MEMBER BENEFITS PRIMER

Welcome to the Canadian Lenders Association

Everything you need to get started as a CLA member.

01 Welcome to the CLA

Welcome to the Canadian Lenders Association — the home of Canadian finance, representing over 300 bank and non-bank companies across Canada in the business of lending. This primer walks through the highest-value ways to get engaged early: members who plug in during their first few months get the most out of their membership, building visibility and relationships year-round.

02 Your Membership at a Glance

As a CLA member, you are able to display your CLA Lender Certification or Approved Vendor badge on your website, marketing materials, and email signature, linked back to canadianlenders.org, to show customers and partners you're part of Canada's most trusted lending network.



Beyond your certification, you also have access to:

- Advocacy and government relations support across federal and provincial policy.
- Confidential, peer-only roundtables — one of the most valued CLA benefits.
- Flagship events, including the annual Lenders Summit and Finance Summit.

03 High-Value Ways to Get Started

Below are a few high-value ways to get involved right away — across advocacy, insights, collaboration, and industry leadership.

Engage With the Community

1. Present at a CLA Roundtable

50+ SENIOR OPERATORS JOIN ROUNDTABLES QUARTERLY

Roundtables convene senior operators across credit, compliance, fraud, operations, and capital markets. Members are welcome to apply to present non-advertorial insights and data to fellow roundtable participants, positioning your organization as a contributor to national industry dialogue.

Establish Thought Leadership

2. Publish in Canadian Finance News (CFN)

10,000+ INDUSTRY READERS ACROSS NEWSLETTERS, LINKEDIN, AND PARTNER CHANNELS

Members contribute op-eds, research insights, and market commentary — strengthening your organization's voice in the national lending conversation.

CFN CANADIAN FINANCE NEWS

3. Co-Author or Sponsor a CLA Resource

RESOURCES REACH 5,000+ OPERATORS, INCLUDING LENDERS, POLICYMAKERS, AND ECOSYSTEM PARTNERS

Collaborate with the CLA on industry reports, benchmarking studies, and regulatory briefs — putting your expertise in front of the people shaping the market.



Engage in Policy & Advocacy

4. Contribute to Policy Development & Regulatory Engagement

The CLA represents members in federal and provincial policy discussions across lending, fraud, housing, credit reporting, AI governance, and financial regulation — through working groups, consultations, and briefings that influence national policy direction.

Contribute to Industry Dialogue

FINANCE EVENTS

CANADIAN FINANCE SUMMIT

AUTOMOTIVE FINANCE CANADA

Real Estate Finance Summit

Sustainable Finance Summit

CLS

RISK | Reimagined

5. Join a Finance Events Panel

1,000+ ATTENDEES, 150+ COMPANIES, 100+ SPEAKERS ANNUALLY

Through our partnership with Finance Events, members take part in Canada's largest lending and fintech summits — with panels, keynotes, and fireside chat opportunities.

6. Explore Event Sponsorship

Sponsorship packages support industry education and offer visibility and thought leadership across all major CLA and Finance Events summits — a natural next step once you've built visibility through panels or published content.

Celebrate Excellence

7. Participate in the CLA Finance Awards Program

In partnership with Finance Events, the CLA recognizes excellence in lending, innovation, and leadership. Members can submit nominations, sponsor award categories, and attend VIP receptions.

FINANCE AWARDS

Connect with Leadership

8. Set Up Office Hours with the CLA President

1:1 SESSIONS WITH GARY SCHWARTZ, PRESIDENT & CEO

Book time directly with Gary to talk shop. For lenders, that's a direct line into the innovation and underwriting trends shaping the industry. For vendors and affiliates, it's a fast track to introductions and business opportunities across the CLA member network.

04 Become a Member

Membership value compounds over time. All CLA resources are designed to help members drive innovation, advance modernization, and create new business development opportunities. Participate actively in the CLA community and maximize the value of your membership.

Ready to formally explore membership? **CLICK HERE** to get started!

We're here to help you make the most of your membership.