- Help compete in markets
- Return on investment
- Impact on customers
- Stability through hard times

What Endorsed Providers Look for in Bank Customers

- Willing to listen to advice
- Long-term partnership
- Loyalty
- Trust
- Understanding of their value
- Ability to grow

After completing the Endorsed Provider approval process, we will work together to develop a custom-designed program and agreement that fits your needs. Your active participation is critical to our success and we appreciate you considering a partnership with the VBA.





Endorsed Provider Requirements

A Member

Organizations must join as associate members of the VBA.

A Sales Partner

Endorsed Provider is expected to develop an annual sales/marketing plan agreement detailing both parties' responsibilities with quarterly updates.

Marketable

Product/service has to be marketable to all Virginia banks.

Financially Stable

Year-end financials must be provided annually.

Endorsed Provider Requirements

VBA Endorsed Providers are partners to both the association and member banks. In order to be selected as an Endorsed Provider, your organization must be:

Able to Provide a Member Discount

Product/service offered must be made available at terms, prices, and conditions more advantageous to members than to the general public.

Reputable

Client references must be provided during the questionnaire process.

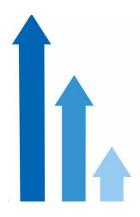
Solution-driven

Your product or service must be a solution to a member need or industry challenge.

A Revenue Generator

There must be a revenue opportunity for VBA on an agreed upon basis; a financial guarantee of no less than \$10,000 in gross annual income each year of the endorsement.





Marketing Launch Plan

Initial Launch

Announce endorsement in bi-weekly Executive Brief electronic newsletter, in *Virginia Banking* magazine, on VBA website, and through webinar to describe offerings.

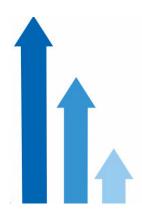
Month Three

Hard mailing to targeted bankers.

Ongoing

Quarterly sales pipeline meetings, discounted advertisement rates in *Virginia Banking*, rolling spotlights on website homepage and in Executive Brief electronic newsletter.





Application Process

Step 1
Potential

Endorsed Provider completes

questionnaire.*

Step 5

VBA rolls out endorsement through communications channels, per agreed upon marketing plan.

Step 2

VBA staff reviews submitted questionnaire and conducts due diligence.



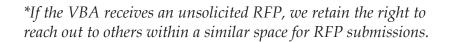
Step 4

VBA presents product/service to board for approval.



Step 3

Advisory committee, made up of bankers from multiple function areas, reviews product/service.







Please provide answers to the following questions for endorsement consideration. Submit completed questionnaire to Amy Binns at abinns@vabankers.org OR to submit this information online, click here. *If the VBA receives an unsolicited RFP, we retain the right to reach out to others within a similar space for RFP submissions.

Company Name:
Address:
Website Address:
Contact Name:
Contact Title:
Contact Phone Number:
Contact Email:
1. Provide a complete description of your product or service and what product or service you're specifically looking to have endorsed by the VBA.
 Provide year-end statements, history of company, corporate structure, location of headquarters,
and key staff.
3. Which representatives will VBA staff be working with?





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4. How will the product or service benefit a VBA member b

5. How does your product or service compare with others in quality and price? List key competitors.

6. Are you working with any Virginia banks? If so, can you provide a reference?

7. Have you been endorsed by any other state banking associations? Has your endorsement ever been denied or withdrawn? If so, why?

8. What are your marketing expectations of the VBA?





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9.	Is your	company	involved	with any	current,	pending	or forese	eable liti	igation?	If yes,	please
pr	ovide a	statement	-								

10. Describe how your product/service is implemented within a bank. Include a sample timeline.

11. What market share do you have in Virginia? Nationally?

12. Would you include a shared commission schedule? How do you calculate it?





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13. What level of financial commitment would you make in the following areas: membership, sponsorship, royalties, marketing, and magazine advertisements?

14. What information do you provide to satisfy your clients' enterprise risk management needs (please provide sample)?

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