

# ELFA 2020 **BUSINESS**

October 27-28

**LIVE!**

## **Exhibitor Prospectus & Sponsorship Offerings**

*Register now at*  
[www.elfaonline.org/2020buslive](http://www.elfaonline.org/2020buslive)

# ELFA 2020 BUSINESS

## LIVE!

## INVITATION TO PARTICIPATE

### Stay Connected and Informed with ELFA Business LIVE!

For the first time, the Equipment Leasing and Finance Association (ELFA) Annual Convention will be delivered as a virtual event with a whole new look, feel and experience. Join us for ELFA 2020 Business LIVE! on Tuesday and Wednesday, October 27 and 28, 2020. As we adjust to a world changed by the COVID-19 crisis, this important event will allow ELFA professionals from across the industry to connect, share knowledge and learn about the industry, like never before.

Nothing is more important to us than the health and safety of the ELFA community. ELFA Business LIVE! will offer keynotes, breakout sessions and a virtual exhibit hall. And it will enable us to safely engage with our whole industry through a unique digital conference experience.

When you attend ELFA 2020 Business LIVE!, you'll invest in the success of your business, your staff, your industry and your career. Don't miss the newest and most important gathering of industry leaders in 2020. You'll enjoy unparalleled networking opportunities, high-quality educational sessions, a great lineup of keynote speakers and a first-rate virtual exhibit.

We welcome back our long-time supporters and look forward to engaging with new organizations and attendees. There are various ways to be involved. This document outlines the developed sponsorship packages and exhibit experiences. These packages are not fixed, so if you have ideas, let's talk!



**Ralph Petta**  
President and CEO  
Equipment Leasing and Finance Association

*I hope you can join us to connect and build your company through ELFA Business LIVE!*

To become a Sponsor or Exhibitor, contact Steve Wafalosky at [stevew@larichadv.com](mailto:stevew@larichadv.com) or 440-247-1060.



## ABOUT ELFA

*Equipping business for success.*

That's what the Equipment Leasing and Finance Association is all about. ELFA is the trade association representing financial services companies and manufacturers in the nearly \$1 trillion U.S. equipment finance sector. Our members provide the financing that businesses need to operate and grow.

ELFA exists to provide member companies a platform to promote and advocate for the industry, including attracting and developing new and diverse talent; a forum for professional development and training; and a resource that develops information about, and for, the industry.

Equipment financing helps all types and sizes of commercial businesses to acquire the equipment they need to operate and grow.

### VIRTUAL PLATFORM

Moving to a virtual/digital platform allows ELFA to continue developing the industry and encouraging thought leadership, while safeguarding the health and wellbeing of our members, staff and conference attendees. It also allows participants to stay informed and connected from the comfort of their own home!

We are excited to embrace the opportunities offered by modern technology. Our digital platform provides an advanced forum through which to share knowledge, research, innovative ideas and new business practices. The virtual program includes keynote presentations, live breakout sessions, panel discussions, interactive Q&A and a virtual exhibit hall.

### BUILD YOUR NETWORK

ELFA Business LIVE! is expected to attract a much wider audience than ever before and we are excited about the incredible reach this platform offers! If you are looking to gain brand exposure within the industry and build relationships with professionals working in the equipment finance sector, ELFA 2020 Business LIVE! is the perfect place to connect!

Participants will include:

- CEO's, CFO's, & Executive Management
- Business Development Executives
- Marketing Executives and Management
- Senior Managers
- Emerging Talent
- Sales Executives

# ELFA 2020 BUSINESS

LIVE!

## — SCHEDULE OF EVENTS —

Schedule times are in US Eastern time zone.

### TUESDAY, OCTOBER 27

11:00 am – 12:15 pm

#### Welcome and General Session Keynote



**RALPH PETTA**  
President and CEO of ELFA



**DONNA BRAZILE**  
Renowned Political Strategist and  
Commentator

12:15 pm – 1:00 pm

#### Exhibit Hall

1:00 pm – 2:00 pm

#### Breakout Sessions

- Adapt to Thrive: How Marketing Agility Enables a Stronger Response to Extraordinary Challenges  
*Brought to you by: ELFA Communications Committee*
- There Is More Than Meets The Eye With Diversity and Inclusion  
*Brought to you by: ELFA Equality Committee*
- Has COVID 19 Ushered in the Leasing Company of the Future?
- Balancing Tech & Human Interaction  
*Brought to you by: ELFA Operations & Technology Committee*
- Back to Basics: Introduction to the Leasing and Finance Industry

2:00 pm – 2:30 pm

#### Exhibit Hall

2:00 pm – 2:30 pm

#### Networking Lounge Programs

2:30 pm – 3:30 pm

#### Breakout Sessions

- What's New in the Law?
- Creative Financing Alternatives: Power by the Hour and Pay Per Use
- Transport Finance in the Age of COVID: Aircraft, Trucks, and Vessels
- Fast Tracking Your Technology in the Age of COVID  
*Brought to you by: ELFA Operations & Technology Excellence Award*
- Where Confidence and Resilience Intersect: Facing and Overcoming Personal and Professional Challenges  
*Brought to you by: ELFA Women's Council*

3:30 pm – 3:45 pm

#### Exhibit Hall



**"In addition to our regular ELFA Annual Convention attendees, we look forward to seeing a lot of new faces, including those who planned to attend other events that were cancelled this year, and those who've never attended an ELFA Convention."**

*Ralph Petta, ELFA President and CEO*

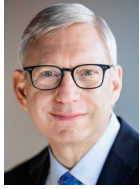


3:45 pm – 4:45 pm

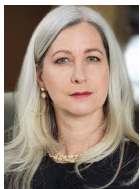
## Welcome and General Session Keynote



**KELLI NIENER**  
Executive Director, Equipment Leasing  
& Finance Foundation



**SCOTT THACKER**  
Chair, Equipment Leasing & Finance  
Foundation



**MARCI ROSSELL**  
Expert Economic Forecaster, Former  
CNBC Chief Economist and Co-Host of  
SQUAWK BOX

4:45 pm – 5:15 pm

## Newcomer and First Time Attendee Virtual Reception

4:45 pm – 5:15 pm

## Women's Council Virtual Reception

5:15 pm – 5:45 pm

## Opening Virtual Reception

**WEDNESDAY, OCTOBER 28**

11:00 am – 12:15 pm

## Welcome and General Session Keynote



**MARTHA AHLERS**  
ELFA Board Chair



**PETER ZEIHAN**  
Geopolitical Strategist

12:15 pm – 1:00 pm

## Exhibit Hall

1:00 pm – 2:00 pm

## Breakout Sessions

- The COVID-19 Economy and Outlook for Equipment Finance   
*Brought to you by:*
- Developing Young Talent for Long-Term Success  
*Brought to you by: ELFA Emerging Talent Advisory Council*
- Emerging Technology: Hype vs Reality  
*Brought to you by: ELFA Operations & Technology Committee*
- Collateral Repossession - Challenges in a Post COVID Environment
- Finding Growth After COVID: A Search for New Green Pastures

2:00 pm – 2:30 pm

## Exhibit Hall

2:00 pm – 2:30 pm

## Networking Lounge Programs

2:30 pm – 3:30 pm

## Breakout Sessions

- How Data Analytics Can Improve Your Business Results  
*Brought to you by: ELFA Research Committee*
- Pockets of Opportunity for Independents - Where to Shoot the 8-ball  
*Brought to you by: ELFA Independent Middle Market BCSC*
- Automating Credit Decisioning & Risk Modeling  
*Brought to you by: ELFA Small Ticket BCSC*
- I'm a Bank Finance Company: What Do I Need to Know to Survive and Thrive?  
*Brought to you by: ELFA Financial Institutions BCSC*
- Optimizing Managed Bundled Services & Market Practices

3:30 pm – 4:00 pm

## Exhibit Hall

4:00 pm – 4:45 pm

## Closing General Session

4:45 pm – 5:45 pm

## Virtual Reception

## Sponsorship Opportunities

The virtual platform for ELFA 2020 Business LIVE! brings to light so many new and exciting sponsorship opportunities. We understand that you are looking for innovative ways to reach your customers, here are some great options. And if you have any suggestions or ideas you've seen at other industry conferences, please feel free to ask!

### General Sponsorship Benefits:

All sponsorship levels receive the following benefits:

- Listing on ELFA 2020 Business LIVE! website as sponsor
- Listing within ELFA Engage mobile app as sponsor
- Complimentary listing with company logo in *Equipment Leasing & Finance* online magazine ad seen by hundreds of potential participants.

### Platinum Event Sponsor - \$50,000 - Only 1 Available!

Be the MAIN event sponsor and find your company logo, branding and presence throughout the ELFA 2020 Business LIVE! event through many customized benefits. Please contact Steve Wafalosky at [stevew@larichadv.com](mailto:stevew@larichadv.com) or 440-247-1060 for all of the fantastic benefits of this specific sponsorship option. 7 comp registrations.

### General Session Sponsor - \$8,000

*Only Available if Platinum Event Sponsor is Not Sold* - Reach approximately 500+ attendees by sponsoring a General Session. Includes your logo on a static banner for attendees to view and a link to your website during the entire presentation, background frame with logo during general session presentation, all attendees automatically placed into your booth following the general session, (1) Tweet during ELFA 2020 Business LIVE! from ELFA Twitter account showcasing your sponsorship, (1) Facebook post from ELFA Facebook account the week prior to the event showcasing your sponsorship. 4 comp registrations.

### General Session Media Presentation - \$4,000

Reach approximately 500+ attendees by sponsoring (1) - 30second video commercial, played twice before one general session presentation. Includes your logo and a link to your website. 2 comp registrations.

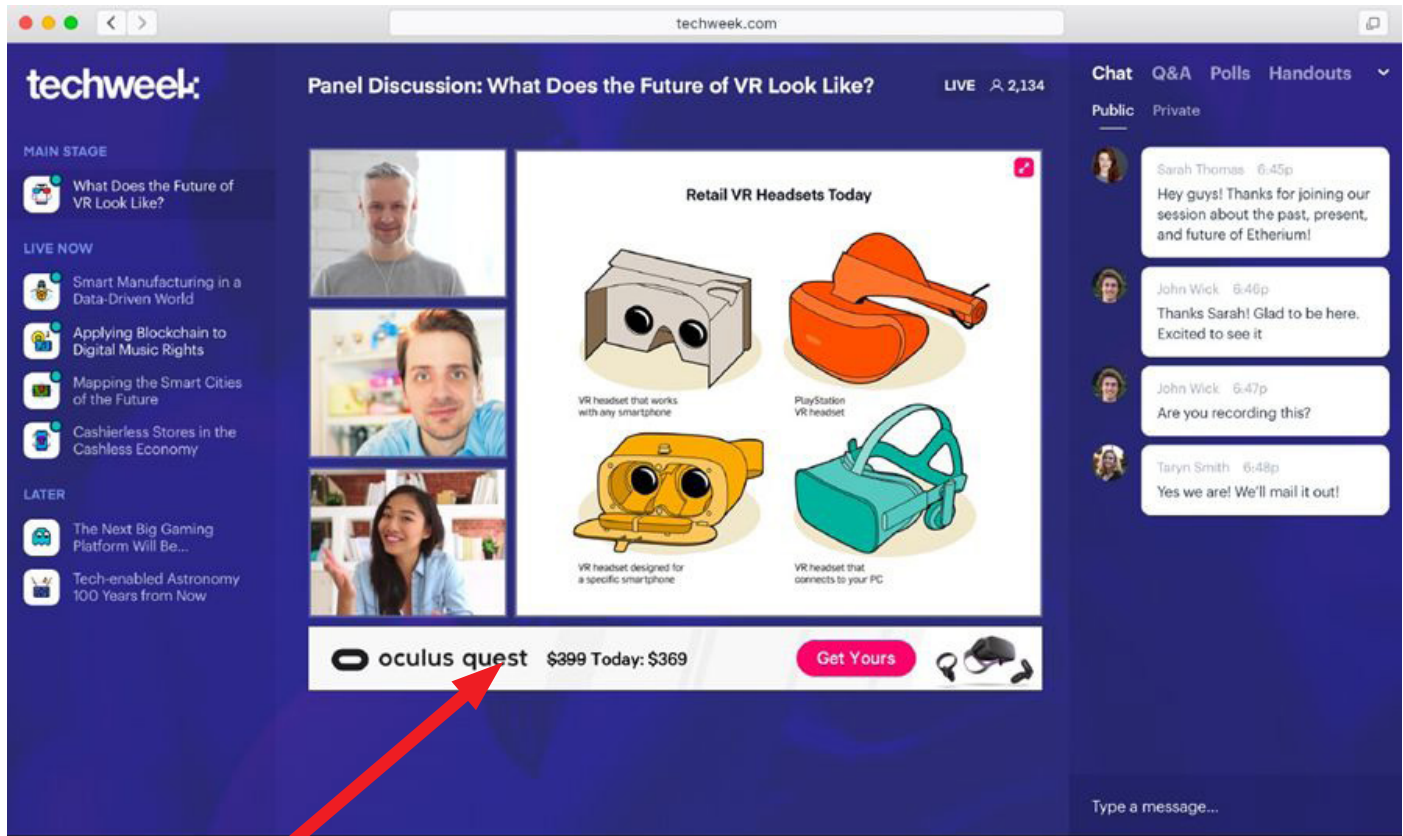
### Networking Reception (4 available)

Networking reception sponsor. Your logoed banner displayed during one of four networking receptions: New Comer and First Time Attendee, Women's Council, Tuesday General Reception, Closing Virtual Reception. Banner includes logo, can include imagery, logo, text and website link. Networking reception named after your company (*XYZ Networking Reception*) on all schedules and 60 seconds to address attendees. 1 comp registration. Format: Image; 162 x 240px



## Breakout Session Banners - \$2500 (12 available)

Static banners shown in a breakout session of your choice. Includes sponsor logo, short text and website link. Logo also on LIVE! website within session listing.



Example of Breakout Session Banner

To become a Sponsor, contact Steve Wafalosky at [steve@larichadv.com](mailto:steve@larichadv.com) or 440-247-1060.

## Virtual Exhibition

Immerse yourself in a hands-on environment where you can mingle, exchange ideas, raffle prizes and build one-on-one relationships that help your business move ahead.

Display the array of resources that you, our top-notch industry partners, provide attendees, including informative videos, marketing materials and product demonstrations. You will be able to engage in live chats with attendees for real-time Q&A to your most pressing questions and engage in real-time relationship building. The ELFA Business LIVE! virtual exhibit hall will feature fully customizable booths that will enable you, our exhibitors, to create mini websites, upload videos and other marketing resources all showcasing and branding your company.

### Virtual Booth Benefits:

All sponsorship levels receive the following benefits.

- Booths are immersive live or captivating recorded experiences
- Option to upload videos and other marketing materials or handouts
- Live one-on-one chat to engage with attendees – start impactful conversations with booth visitors via live Q&A with the opportunity to capture contact information from ALL booth visitors.
- Fantastic analytics and lead retrieval
- Two complimentary exhibitor personnel registrations that allows access to all sessions and exhibition
- Pre-registration list of all opted in attendees that allows for a one-time contact, 3 weeks prior to ELFA 2020 Business LIVE!.
- 30 Days post meeting access to the virtual exhibit hall
- Upload Materials into Booth Data Center. Each booth will have the ability to upload and manage material related to your booth.
- 24-hour attendee access to exhibition hall and booth content starting October 27, 2020 at 11:00 am Eastern until event end, October 28, 2020 at 5:15 pm Eastern, along with designated daily live hours during conference dates – more designated exhibit hours than most other virtual conferences.
- **White Glove Service.** Technical assistance, booth design and creative support, access to instructional designer to provide guidance on how best to deliver your content in a virtual environment, etc.

### Marketing Benefits for Virtual Exhibitors:

- Complimentary Listing (company name and description) in onsite mobile events app.
- Complimentary Listing (company name) in Equipment Leasing & Finance magazine ad seen by hundreds of potential participants.
- One complimentary list of pre-and post-convention registrants.
- Complimentary listing (company name and description) as an exhibiting company on ELFA 2020 Business LIVE! website.



## Virtual Exhibit Booth Layout

This is the screen layout for the virtual booths and how the booths will be arranged on attendees' computer screens. The top four rows are considered "Premium" as they are above the screen scroll. Meaning, once an attendee clicks on the exhibit hall, the top four rows of booths will be visible first and then once you scroll down, the other booths will become visible.



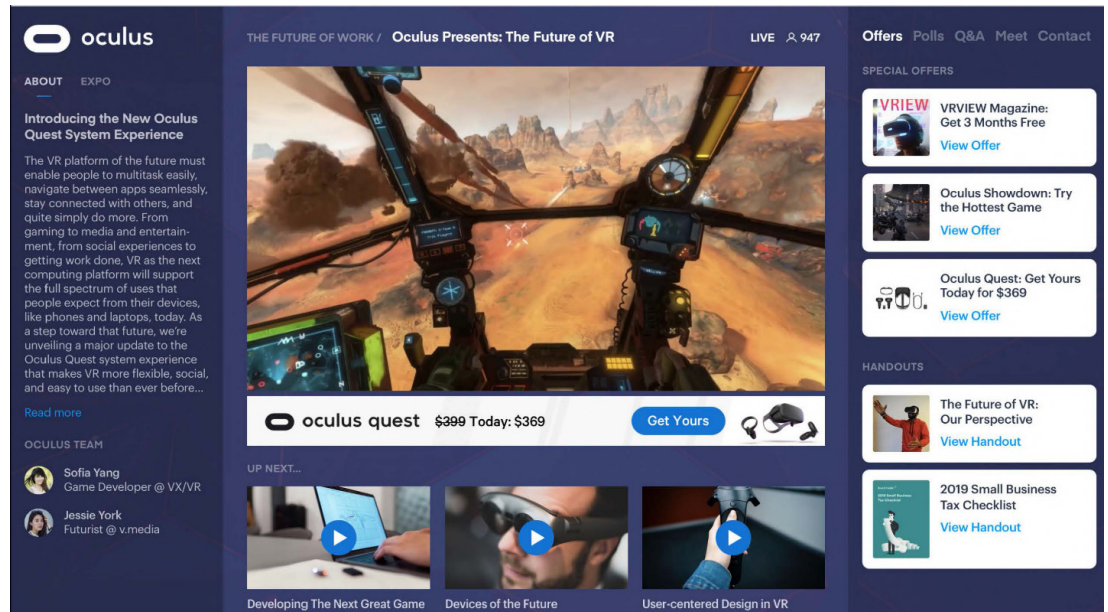
## Virtual Exhibit Booth Options

Two types of virtual exhibit booths are available through our platform. Below are examples of each and additional information is provided about the differences in each option.

### Option 1 - Exhibit Booth with On Demand Content, Recorded

This booth option allows for multiple recorded commercials or demos. This is a perfect option for the exhibitor who has ready-made content and would like to schedule live chat times with visitors or be available within the chat function instead of live product demonstrations.

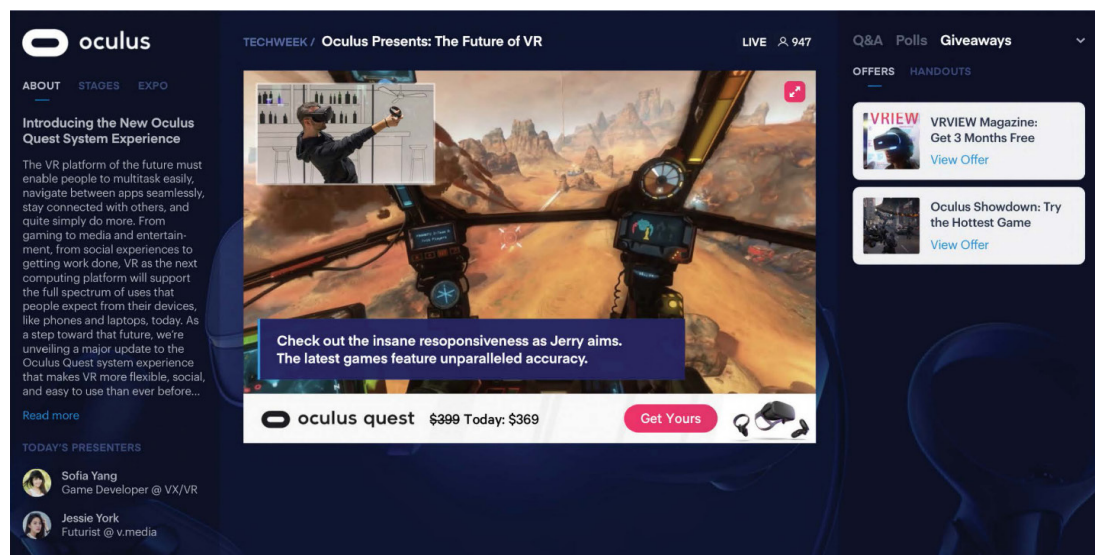
This exhibit booth option also can offer give-aways, include handouts for visitors and post videos.



### Option 2 - Exhibit Booth with Live Presentation

This booth option is great for the exhibitor who has a product that is better explained with a live demo. Demo your product, answer chat questions live within the platform for all visitors to your booth.

This exhibit booth option can also offer give-aways, post handouts or take aways for visitors and more.





## Exhibit Booth Pricing and Assignment of Space

### Assignment of Space:

Using the Virtual Booth Layout grid on page 8, please provide your top three preferred booth requests with your signed exhibitor registration form. Contact Steve Wafalosky regarding booth availability as inventory changes daily, [stevew@larichadv.com](mailto:stevew@larichadv.com) or (440) 247-1060.

### Booth Fees:

**Premium Regular/Single Booth** (284 x 162px; above the fold/screen scroll):

- Member - \$3,000
- Nonmember - \$5,500

*Quantity limited; first come, first served*

**Premium Double Booth** (284 x 332px; above the fold/screen scroll):

- Member - \$6,000
- Nonmember - \$11,000

*Quantity limited; first come, first served*

**Regular Single Booth** (284 x 162px):

- Member - \$2,500
- Nonmember - \$5,000

**Regular Double Booth** (284 x 332px):

- Member - \$5,000
- Nonmember - \$10,000

### Dedicated Virtual Exhibit Hours:

After all sessions, attendees will be automatically placed in the exhibit hall.

#### Tuesday, October 27th

12:15 – 1:00 pm

2:00 – 2:30 pm

3:30 – 3:45 pm

#### Wednesday, October 28th

12:15 – 1:00 pm

2:00 – 2:30 pm

3:30 – 4:15 pm

To become a Sponsor, contact Steve Wafalosky at [stevew@larichadv.com](mailto:stevew@larichadv.com) or 440-247-1060.

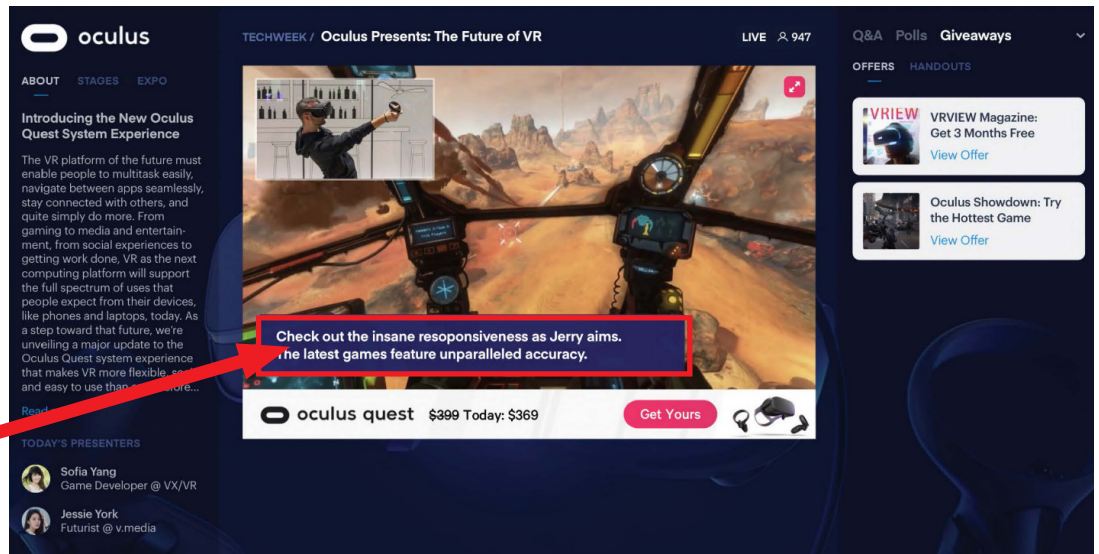
## Virtual Exhibit Booth Options

### Virtual Exhibit Booth Upgrade Options:

All exhibitors, no matter your placement within the booth layout, are welcome to add any of the upgrades below. These upgrades are in addition to your booth price. Please indicate your upgrade option choices on the final booth registration form.

### Scrolling Pop-up Banners - \$250

Pop-up banners that come in and out of your booth, up to (3) banners can be added to your booth. The virtual platform White Glove Service technicians will work with you to create your banner pop-ups. Example of a pop-up banner.



### Upgraded Booth Experience - \$850

Upgrade your virtual booth experience for your booth visitors. This booth option looks like visitors are stepping into your customized experience. From a custom background to colors used on the furniture, you are in charge of your booth experience for attendees. Standard booth offerings provide a more "website" look and approach, the Upgraded Booth Experience provides a more personalized and branded look and feel for your visitors. The virtual platform White Glove Service technicians will work with you to create your upgraded booth experience. This option is an upgrade and the fees associated are in addition to your booth fee.





## Booth Branding & Customizations

The following booth branding options and customizations are available for all booth types. Once your exhibit booth registration form is received and your booth number has been decided, you will receive a packet of information with specifics about each customizable item within your virtual booth space.

Booths are immersive live or evergreen experiences featuring content, videos, and interactive elements.

### Left Side (Description)

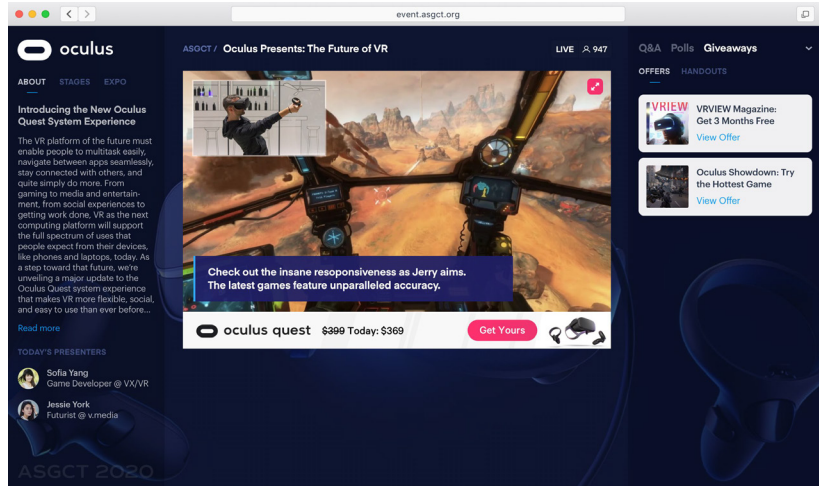
Title, Description, Presenters

### Middle (Content)

Videos, Banner CTA

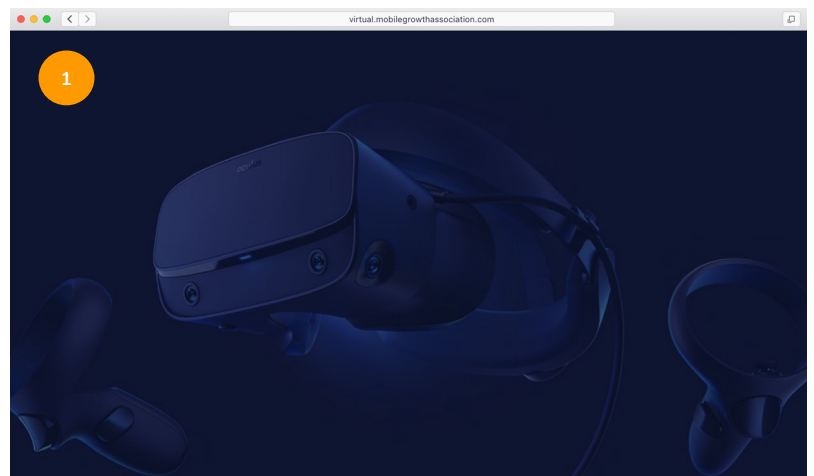
### Right Side (Interactive)

Chat, Q&A, Polls, Offers, Handouts, Giveaways



Example Booth

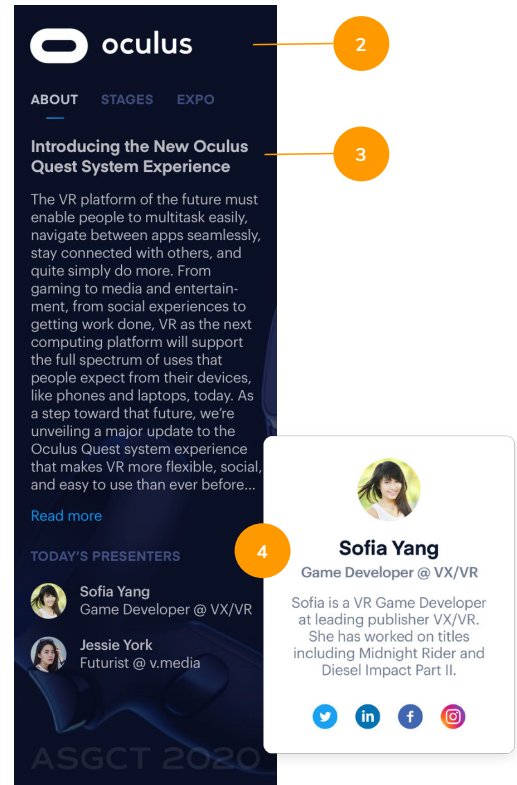
- 1 Background: Background branding inside the exhibitor booth





## Booth Branding & Customizations

- 2 Logo: Internal exhibitor booth branding
- 3 Booth Title & Description : Exhibitor introduces topic of booth
- 4 Today's Presenters: Introduces exhibitor representatives through a virtual business card with the following options:
  - ❑ Links to Social Media (LinkedIn, Twitter, Facebook, & more)
  - ❑ 1:1 video chat scheduling request
  - ❑ Direct chat request



- 5 Videos: You can run live, evergreen, or hybrid/pre-recorded events inside your booth
- 6 Banner Offer: Sponsors can drive lead gen to a website or landing page



## Booth Branding & Customizations

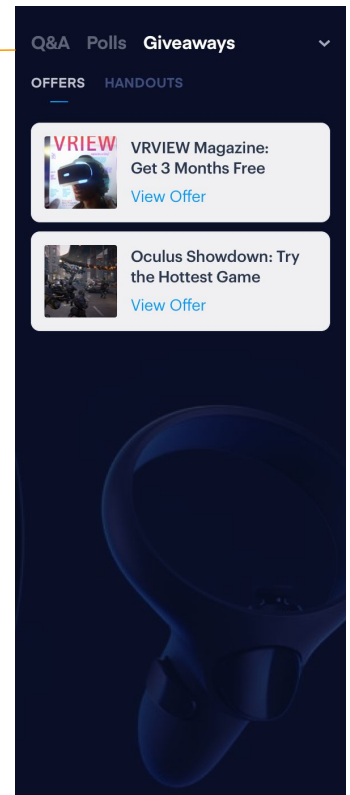
The following booth branding options and customizations are available for all booth types. Once your exhibit booth registration form is received and your booth number has been decided, you will receive a packet of information with specifics about each customizable item within your virtual booth space.

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### Live interaction

- ❑ Q&A: Sponsor can run a live moderated Q&A session with attendees
- ❑ Polls: Sponsor can run and share live polling with attendees
- ❑ Giveaways: Sponsors can provide handouts + offers
- ❑ Lead Form (In Progress): Sponsors can capture data

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## Exhibitor Booth Details

### Expo Hall Assets

- ❑ Booth Images
  - ❑ Large - 284 x 332px
  - ❑ Regular - 284 x 162px
- ❑ Booth Logo
  - ❑ White Transparent Background PNG, high resolution (at least 200px tall)
- ❑ Tile Description
  - ❑ Short tagline, up to 30 characters

### Virtual Exhibitor Booth Assets

- ❑ Booth Branding & Description
  - ❑ Background Image: High-resolution 1600x900 PNG
  - ❑ Logo: High-res transparent PNG at least 96px tall
  - ❑ Detailed Tile: Text (5-8 words) describing the booth
  - ❑ Description: Text, 80-90 words
  - ❑ Presenters: Name, image, title, short 15-25 word bio, social profile links
- ❑ Main Content Area
  - ❑ Videos: MP4 format
  - ❑ Banner Offer: High-res PNG: 1300x112
- ❑ Interactive Panel
  - ❑ Handouts format: PDF

## CANCELLATION POLICY

**Attendee Cancellations to the ELFA 2020 BUSINESS LIVE! must be made via email.** Please email Janet Fianko at [jfianko@elfaonline.org](mailto:jfianko@elfaonline.org).

- **Refund minus \$100:** Should you need to cancel, refunds will be processed less a \$100 processing fee.
- **No refund:** No refunds of registration fees will be given for cancellations received on or after **Wednesday, October 21, 2020**. ELFA regrets that refunds will not be given for no-shows during the actual virtual conference dates.

## Cancellation of Virtual Exhibit Space

Once Exhibitor completes the exhibition registration form and is given an exhibit space number for this exposition, it is understood that the space is non-refundable if cancellation occurs after Friday, October 9, 2020.

## Dedicated Virtual Exhibit Hours

After all sessions, attendees will be automatically placed in the exhibit hall.

### Tuesday, October 27th

12:15 – 1:00 pm  
2:00 – 2:30 pm  
3:30 – 3:45 pm

### Wednesday, October 28th

12:15 – 1:00 pm  
2:00 – 2:30 pm  
3:30 – 4:15 pm

## VIRTUAL CONFERENCE COMPLIANCE

### Attendee Contact Information

**Please Note the Following**—By registering for this conference, attendees authorize ELFA to share your contact information, including but not limited to email address and telephone number, with other registered attendees, sponsors and exhibitors. For more information, please contact Janet Fianko at [jfianko@elfaonline.org](mailto:jfianko@elfaonline.org).

### ELFA Professional Code of Conduct

Thank you for choosing to enhance your professional development by participating in ELFA activities. Our goal is to ensure that we promote a safe, inclusive and productive environment for all participants.

We ask that you help us make each ELFA-sponsored activity welcoming and respectful to all participants, regardless of their race, gender, gender identity and expression, age, sexual orientation, disability, physical appearance, national origin, ethnicity, political affiliation or religion. We do not condone, nor will we tolerate, harassment of our participants, including ELFA and facility staff, or the on-premise staff at host events in any form—in person or online.

Examples of harassment include offensive comments,

verbal threats or demands, sexualized images in public spaces, intimidation, stalking, harassing photography or recording, sustained disruption of sessions or events, and unwelcome physical contact or sexual attention.

We expect all participants—attendees, speakers, sponsors, volunteers and staff—to follow the Code of Conduct during the conference. This includes conference-related social events at off-site locations and in related online communities and social media. Participants asked to stop any harassing and/or non-inclusive behavior are expected to comply immediately. Conference participants violating this Code of Conduct may be expelled from the conference without a refund, and/or prohibited from attending future ELFA events, at the discretion of ELFA.

Please bring any concerns to the immediate attention of the event staff, or contact Lisa Ramirez, ELFA Vice President of Business and Professional Development, at [lramirez@elfaonline.org](mailto:lramirez@elfaonline.org). You may also report violations by calling +1 202-238-3414. Thank you for your help in keeping this and all ELFA events professional, welcoming and respectful to all.



## Exhibitor Registration Form

Fax your completed registration form to ELFA at (440) 247-1068 or email it to Steve Wafalosky at [steve@larichadv.com](mailto:steve@larichadv.com). Please be sure to include the appropriate credit card information or select to be invoiced. An email confirmation will be sent to you after your form has been processed. If necessary, we can accept mailed payments; however, due to ELFA staff working from home due to the COVID crisis, please send your Exhibitor Registration Form electronically. To mail payments, please send to:

Equipment Leasing and Finance Association  
 Attn: Accounts Receivable, Exhibition Payment  
 1625 Eye Street NW, Suite 850  
 Washington, DC 20006

Make checks payable to ELFA. A confirmation of your payment and thus completed registration will be emailed to you once processed.

### 1. Enter Your Contact Information

Organization Name (EXACTLY AS YOU WANT IT PRINTED FOR RECOGNITION): \_\_\_\_\_

\*Contact Person: \_\_\_\_\_

Email: \_\_\_\_\_

Full Address: \_\_\_\_\_

Phone: \_\_\_\_\_

\*This person will serve as point of contact for the booth and will receive all follow-up information. If not attending, this person will be responsible for forwarding information to the individual(s) that will be attending. Each booth registration includes up to two representatives from exhibiting company.

### 2. Make Your Selection(s):

Sponsorship & Exhibition Registration Due by Friday, October 2, 2020.

Sponsorship Options	Pricing	
<input type="checkbox"/> Platinum Event Sponsor	\$50,000	
<input type="checkbox"/> General Session Sponsor - Tuesday, Donna Brazile	\$8,000	
<input type="checkbox"/> General Session Sponsor - Tuesday, Marci Rossell	\$8,000	
<input type="checkbox"/> General Session Sponsor - Wednesday, Peter Zeihan	\$8,000	
<input type="checkbox"/> General Session Media Presentation	\$4,000	
<input type="checkbox"/> Networking Event	\$3,000	
<input type="checkbox"/> Breakout Session Banners - (12 available)	\$2,500	

Virtual Exhibition Options	Member	Non-Member
<input type="checkbox"/> Premium Single Booth	\$3,000	\$5,500
<input type="checkbox"/> Premium Double Booth	\$6,000	\$11,000
<input type="checkbox"/> Regular Single Booth	\$2,500	\$5,000
<input type="checkbox"/> Regular Double Booth	\$5,000	\$10,000

- Scrolling Banners (up to 3) \$250
- Upgraded Booth Experience \$850

3. Calculate Total Amount: \$ \_\_\_\_\_

### 4. Booth Location Preference:

Please use the Virtual Booth Layout on Page 8

1st Choice \_\_\_\_\_ 2nd Choice \_\_\_\_\_ 3rd Choice \_\_\_\_\_

I prefer NOT to be next to the following companies (ELFA will try to accommodate your request on the virtual screen plan): \_\_\_\_\_

### 5. Complimentary Registrations:

Each booth purchased received (2) Complimentary Registrations.

#### 1st Person (Included with booth fee)

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_

#### 2nd Person (Included with booth fee)

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_

Additional registrations may be completed via the [ELFA 2020 Business LIVE! website](#).

### 6. PAYMENT

- Visa  MasterCard  AMEX  Discover  Diners Club

Card Number \_\_\_\_\_

Exp. Date \_\_\_\_\_ CVV \_\_\_\_\_

Name & Address as it appears on billing statement (please print) \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Signature \_\_\_\_\_

Date: \_\_\_\_\_

#### Please Send an Invoice

*Invoices will be sent to the Exhibitor Contact listed above, via email.*

**Confirmations will be emailed to the Exhibitor Contact after form is received and processed. The Exhibition Tool-kit will be included with your confirmation receipt.** The tool-kit will outline all of booth specifications and how to get started designing your virtual booth.

### Exhibitor Deadlines:

- ASAP**—Exhibit registration form and payment for booth due
- October 2**—Last day to register and get company name and booth listed within all program information
- October 6**—Company description and logo due
- October 9**—Last day to cancel a registration and receive full refund for exhibits
- October 19**—Last day to cancel attendee registrations and receive full refund, minus \$100 cancellation fee.