



FINANCING SOLUTIONS
for a **CHANGING** WORLD

E X H I B I T O R P R O S P E C T U S

55th ELFA Annual Convention

October 23–25, 2016

JW Marriott Desert Springs

Palm Desert, CA

Equipment Leasing and Finance Association 55th ELFA Annual Convention

Who Attends

The ELFA Annual Convention is attended by the movers and shakers of the equipment leasing and finance industry, including CEOs, COOs, Presidents and VPs. It is the largest, most important annual gathering of equipment leasing and finance professionals. Everyone you need to meet will be there.

Financing Solutions for a Changing World

Equipment finance is on the rise, but the secret to success in today's changing marketplace isn't "business as usual." The most successful equipment finance companies are preparing for evolving markets and adapting their business operations to tap into new opportunities.

Stay one step ahead of change by attending the 55th ELFA Annual Convention and learn how the equipment finance industry is "Financing Solutions for a Changing World."

You'll have the opportunity to examine and discuss a number of trends facing the industry. Changing customer needs are driving new opportunities and challenges for the industry. End-users are seeking greater access to business solutions and services with an increased focus on flexibility and convenience. A new lease accounting standard will challenge lessees and lessors to transition to a new set of rules. A presidential election could trigger policy shifts. At the same time, a strengthening U.S. economy and elevated propensity to finance are driving growth in equipment finance.

If you're in the \$1 trillion equipment leasing and finance industry, you can't afford to miss the 2016 ELFA Annual Convention. You'll enjoy unparalleled networking opportunities, high-quality educational sessions, a great lineup of keynote speakers and a first-rate exhibit.

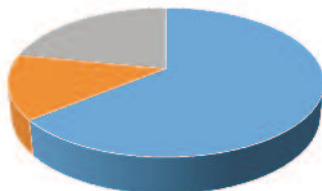
2016 Top Ten Trends in Equipment Leasing and Finance

1. Investment in equipment and software will hit a new high, but moderate in growth as businesses hold back on spending.
2. End of zero interest rate policy will spur other businesses, particularly small businesses, to invest before rates go higher.
3. Equipment financing will increase solidly, but more slowly.
4. Businesses will begin preparing for new lease accounting rules.
5. China's economic woes will be a global concern.
6. Equipment investment will vary widely by industry vertical.
7. Customer demand for greater flexibility and convenience will increase the use of managed services.
8. Low oil prices will continue to impede energy investment.
9. Eyes will be on the 2016 presidential election for potential policy shifts.
10. Looming "wild cards" could influence business investment decisions.

Attendance/Membership Profile

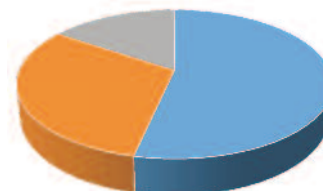
Top 3 Position types of attendees:

- Corporate Executive
- Operations
- Sales & Business Development



Top 3 Company types of attendees:

- Bank
- Independent
- Multi-line Commercial Finance Company



Schedule of Events

SUNDAY, OCTOBER 23

6:30 – 7:30 am

Boot Camp and Yoga Class

7:00 am

Breakfast for Golfers

8:00 am

Golf Tournament

JW Marriott Desert Springs Palm Course

10:00 am – Noon

Tennis Tournament

JW Marriott Desert Springs Tennis Courts

8:00 am – 1:00 pm

Community Service Project Habitat for Humanity

(pre-registration required)



8:00 am – 2:00 pm

Jim McGrane Charity Bike Ride

Scenic 20- or 40-mile ride;
departs from hotel

*(pre-registration required; additional fee
for bike and other equipment)*



10:00 am – 8:00 pm

Convention Registration

(Attendees & Exhibitors)

1:00 – 2:00 pm

Luncheon for Golf and Tennis Players

2:00 – 5:00 pm

Exhibitor Set Up

2:00 – 4:00 pm

Community Service Project Build-a-Bike

(on property; pre-registration required)



4:00 – 5:00 pm

Foundation Donor Reception

(by invitation)



5:00 – 6:00 pm

New Member & First-Time Attendee Reception

5:00 – 6:00 pm

Women in Leasing Reception

6:00 – 8:30 pm

Welcome Reception

Exhibits Open

MONDAY, OCTOBER 24

7:00 am – 4:30 pm

Registration

7:00 am – 5:00 pm

Exhibits Open

7:00 – 8:15 am

Group Breakfast in Exhibit Area

8:30 – 10:30 am

General Session

Chairman's Address and Keynote Address

Speakers:



WILLIAM STEPHENSON, Chairman, ELFA
CEO & Chairman of the Executive Board, DLL



JOE SCARBOROUGH

Co-Host of MSNBC's "Morning Joe," *New York Times*
Best-Selling Author and Former U.S. Congressman (R-FL)

10:30 am – Noon

Refreshment Break in Exhibit Area

10:00 am – 3:00 pm

Spouse/Companion Event

Palm Springs Aerial Tramway, Nature Walk and Lunch

Schedule, continued

11:00 am – 12:30 pm
Issue Breakout Sessions

12:45 – 2:30 pm
**Equipment Leasing
& Finance Foundation
Luncheon**



Speaker:



JAY BAER
President of Convince & Convert
"Hug Your Haters"

3:00 – 4:30 pm
Issue Breakout Sessions

2:30 – 4:00 pm
Refreshment Break in Exhibit Area

5:30 – 6:30 pm
**International and Former Chairmen's
Reception**

5:30 pm
**Individual Company-Sponsored Receptions and
Events**



TUESDAY, OCTOBER 25

7:00 am – 3:00 pm
Convention Registration

7:00 – 8:15 am
Group Breakfast in Exhibit Area

7:00 am – 4:00 pm
Exhibits Open

8:30 – 10:30 am
General Session
President's Report and Keynote Address

Speakers:



RALPH PETTA
President and CEO, ELFA



JEFF DEGRAFF
"The Dean of Innovation," Business Professor, Author,
Speaker and Innovation Guru

10:30 am – Noon
Refreshment Break in Exhibit Area

11:00 am – 12:30 pm
Issue Breakout Sessions

9:00 am – 3:00 pm
Spouse/Companion Event
San Andreas Fault Line Jeep Eco-Tour and Lunch

12:45 – 2:30 pm
Business Council Luncheon Meetings

- Small Ticket
- Independent Middle Market
- Financial Institutions
- Captive and Vendor Finance
- Service Providers

Schedule, continued

2:30 – 4:00 pm

Refreshment Break

3:00 – 4:30 pm

Issue Breakout Sessions

7:00 – 10:00 pm

Closing Reception & Dinner

Arabian Nights....ELFA Style!



IMPORTANT DEADLINE DATES

Monday, August 1, 2016

Deadline for early-bird discount on convention registration fee. Note: To take advantage of the discount, you must also reserve your accommodations at the JW Marriott Desert Springs.

Monday, September 19, 2016

Last day to receive the special ELFA convention rate for your accommodations at the JW Marriott Desert Springs.

Monday, October 10, 2016

Last day for mail-in and online registrations. After this date registrations can be made on-site.

Please note: There are no refunds of registration fees after this date.

If you are planning on arriving early, you might want to participate in these activities:

SUNDAY, OCTOBER 23



6:30 am

Bootcamp and Yoga Class

(Men and Women)

Conducted at JW Marriott Desert Springs property. No additional fee; reserve your spot when registering for the convention.



8:00 am

Golf Tournament *(Men and Women)*

Palm Course; on property

Additional fee; reserve your spot when registering for the convention.



10:00 am

Tennis Tournament *(Men and Women)*

JW Marriott Desert Springs Tennis Courts

Additional fee; reserve your spot when registering for the convention.



8:00 am – 1:00 pm

Community Service Project Habitat for Humanity

No additional fee; reserve your spot when registering for the convention. Transportation to job site, continental breakfast and lunch provided.



8:00 am – 2:00 pm

Jim McGrane Charity Bike Ride

A guided scenic ride of Coachella Valley. Additional fee for the bikes and other equipment.



2:00 – 4:00 pm

Community Service Project Build-a-Bike

This project will be conducted on the grounds of the JW Marriott Desert Springs. No additional fee; reserve your spot when registering for the convention.

2015 Attending Companies

- 36th Street Capital
 Accenture
 Accruit, LLC
 Acrecent Financial
 Advantage Funding
 Allegiant Partners, Inc.
 Altec Capital Services
 Alvarez & Marsal Valuation Services, LLC
 Americ Machinery Corporation
 American Lease Insurance
 AmeriQuest Transportation Services
 Anchor Bank
 Arrow Value Recovery
 Ascentium Capital LLC
 Askounis & Darcy, PC
 ASP Credit
 Assurance Asset Finance, LLC
 Assurant Specialty Property
 ATEL Capital Group
 Avnet Technology Solutions
 AvRisk, Inc.
 Axis Capital, Inc.
 Banc of America Leasing
 Banc of California
 BancorpSouth Equipment Finance
 Bank Financial, FSB
 Bank Leumi Leasing Corporation
 Bank of Birmingham
 Bank of the West
 BB&T Equipment Finance
 BBCN Bank
 BBVA Compass Equipment Finance
 BCL - Equipment Leasing, LLC
 Beneficial Equipment Finance Corporation
 BFS Capital
 Blank Rome LLP
 Blue Bridge Financial, LLC
 BMO Harris Bank
 BMO Harris Equipment Finance Company
 BMO Transportation Finance
 BNY Capital Resources Corporation
 BofI Federal Bank
 Boston Financial & Equity Corporation
 Brandywine Capital Associates, Inc.
 Bridge Funding Group, Inc.
- Brightstar
 BTMU Capital Leasing and Finance, Inc.
 BuckleySandler LLP
 Burnham Sterling
 Byline Financial Group
 Canadian Finance & Leasing Association
 Canon Financial Services, Inc.
 Capgemini Financial Services USA Inc.
 Capital One Equipment Finance
 CapitalSource, Inc.
 Cassels Brock & Blackwell LLP
 Cassiopae Inc.
 Caterpillar Financial Services Corporation
 CBIZ
 CCA Financial, LLC
 CDK Financing Solutions
 Celtic Bank, Leasing and Equipment Finance Group
 Century Tokyo Leasing (USA) Inc.
 Certified Lease & Finance Professional Foundation
 CG Commercial Finance
 Channel Partners Capital
 Chase Specialty Finance
 CHG-MERIDIAN USA Corp.
 CHP Consulting
 Chrome Capital Group LLC
 Cisco Systems Capital Corporation
 CIT
 Citizens Asset Finance, Inc.
 City National Capital Finance
 Cohn & Dussi, LLC
 Commercial Asset Finance Brokers Association of Australia
 Commercial Equipment Finance, Inc.
 Commercial Industrial Finance, Inc.
 Connext Financial
 Constellation Financing Systems Corp.
 Copal Amba (a Moody's subsidiary)
 CoreTech Leasing, Inc.
 Corporation Service Company
 CreekrIDGE Capital LLC
 Crestmark Equipment Finance
 CrestMount Advisors
 Crossroads Equipment Lease & Finance LLC
- CSC Leasing Company
 CSI Leasing, Inc.
 Customers Bank, Commercial Finance Division
 D + H
 D&D Leasing UK
 Dakota Financial, LLC
 Dell Financial Services
 Deloitte
 Deutsche Leasing USA, Inc.
 Dexter Financial Services
 DLL
 Doosan Infracore Financial Solutions
 Dressler & Peters, LLC
 East West Equipment Finance, a division of East West Bank
 ECS Financial Services, Inc.
 EDA (Equipment Data Associates)
 EFFI Finance, Inc.
 EH National Bank
 Element Financial Corporation
 ELFA Integrated Media
 eOriginal Inc.
 ePlus Group, Inc.
 Equify, LLC
 Equipment Finance Advisor
 Equipment Leasing & Finance Foundation
 Equipment Leasing Group of America, LLC
 EquipmentLease.com
 EquipmentWatch
 Ernst & Young LLP
 Essex Capital Corporation
 EverBank Commercial Finance, Inc.
 Evolve Bank & Trust
 Executive Solutions for Leasing and Finance, Inc.
 F.N.B. Commercial Leasing
 Fairfield Capital Group, LLC
 Farm Credit Leasing Services Corporation
 FICO
 Fifth Third Equipment Finance Company
 Financial Pacific Leasing, Inc., an Umpqua Bank Company
 First American Equipment Finance, a City National Bank Company
 First Bank of Highland Park
 First Eagle Bank
- First Financial Bank
 First Financial Corporate Services Inc.
 First Guaranty Bank
 First Niagara Leasing, Inc.
 First Tennessee Bank
 FirstMerit Equipment Finance, Inc.
 FIS eProcess Intelligence LLC
 Fleet Advantage, LLC
 Fleet Financing Resources
 Fleet Trailer Leasing, LLC
 FLEXX
 Forklifts and Equipment, LLC
 Forsythe/McArthur Associates, Inc.
 Frandzel Robins Bloom & Csato, L.C.
 Frohman & Associates LLC
 Frost Equipment Leasing and Finance
 Funding Circle USA
 GATX Corporation
 GE Capital Markets Group
 GE Commercial Finance
 Geneva Capital, LLC
 Genpact, LLC
 Global Resale LLC
 Great American Insurance
 GreatAmerica Financial Services
 GSG Financial LLC
 Guggenheim Partners
 Haier Financial Services
 Harvard Partners LLC
 Helivalu\$, Inc.
 Hitachi Capital America Corp.
 HodgesWrites
 Huntington Equipment Finance
 IBM Global Financing
 IFS Technology Solutions, Inc.
 Insight Investments, LLC
 International Decision Systems
 iNymbus
 Isuzu Finance of America, Inc.
 ITRenew
 Ivory Consulting Corporation
 J.P. Morgan Credit Liquidity Solutions
 J.P. Morgan Equipment Finance
 Jaffe Raitt Heuer & Weiss, P.C.
 JDR Solutions, Inc.
 Jefferies LLC
 John Deere Financial

2015 Attending Companies, continued

Johnson & Johnson Finance Corporation	Services, LLC	RSM (formerly McGladrey)	The Captives Forum
Kessler & Collins, PC	Novastar Solutions, LLC	RVI Group	Toyota Industries Commercial Finance, Inc.
Key Equipment Finance	NYCB Specialty Finance Company, LLC	Santander Bank Equipment Finance	Trans Lease, Inc.
Keybridge Research, LLC	Ober, Kaler, Grimes & Shriver	SCG Capital Corporation	Trinity Industries Leasing Co.
Kingsbridge Holdings, LLC	Odessa Technologies, Inc.	Scott Capital Equipment Finance, LLC	Troutman Sanders LLP
Kingsbury Wax Bova, LLC	Olympus America Inc.	Scotttrade Bank Equipment Finance	U.S. Bank Equipment Finance
Komatsu Financial LP	OnePak, Inc.	Securcor Financial Group	UniFi Equipment Finance
KPMG LLP	OnePlace Capital, a division of Bank Midwest	Sentry Financial Corporation	Unisearch, Inc.
Landmark Financial Corporation	Onset Financial, Inc.	Shackelford, Melton, McKinley & Norton, LLP	United Leasing & Finance
LaSalle Solutions	Oracle Credit Corporation	Siemens Financial Services, Inc. Commercial Finance Division	University of Utah
Laurentian Bank	Oracle USA	Signature Financial	Vantage Financial, LLC
LBP Leasing Inc.	Origin Bank Equipment Finance	Silent Partners Group	VAR Technology Finance
LCA Financial LLC division of Lease Corporation of America	Orion First Financial, LLC	Skyjack Financial Services	Vedder Price P.C.
LEAF Commercial Capital Inc.	OSG Billing Services	Smith Moore Leatherwood	Vend Lease Company, Inc.
LeaseDimensions	Pacific Rim Capital, Inc.	Snider Leasing Corp.	Vestige Consulting, LLC
LeaseQ, Inc.	Pawnee Leasing Corporation	Societe Generale Equipment Finance	VFI Corporate Finance
LeaseTeam, Inc.	PayNet, Inc.	Solar Capital Ltd.	Vision Commerce, Inc.
Leaseurope	Pearl Capital Business Funding LLC	Somerset Capital Group, Ltd.	Vision Financial Group, Inc.
Leasing Bancolumbia S.A CF	Pentax Medical Co.	Square Two Financial	Volvo Financial Services Region the Americas
Lenovo Financial Services	People's Capital and Leasing Corp.	Squire Patton Boggs	Wafra Capital Partners Inc.
LFC Capital, Inc.	Pepper Asset Finance	St. Mary's University	Wallwork Financial Corp
Linedata Lending and Leasing	Philips Health Systems	Sterling National Bank Equipment Finance Division	Washington Federal Equipment Finance
M&T Bank Corporation	Pine Brook Road Partners	Stonebriar Commercial Finance, LLC	WC Leasing, LLC
Macquarie Capital	Platzer, Swergold, Levine, Goldberg, Katz & Jaslow, LLP	Stoughton Trailers Acceptance Co. LLC	Webster Capital Finance, Inc.
Macquarie Corporate and Asset Finance	PLM Trailer Leasing	Stryker Flex Financial	Wells Fargo Bank Northwest-Corporate Trust Services
Madison Capital LLC	PMC Financial Services Group, LLC	Sumitomo Mitsui Finance & Leasing Co., Ltd.	Wells Fargo Capital Finance - Lender Finance
Marks & Associates, P.C.	PNC Bank	Summit Funding Group, Inc.	Wells Fargo Equipment Finance
Marlin Business Services Corp.	PNC Equipment Finance, LLC	Sun Life Financial	Weltman, Weinberg & Reis
MassMutual Asset Finance, LLC	Polaris Leasing Ltd	SunTrust Equipment Finance & Leasing Corp.	Western Equipment Finance, Inc.
Maxus Capital Group, LLC	Portfolio Financial Servicing Company	Susquehanna Commercial Finance, Inc.	Wheeler Business Consulting, LLC
MB Equipment Finance	PricewaterhouseCoopers LLP	Sword Apak	White Clarke Group
MB Financial Bank	Prime Alliance Bank	Synovus Equipment Finance	Whitney Bank Equipment Finance
McGlinchey Stafford, PLLC	Prudential Capital Group Commercial Asset Finance	Tamarack Consulting, Inc	William Blair & Company, LLC
McLagan Partners, Inc.	Quail Capital Corp	TBC Leasing	Wilson Vukelich LLP
Med One Capital, Inc.	Quality Leasing Co., Inc.	TBF Financial, LLC	Winston & Winston P.C.
Merrimak Capital Company LLC	Quarles & Brady LLP	TCF Equipment Finance, a division of TCF National Bank	Winthrop Resources Corporation
Mintaka Financial, LLC	Quick Bridge Funding	TD Equipment Finance, Inc.	Wintrust Commercial Finance
Mitsubishi UFJ Lease & Finance (U.S.A.) Inc.	Raymond James & Associates	Tetra Financial Group, LLC	Wintrust Equipment Finance
Monitor / monitordaily.com	Raymond Leasing Corporation	The Alta Group	Womble Carlyle Sandridge & Rice
Moritt Hock & Hamroff LLP	Regents Capital Corporation		Woodforest National Bank - WNB Specialty Finance
Moss Adams LLP	Renaissance Capital Alliance, LLC		ZRG Partners
MTS Software Solutions, Inc.	RESIDCO		
Napier Park Global Capital	Reuben Creative, LLC		
National Leasing	Ritchie Bros.		
Nations Equipment Finance, LLC	River Capital Finance, LLC		
NetSol Technologies	Rockwell Financial Group		
NewStar Financial, Inc			
North Mill Equipment Finance			
Northern Illinois University			
Northland Capital Financial			

General Information

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 your email address and telephone number, with other registered attendees, sponsors and exhibitors. For more information please contact Janet Fianko at jfianko@elfaonline.org.

Hotel Accommodations

ELFA does not arrange for hotel accommodations, but provides reservation information for registrants. Anyone making a hotel reservation at the JW Marriott Desert Springs who does not register for the ELFA Annual Convention will be excluded from the ELFA block. Those reservations will be based solely on availability and will be at the regular guest room rate. A block of rooms is being held for attendees of the 2016 ELFA Annual Convention at the JW Marriott Desert Springs, 74855 Country Club Drive, Palm Desert, CA 92260.

Please make your hotel reservations by Monday, September 19, 2016 in order to obtain accommodations at the special ELFA Annual Convention rate of \$309 single/double. Accommodation requests received after the cutoff date are subject to availability and may be at a higher rate. Those planning to arrive early to participate in the ELFA sports tournaments or community service projects on Sunday, October 23, are urged to make hotel reservations early.

Online Hotel Reservations

You may make your hotel reservations directly online at the JW Marriott Desert Springs website. Follow these simple instructions:

Log on to: <https://resweb.passkey.com/go/2016ELFA>

Enter: Arrival and Departure Dates

Enter: Number of rooms needed and number of guests

Click on: Search

Once the reservation is complete, you will receive an instant confirmation number via e-mail (as long as your e-mail address has been entered).

Phone-In Reservations

You may also call the hotel directly at **760-341-2211** to make your reservations. Let the reservations clerk know you will be attending the ELFA Annual Convention in order to get the special convention rate.

Suite Reservations

A number of suites have been reserved for private entertaining. Companies wishing to hold private parties should plan to schedule these on **Monday, October 24, any time after 5:30 pm.** To reserve a suite, contact Lisa Ramirez, VP Business and Professional Development, at lramirez@elfaonline.org or 202-238-3414.

Getting There

The JW Marriott Desert Springs Resort & Spa is located in Palm Desert, California, in the heart of the Coachella Valley, home to nearby Palm Springs and other popular resort communities—making it an easy drive from the greater Los Angeles area. Three majestic mountain ranges provide a dramatic backdrop to the spectacular property and its championship golf courses. The Resort is accessible from Palm Springs, Ontario International and LAX airports.

For further information about the JW Marriott Desert Springs and all it has to offer, please visit their website at www.desertspringsresort.com.

What To Pack

Business casual dress for education sessions is encouraged. The temperature range in Palm Desert during October is a high in the low 90's (daytime) to a low in the low 60's (nighttime). Suggested dress for social events is as follows:

Sunday Evening Welcome Reception—Casual and comfortable attire, such as slacks and polo shirt.

Monday/Tuesday Optional Spouse Programs—Casual attire, comfortable shoes

Tuesday Night Closing Reception—Casual attire

Deadline Dates at a Glance

Monday, August 1, 2016: Deadline for early-bird discount on convention registration fee. Note: To take advantage of the discount, you must also reserve your accommodations at the JW Marriott Desert Springs.

Monday, September 19, 2016: Last day to receive the special ELFA convention rate for your accommodations at the JW Marriott Desert Springs.

Monday, October 10, 2016: Last day for mail-in and online registrations. After this date registrations can be made on-site. **Please note: There are no refunds of registration fees after this date.**

Sponsorship Opportunities

Sponsoring events and functions at ELFA meetings provides excellent exposure for your company. Contact Steve Wafalosky at 440-247-1060 or steve@larichadv.com if you are interested in becoming a sponsor for the ELFA 55th Annual Convention.

Electronic Material

Mobile App	\$15,000	SOLD
Electronic Handouts	\$10,000	SOLD
Conference Bags (eco-friendly)	\$13,500	
Hotel Card Keys with Logo	\$10,500	SOLD
Pens with Company Logo	\$5,000	
Beverage Cup Sleeves	\$8,000	SOLD
Lanyard with Company Logo	\$10,000	SOLD
WiFi in Meeting Rooms	\$12,000	
Note Pads with Company Logo	\$7,500	

Reception

Opening Reception <i>(Co-sponsorship available)</i>	\$25,000	
Women in Leasing Reception <i>(Co-sponsorship available)</i>	\$8,000	SOLD
Newcomer Reception	\$4,000	
Tuesday Closing Party	\$31,000	
Monday Foundation Luncheon	\$10,500	SOLD
International & Former Directors Reception	\$4,000	

Keynote Speakers

Monday	\$20,000	
Tuesday	\$20,000	SOLD

Breakfast

Monday	\$10,000	
Tuesday	\$10,000	

Tournaments

Tennis Event	\$5,000	
Golf Tournament	\$10,000	

Business Council Luncheons

Captive & Vendor Finance Luncheon	\$1,500	
Small Ticket Luncheon	\$1,500	
Independent Middle Market Luncheon	\$1,500	
Financial Institutions Luncheon	\$1,500	
Service Providers Luncheon	\$1,500	



Exhibit Booth Package

Includes:

- Pipe, drape, booth sign and two chairs. *Carpet, electricity, furnishings, etc., are NOT included.* A service manual with order forms will be emailed to each exhibitor contact when booth payment is received.
- Two complimentary registrations/badges per 10' x 10' booth. This includes access to sessions, lunch and reception.
- Food and beverage breaks in the Exhibit Hall.
- Twenty-four-hour security service during show hours, installation, and dismantling.
- Ballroom is carpeted.
- Complimentary Listing (company name, logo, description, and booth #) on ELFA website with link to your company webpage.
- Complimentary Listing (company name, description and booth #) in onsite program guide and mobile events app.
- Complimentary Listing (company name and booth #) in Equipment Leasing & Finance magazine ad seen by hundreds of potential attendees.
- One complimentary list of pre-and post-convention registrants.
- Access to sponsorship and marketing opportunities to increase your exposure and enhance your company image.

Assignment of Space:

Please provide your top three preferred booth requests with your signed exhibitor registration. Contact Steve Wafalosky regarding booth availability as inventory changes daily, steve@larichadv.com or (440) 247-1060.

Booth Fees:

Cost per 10'x10' booth

Member: \$6,500
 Nonmember: \$8,500

Installation and Dismantling

Installation:

Sunday, October 23

2:00 pm – 5:00 pm

Exhibitors agree to install their booths within the time frame established by ELFA.

Dismantling:

Tuesday, October 25

3:00 pm – 6:00 pm

Dismantling exhibits includes packing equipment, literature, display materials, graphics, giveaways, or in any way altering the appearance of an exhibit. Dismantling exhibits or "preparing to dismantle" before the show closes is prohibited.

Exhibitor's Checklist:

ASAP

Exhibit Registration Form, Signed Rules & Regulations for Exhibitors Form, and Payment for Booth Due

September 2

Company Description and Logo Due

September 3

Last day to register and get company name and booth # listed in the program guide

September 23

Last day to cancel a registration and receive full refund for exhibits

September 19

Housing Cut-Off – Reserve hotel rooms online or by phone

EXHIBIT HOURS

Sunday, October 23

6:00 pm – 8:30 pm

Monday, October 24

7:00 am – 5:00 pm

Tuesday, October 25

7:00 am – 4:00 pm

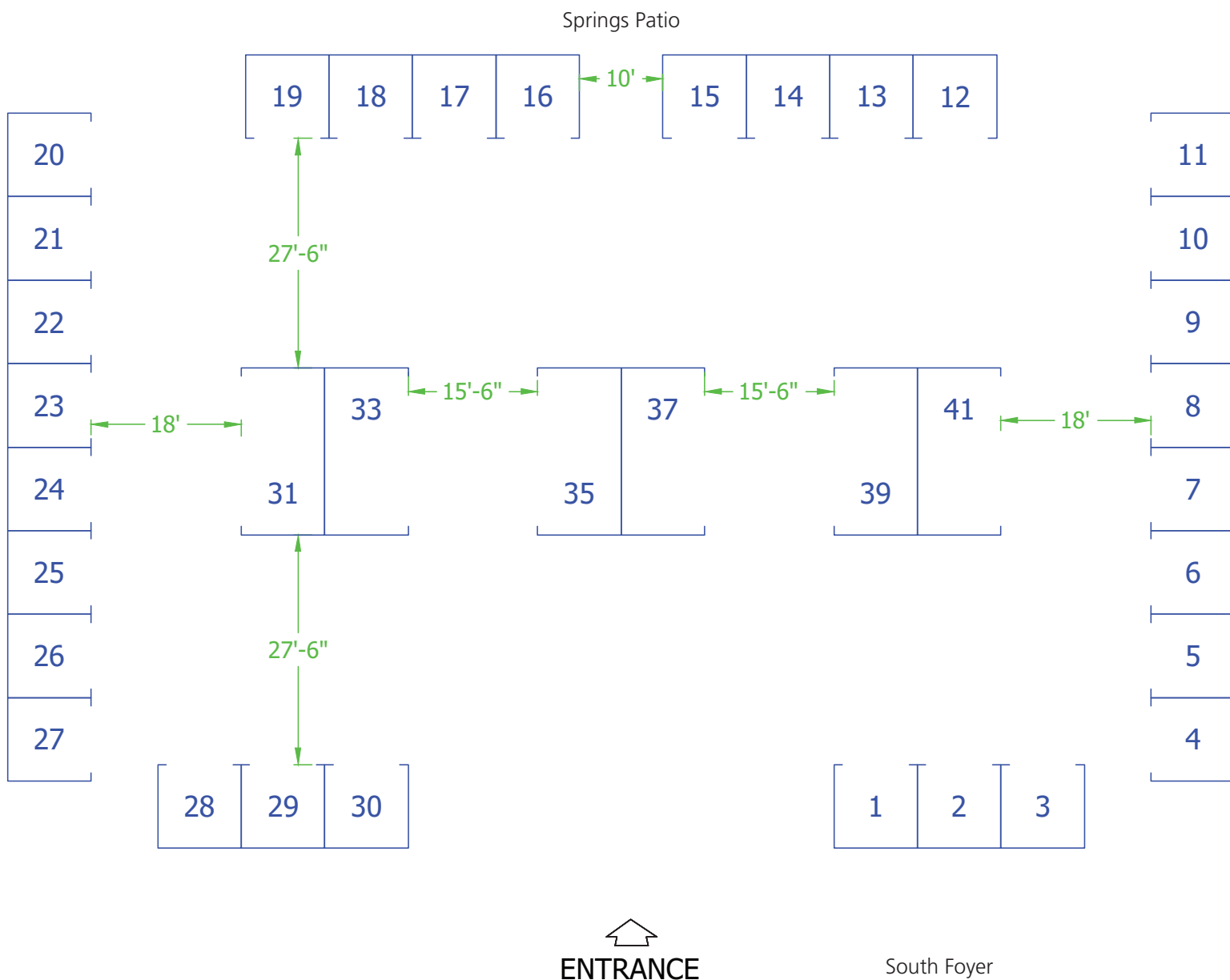
Exhibit Floorplan

ELFA 55th Annual Convention

October 23-25, 2016

JW Marriott Desert Springs • Palm Desert, CA

Springs Ballroom



Please Note: Exact locations of beverage stations, food stations and bars will not be decided until exhibit hall has been set-up onsite.

Rules & Regulations For Exhibitors

Codes and Agreements

These Rules and Regulations are a part of the agreement between ELFA and Exhibitor for a Lease to use designated space at the 55th Annual Convention. Exhibitor hereby agrees to be bound by the "Rules and Regulations for Exhibitors." Exhibitor further agrees to adhere to and be bound by (i) all applicable fire, utility, and building codes and regulations; (ii) any rules or regulations of the facility where the Exposition is held; (iii) the terms of all leases and agreements between ELFA and the managers or owners of said facility; and (iv) the terms of any and all leases and agreements between ELFA and any other party relating to the exposition. Exhibitor shall not, nor shall Exhibitor permit others to do anything to the Booth or do anything in the facility, which would cause a difference in conditions from those previously approved by the insurance carriers of ELFA, or the owners or managers of said facility, which will in any way increase premiums payable by any of said parties. Exhibitor will be responsible for and will immediately reimburse ELFA or the facility for any such increase resulting from a violation of this section.

Space Assignments

ELFA uses its best efforts to locate the booth in one of the locations designated by the Exhibitor on the floorplan and to provide physical separation from competitors from whom Exhibitor has requested such separations. Notwithstanding the above, ELFA reserves the right to change location assignments at any time, as it may in its sole discretion deem necessary.

Hospitality Suites and Private Parties

Hospitality suites and private parties shall not be open during regularly scheduled hours of meetings, exhibits or other ELFA functions.



Equipment

Booth equipment provided by ELFA through the designated exhibit company Innovative Expo shall be returned to the exhibit company at the end of the term herein, complete and in good condition, normal wear and tear expected. Exhibitor shall have no right, title or interest in such equipment, but only the right to use it under this Lease. Exhibitor shall provide all other equipment at his or her own expense. All draping and decorative materials used by Exhibitor shall be flame proof. All booth equipment shall be in keeping with and consistent with all rules, codes, and regulations referred to under Codes and Agreements above. All demonstrations and displays shall be confined to the Booth.

Exclusion

ELFA shall have the right to exclude or to require modification of any display or demonstration, which, in its sole discretion, it considers unsuitable to or not in keeping with the character of the Exposition. ELFA shall have the right to prohibit the use of amplifying equipment or music, which, in its sole discretion, it considers objectionable. ELFA shall have the right to demand modification of the appearance of dress of persons or mannequins used in connection with displays or demonstrations.

Assignment and Sublease

Exhibitor shall not sublet or share the whole or part of the Booth or any equipment provided by ELFA, nor shall Exhibitor assign this Lease in whole or in part without written notice to and approval from ELFA. Exhibitor shall not permit representatives of non-Exhibitors to conduct business in its booth.

Liability

This Agreement shall not constitute or be considered a partnership, employer-employee relationship, joint venture or agency between ELFA and Exhibitor.

Exhibitor shall assume all liability for loss or damage by reason of its exhibit or presence at the Exhibition. In no event shall either party be liable for any indirect, consequential, special or punitive damages. Exhibitor hereby agrees to and shall indemnify, hold harmless and defend ELFA from and against any and all liability, responsibility, loss, damage, cost, or expense of any kind whatsoever (including but not limited to court costs, interest and attorney's fees) which ELFA may incur, suffer, be put to, pay or be required to pay, incident to or arising directly or indirectly from any intentional or negligent act or omission by Exhibitor or any of its employees, servants, or agents. Exhibitor further agrees that ELFA and its respective agents and employees shall not be responsible in

Rules & Regulations For Exhibitors, continued

any way for (i) any damage, loss or destruction of any property of Exhibitor or (ii) injury to exhibitor or its representatives, agents, employees, licensees or invitees, except in cases of gross negligence by ELFA.

Postponement of Exposition

In the event that the Exposition is postponed due to any occurrence not occasioned by the conduct of ELFA or Exhibitor, whether such occurrence be an Act of God or the common enemy or the result of war, terrorism, riot, civil commotion, sovereign conduct, or the act or conduct of any person or persons not party or privy to this Lease, then the performance of the parties under this Agreement shall be excused for such period of time as is reasonably necessary after such occurrence to remedy the effects thereof, and in any event for the duration of such postponement.

Cancellation of Exposition

In the event that the Exposition is cancelled for any reason, the obligations of the parties under this Agreement shall be automatically terminated and all rental payments made under this Lease shall be refunded to the Exhibitor, less a pro-rated share of expenses actually incurred by ELFA in connection with the Exposition. Exhibitor shall accept such refund in full settlement of all loss or damage suffered by Exhibitor.

Handling and Storage

ELFA and the owners or managers of the facility where the exposition is to be held shall not accept or store display materials or empty crates and Exhibitor shall make its own arrangements for shipment, delivery, receipt and storage of such materials and empty crates.

Cancellation of Lease by Exhibitor

Once Exhibitor pays the fee for this exposition, it is understood that it is non-refundable if cancellation occurs after Friday, September 23, 2016.

Security

ELFA shall either provide or arrange for security service throughout the hours of installation, show and dismantling period, and exercise reasonable care for the protection of the exhibitors' materials and display. Exhibitor agrees that the provision of such services constitutes adequate discharge of all obligations of ELFA or the facility to protect the Exhibitor's property within the Exhibition.

Insurance

Exhibitor is required to maintain the following insurance policies: (i) Commercial General Liability of not less than \$1,000,000 per occurrence/\$2,000,000 aggregate; (ii) Commercial Automobile Liability (including hired and non-owned) of not less than \$1,000,000 CSL; and (iii) Worker Compensation in accordance with applicable statutory limits. The insurance company or companies providing such insurance must have authority to operate in the jurisdiction where the Exhibition is held and have at least an A VIII A.M. Best rating. Exhibitor is also required to (i) include ELFA, the facility and their respective employees and agents as additional insureds on these policies; (ii) obtain coverage which will apply as primary without regard to contribution from other sources; and (iii) include a waiver of subrogation clause in the policies. Exhibitor shall provide ELFA with a certificate or certificates of insurance as evidence of the above.

Music

ELFA has agreements with the two major music-licensing organizations, American Society of Composers, Authors and Publishers (ASCAP) and Broadcast Music, Inc. (BMI). These agreements require the reporting of any music played at exhibits and meetings and the payment of appropriate fees. Therefore, any exhibitors playing music, either live or recorded, during show hours in the exhibit hall, will be required to reimburse ELFA for any fees payable to ASCAP and/or BMI as set forth in the licensing agreement.

Governing Law

This Agreement shall be deemed to have been entered into and shall be construed, governed and interpreted in accordance with the laws of the State of New York without giving effect to its principles of conflicts of laws.

Acceptance

Please indicate your acceptance below and return one copy to ELFA.

Accepted By _____
Company Name

Authorized Signature _____

Date _____

**Please sign and email/fax with registration form to
Steve Wafalosky at stevev@larichadv.com or (440) 247-1068.**

Exhibitor Registration

Fax your completed registration form to ELFA at (440) 247-1068 or email it to Steve Wafalosky at stevev@larichadv.com. Please be sure to include the appropriate credit card information. An email confirmation will be sent to you. Mail with payment to:

Equipment Leasing and Finance Association

Attn: Accounts Receivable
 1825 K Street NW, Suite 900
 Washington, DC 20006

Make check payable to ELFA. A confirmation of your registration will be sent to you.

Booth fees:

Member - \$6,500 per 10' x 10' booth
 Nonmember - \$8,500 per 10' x 10' booth

Additional Exhibitor

Before Aug 1 – \$1,565
 After Aug 1 – \$1,640
(add'l exhibitors may register at the ELFA website)

Spouse/Companion *(see additional details online)*

Package #1 (All Inclusive)	\$700
Package #2 (Evening Events only)	\$300
Package #3 (Both Daytime Activities)	\$520

A La Carte Events

Monday event (Palm Springs Aerial Tramway)	\$195
Tuesday event (San Andreas Jeep Eco-Tour)	\$325

Golf (includes continental breakfast and luncheon) \$250

Tennis (includes continental breakfast and luncheon) \$95

Boot Camp and Yoga \$0

Amount Enclosed (U.S. Currency) \$_____

Please note:

- Booth location is assigned on availability of inventory.
- Each exhibitor is limited to maximum of two booths.
- Each booth's registration includes two booth attendants.
- Additional exhibitors must register at the ELFA website.

Exhibiting Company _____

Contact Person Title _____

Address _____

Email _____

Telephone Fax _____

This person will serve as point of contact 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. Registration form includes up to two representatives from exhibiting company.

BOOTH PREFERENCE:

(see floor plan to select booth space)

1st choice

2nd choice

3rd choice

I prefer not to be next to the following companies *(ELFA will try to accommodate your request):*

Please contact me:

- Yes, I'm interested in becoming a sponsor at this conference.
- Yes, I would like information about my company becoming a member of ELFA.



Registration Form

Registering online at the ELFA website is the FASTEST and EASIEST way to register convention attendees. All exhibit registrations must be completed using this form. www.elfaonline.org/AC/

1st Person *(included with booth fee)*

Name _____

Title _____

Nickname for badge _____

e-mail address _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Spouse/Companion (if attending)

Name _____

Nickname for badge _____

Spouse email address _____

Spouse/Companion Packages

Package #1 (All Inclusive)	\$700
Package #2 (Evening Events only)	\$300
Package #3 (Both Daytime Activities)	\$520

A La Carte Events

Monday event (Palm Springs Aerial Tramway)	\$195
Tuesday event (San Andreas Jeep Eco-Tour)	\$325
Golf (includes continental breakfast and luncheon)	\$250
Tennis (includes continental breakfast and luncheon)	\$ 95
Boot Camp and Yoga	\$ 0
Amount Enclosed (U.S. Currency)	\$ _____

Community Service Projects

- Yes, I would like to participate in the **Habitat for Humanity** Community Service Project on Sunday, October 23 from 8:00 am – 1:00 pm (there is no additional fee to participate in this event).
- Yes, my spouse/companion will also participate in **Habitat for Humanity** Community Service Project (spouse/companion must be registered to attend the convention in order to participate).
- Yes, I would like to participate in the **Build-A-Bike** Community Service Project on Sunday, October 23 from 2:00 – 4:00 pm (there is no additional fee to participate in this event).
- Yes, my spouse/companion will also participate in the **Build-A-Bike** Community Service Project (spouse/companion must be registered to attend the convention in order to participate).
- Yes, I would like to participate in the **Jim McGrane Charity Bike Ride** on Sunday, October 23 from 8:00 am – 2:00 pm. I understand there is an additional fee for bike and helmet rentals.
- Yes, my spouse/companion will also participate in the **Jim McGrane Charity Bike Ride** (spouse/companion must be registered to attend the convention in order to participate).

Golf

- Yes, I will be participating in the **ELFA Golf Tournament** on Sunday, October 23. 7:00 am breakfast; Tournament begins at 8:00 am (shotgun start) on The Palm Course. I am enclosing \$250 with my registration fee for this purpose. **No refunds for golf cancellations will be accepted after Monday, October 3, 2016.** To put together a foursome, visit the online scheduling page at www.elfaonline.org/events/2016/AC/golfpairings.cfm.
- Yes, my spouse/companion will be playing golf and I have enclosed the additional \$250. (Your spouse/companion must be registered to attend the convention in order to participate in the tournament.)

Tennis

- Yes, I will be participating in the **ELFA Tennis Tournament** on Sunday, October 23, beginning at 10:00 am. I am enclosing \$95 with my registration fee for this purpose. No refunds for tennis cancellations will be accepted after Monday, October 3, 2016.
- Yes, my spouse/companion will be playing tennis and I have enclosed the additional \$95. (Your spouse/companion must be registered to attend the convention in order to participate in the tournament.)

Bootcamp and Yoga Class

- Yes, I will be participating in the **Bootcamp and Yoga Class** on Sunday, October 23, beginning at 6:30 am.
- Yes, my spouse/companion will be participating in the **Bootcamp and Yoga Class** on Sunday, October 23, beginning at 6:30 am.

Business Council Luncheons, October 25, 2016

Please check the business council luncheon you plan to attend. No additional fee is required.

- Small Ticket
- Captive and Vendor Finance
- Independent Middle Market
- Financial Institutions
- Service Providers

Special Receptions

Please check the reception you plan to attend. No additional fee is required.

- New Member & First-Time Attendee Reception**
Sunday, October 23, 2016, 5:00 – 6:00 pm
- Women in Leasing Reception**
Sunday, October 23, 2016, 5:00 – 6:00 pm

Dietary Requests

Please check if you have any dietary restrictions:

- gluten free
- vegan
- kosher

Registration Form

Registering online at the ELFA website is the FASTEST and EASIEST way to register convention attendees. All exhibit registrations must be completed using this form. www.elfaonline.org/AC/

2nd Person *(included with booth fee)*

Name _____
 Title _____
 Nickname for badge _____
 e-mail address _____
 Company _____
 Address _____

 City _____ State _____ Zip _____
 Phone _____ Fax _____

Spouse/Companion (if attending)

Name _____
 Nickname for badge _____
 Spouse email address _____

Spouse/Companion Packages

Package #1 (All Inclusive)	\$700
Package #2 (Evening Events only)	\$300
Package #3 (Both Daytime Activities)	\$520

A La Carte Events

Monday event (Palm Springs Aerial Tramway)	\$195
Tuesday event (San Andreas Jeep Eco-Tour)	\$325
Golf (includes continental breakfast and luncheon)	\$250
Tennis (includes continental breakfast and luncheon)	\$ 95
Boot Camp and Yoga	\$ 0
Amount Enclosed (U.S. Currency)	\$ _____

Community Service Projects

- Yes, I would like to participate in the **Habitat for Humanity** Community Service Project on Sunday, October 23 from 8:00 am – 1:00 pm (there is no additional fee to participate in this event).
- Yes, my spouse/companion will also participate in **Habitat for Humanity** Community Service Project (spouse/companion must be registered to attend the convention in order to participate).
- Yes, I would like to participate in the **Build-A-Bike** Community Service Project on Sunday, October 23 from 2:00 – 4:00 pm (there is no additional fee to participate in this event).
- Yes, my spouse/companion will also participate in the **Build-A-Bike** Community Service Project (spouse/companion must be registered to attend the convention in order to participate).
- Yes, I would like to participate in the **Jim McGrane Charity Bike Ride** on Sunday, October 23 from 8:00 am – 2:00 pm. I understand there is an additional fee for bike and helmet rentals.
- Yes, my spouse/companion will also participate in the **Jim McGrane Charity Bike Ride** (spouse/companion must be registered to attend the convention in order to participate).

Golf

- Yes, I will be participating in the **ELFA Golf Tournament** on Sunday, October 23. 7:00 am breakfast; Tournament begins at 8:00 am (shotgun start) on The Palm Course. I am enclosing \$250 with my registration fee for this purpose. **No refunds for golf cancellations will be accepted after Monday, October 3, 2016.** To put together a foursome, visit the online scheduling page at www.elfaonline.org/events/2016/AC/golfpairings.cfm.
- Yes, my spouse/companion will be playing golf and I have enclosed the additional \$250. (Your spouse/companion must be registered to attend the convention in order to participate in the tournament.)

Tennis

- Yes, I will be participating in the **ELFA Tennis Tournament** on Sunday, October 23, beginning at 10:00 am. I am enclosing \$95 with my registration fee for this purpose. No refunds for tennis cancellations will be accepted after Monday, October 3, 2016.
- Yes, my spouse/companion will be playing tennis and I have enclosed the additional \$95. (Your spouse/companion must be registered to attend the convention in order to participate in the tournament.)

Bootcamp and Yoga Class

- Yes, I will be participating in the **Bootcamp and Yoga Class** on Sunday, October 23, beginning at 6:30 am.
- Yes, my spouse/companion will be participating in the **Bootcamp and Yoga Class** on Sunday, October 23, beginning at 6:30 am.

Business Council Luncheons, October 25, 2016

Please check the business council luncheon you plan to attend. No additional fee is required.

- Small Ticket
- Captive and Vendor Finance
- Independent Middle Market
- Financial Institutions
- Service Providers

Special Receptions

Please check the reception you plan to attend. No additional fee is required.

- New Member & First-Time Attendee Reception**
Sunday, October 23, 2016, 5:00 – 6:00 pm
- Women in Leasing Reception**
Sunday, October 23, 2016, 5:00 – 6:00 pm

Dietary Requests

Please check if you have any dietary restrictions:

- gluten free
- vegan
- kosher

Registration Form, continued

For Credit Card Reservations:

FAX this form to (440) 247-1068

Attn: Steve Wafalosky

VISA MasterCard Amex Discover Diners Club

Total Amount to be charged \$ _____

Card Number _____

Exp. Date _____ CVV _____

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

Signature _____

Confirmations will be forwarded after registrations are received and processed.

For Office Use Only:

Date _____ Approval Code _____

Amount _____ Account #4120-020700

Photography & Contact Information Disclosure:

Photographs of speakers and attendees may be taken at this conference. These may appear in ELFA publications or on the ELFA website. By registering for this conference, you authorize ELFA the right to use any photographs taken of you during the course of the conference.

In addition, 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.



FINANCING SOLUTIONS
for a **CHANGING WORLD**