



# Building the **Next** Generation Business

## **56<sup>TH</sup> ELFA Annual Convention** **October 22–24, 2017**

JW Marriott Orlando, Grande Lakes ✦ Orlando, Florida

**EXHIBITOR PROSPECTUS**

# Equipment Leasing and Finance Association 56th 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.

## Why Attend?

If you're in the \$1 trillion equipment finance industry, you can't afford to miss the 2017 ELFA Annual Convention. It's the largest and most important annual gathering of industry leaders. You'll enjoy unparalleled networking opportunities, high-quality educational sessions, a great lineup of keynote speakers and a first-rate exhibit.

This year's convention theme, "**Building the Next Generation Business**," is all about positioning your company for success in the face of new policy, new people and new technology:

**Policy:** With a new Administration in Washington, this is a critical time for the equipment finance industry. ELFA is actively engaging policy makers on issues that matter to you, from tax reform to Dodd-Frank. In Orlando you'll get the latest information you need to navigate this new and changing environment.

**People:** A new generation is entering the workforce, changing the rules for attracting and retaining talent. Engage with other industry leaders to learn how to build your workforce for the future.

**Technology:** New technology and alternative forms of financing are challenging traditional business models. At the same time, the needs of customers are rapidly evolving, creating both opportunity and risk for the equipment finance industry. Get ready to innovate and learn strategies to compete in this new—and rapidly changing—world.

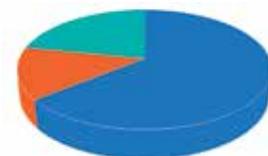
## Top 10 Equipment Acquisition Trends for 2017:

1. Look for capital spending to pick up in 2017 after the previous year's negative equipment and software investment growth.
2. Expect growth of financed equipment acquisitions to outpace growth in total equipment investment.
3. More business-friendly federal policy will bolster business investment and economic growth.
4. Changes in trade policy will risk headwinds for equipment exports.
5. The oil industry drag on the U.S. economy will cease.
6. Many key equipment verticals will benefit from positive momentum.
7. Businesses will need to keep abreast of interest rate increases.
8. Innovations in the equipment finance industry will increase flexibility and convenience for customers.
9. Lease accounting changes won't deter financed equipment acquisitions.
10. Businesses will watch for potential "wild cards" when considering equipment acquisition decisions.

## Attendance/Membership Profile

### Top 3 Position types of participants:

- Corporate Executive
- Operations
- Sales & Business Development



### Top 3 Company types of participants:

- Bank
- Independent
- Multi-line Commercial Finance Company



# Schedule of Events

## Sunday, October 22

6:30 – 8:30 a.m.

### 5k Fun Run

JW Marriott Grande Lakes Jogging Path

8:00 a.m.

### Golf Tournament and Luncheon

Ritz-Carlton Golf Club

9:00 a.m.

### Tennis Tournament and Luncheon

JW Marriott Grande Lakes Tennis Courts

8:00 a.m. – 1:00 p.m.



### Community Service Project –

#### Give Kids the World Village

(pre-registration required, limited to 60 participants)

8:00 a.m. – Noon



### Jim McGrane Charity Bike Ride

30 mile route leaves from the hotel  
(pre-registration required, limited to 40 participants)

10:00 a.m. – 8:00 p.m.

### Convention Registration

(Participants & Exhibitors)

2:00 – 5:00 p.m.

### Exhibitor Setup

2:00 – 4:00 p.m.



### Community Service Project –

#### Feeding Children Everywhere

(pre-registration required, limited to 70 participants)

4:00 – 5:00 p.m.

### Foundation VIP Donor Reception

(by invitation only)

5:00 – 6:00 p.m.

### New Member and Leadership Reception

5:00 – 6:00 p.m.

### Women in Leasing Reception

6:00 – 8:30 p.m.

### Welcome Reception

(in Exhibit Area)

## Monday, October 23

7:00 a.m. – 4:30 p.m.

### Convention Registration

7:00 – 8:15 a.m.

### Group Breakfast

7:00 a.m. – 4:30 p.m.

### Exhibits Open

8:30 – 10:30 a.m.

### General Session

#### President's Report and Keynote Address

Speakers:



**RALPH PETTA**

President and CEO, ELFA



**JOHN ELLIS**

Managing Director of Ellis & Associates,  
a Global Management Consulting Firm

# Schedule of Events (continued)

10:30 – 11:00 a.m.  
**Break**

11:00 a.m. – 12:30 p.m.  
**Issue Breakout Sessions**

9:00 a.m. – 3:00 p.m.



**Spouse/Companion Event:**  
**Revolution Off Road ATV and Archery**

12:45 – 2:30 p.m.  
**Equipment Leasing & Finance Foundation Luncheon**

Speaker:



**ROBERT WESCOTT, Ph.D.**  
*President, Keybridge Research LLC*

3:00 – 4:30 p.m.  
**Issue Breakout Sessions**

5:30 – 6:30 p.m.  
**International and Former Directors' Reception**

5:30 p.m.  
**Individual Company-Sponsored Receptions and Events**



## Tuesday, October 24

7:00 a.m. – 3:00 p.m.  
**Convention Registration**

7:00 – 8:15 a.m.  
**Group Breakfast**

7:00 a.m. – 4:00 p.m.  
**Exhibits Open**

8:30 – 10:30 a.m.  
**General Session**  
**Chairman's Address and Keynote Address**



**TONY CRACCHIOLO**, Chairman, ELFA  
*President & CEO*  
*U.S. Bank Equipment Finance*



**KELLER RINAUDO**  
*Founder and CEO of Zipline*

10:30 – 11:00 a.m.  
**Break**

11:00 a.m. – 12:30 p.m.  
**Issue Breakout Sessions**

9:00 a.m. – 2:30 p.m.  
**Spouse/Companion Event:**  
**Wild Florida Airboat Ride and Zoo Tour**



12:45 – 2:30 p.m.  
**Business Council Luncheon Meetings**

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

2:30 – 4:30 p.m.  
**Break**

3:00 – 4:30 p.m.  
**Issue Breakout Sessions**

6:30 – 9:30 p.m.  
**Closing Party**  
JW Marriott Whispering Creek Farm

## Schedule of Events (continued)

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

### Sunday, October 22

6:30 – 8:30 a.m.

#### 5k Fun Run (Men and Women)

*JW Marriott Grande Lakes Jogging Path*

No additional fee; reserve your spot when registering for the convention.

8:00 a.m.

#### Golf Tournament and Luncheon (Men and Women)

*Ritz-Carlton Golf Club*

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

8:00 a.m. – Noon

#### Jim McGrane Charity Bike Ride

*JW Marriott Grande Lakes*

Participants should bring their own riding gear, but there is a separate fee for rental of bikes and helmets

9:00 a.m.

#### Tennis Tournament and Luncheon (Men and Women)

*JW Marriott Grande Lakes Tennis Courts*

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

8:00 a.m. – 1:00 p.m.

#### Community Service Project – Give Kids the World Village

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

2:00 – 4:00 p.m.

#### Community Service Project – Feeding Children Everywhere

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

## IMPORTANT DEADLINE DATES

- **Tuesday, August 1, 2017:** 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 Grande Lakes.
- **Monday, September 25, 2017:** Last day to receive the special ELFA convention rate for your accommodations at the JW Marriott Grande Lakes.
- **Monday, October 9, 2017:** Last day for online registrations. After this date registrations can be made on-site. **Please note: There are no refunds of registration fees after this date.**



## 2016 Attending Companies

- 21st Century Leasing, LLC  
36th Street Capital  
Accruit, LLC  
ACTICO Corp.  
ADP Commercial Leasing, LLC  
Advantage Funding  
AgStar Financial Services, ACA  
Alfa Financial Software Inc  
Allegiant Partners Incorporated  
Altec Capital Services  
American Capital Group, Inc.  
American Lease Insurance  
AmeriQuest Transportation Services  
Amur Equipment Finance  
Anchor Bank  
Arrow Capital Solutions, Inc.  
Ascentium Capital LLC  
Askounis & Darcy, PC  
Assurant Specialty Property  
ATEL Capital Group  
Atlas Equipment Finance  
Australian Finance Conference  
Avnet Technology Solutions  
Baker, Donelson, Bearman, Caldwell & Berkowitz PC  
Balboa Capital Corporation  
Banc of America Leasing  
Bank Financial, FSB  
Bank Financial, NA  
Bank of the West  
Bankers' Bank Leasing & Equipment Finance  
BB&T Commercial Equipment Capital Corp.  
BB&T Equipment Finance  
BBVA Compass Equipment Finance  
BDO Consulting  
Blank Rome LLP  
Blue Bridge Financial, LLC  
Blue Street Capital, LLC  
BMO Harris Bank  
BMO Harris Equipment Finance Company  
BMO Transportation Finance  
BOK Financial Equipment Finance, Inc  
BOQ Finance  
Boston Financial & Equity Corporation  
Bridge Bank  
Bridge Funding Group, Inc.  
Bridgecoast Finance Group  
Bridgeway Capital Advisors  
BTMU Capital Leasing and Finance, Inc.  
Burnham Sterling  
Byline Financial Group  
Cadence Leasing  
CAFBA  
Canadian Finance & Leasing Association  
Canon Financial Services, Inc.  
Capella Equipment Finance LLC  
Capgemini America, Inc.  
Capital One Equipment Finance  
CapitalSource, Inc.  
Cassels Brock & Blackwell LLP  
Cassiope Inc.  
CCA Financial, LLC  
CDK Financing Solutions  
Certified Lease & Finance Professional Foundation (CLFP)  
CG Commercial Finance  
Channel Partners Capital  
CHG-MERIDIAN USA Corp.  
CIMC Capital, Inc.  
Cisco Systems Capital Corporation  
CIT  
Citizens Asset Finance, Inc.  
City National Capital Finance  
Cloud Lending Solutions  
CNH Industrial Capital LLC  
Codix LLC  
Cohn & Dussi, LLC  
Commercial Equipment Finance, Inc.  
Commercial Finance Association  
Commercial Industrial Finance, Inc.  
ConferenceDirect  
Constellation Financing Systems Corp.  
Continental Bank  
Copernicus-USA, LLC  
CoreTech Leasing, Inc.  
Crestmark Equipment Finance  
CrestMount Advisors  
CSC  
CSC Leasing Company  
CSI Leasing, Inc.  
Currency  
Customers Bank, Commercial Finance Division  
D&D Leasing  
Dakota Financial, LLC  
Deloitte  
Deutsche Leasing USA, Inc.  
DLL  
Doosan Infracore Financial Solutions  
Dressler & Peters, LLC  
East West Equipment Finance, a division of East West Bank  
Eastern Funding LLC  
ECN Capital Corp.  
ECS Financial Services, Inc.  
EDA by Randall-Reilly  
EFFI Finance, Inc.  
Element Fleet Management  
ENGS Commercial Finance Co.  
Entegra Capital LLC  
eOriginal Inc.  
ePlus Group, Inc.  
Equify, LLC  
Equipment Finance Advisor  
Equipment Leasing & Finance Foundation  
Equipment Leasing Group of America, LLC  
Ernst & Young LLP  
European Captives Forum  
EverBank Commercial Finance, Inc.  
Evercore Partners  
Evolve Bank & Trust  
Executive Solutions for Leasing and Finance, Inc.  
Experian  
F.N.B. Equipment Finance  
Fairfield Capital Group, LLC  
Farm Credit Leasing Services Corporation  
Farm Credit Services of Mid America  
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 Midwest Equipment Finance Co.  
First South Leasing LLC  
First Tennessee Bank  
FIS eProcess Intelligence LLC  
Flagstar Bank  
Fleet Advantage, LLC  
Fleet Financing Resources  
Forsythe/McArthur Associates, Inc.  
FORT Capital Resources, LLC  
Frاندzel Robins Bloom & Csato, L.C.  
Franklin Equipment, LLC  
Frohman & Associates LLC  
Frost Equipment Leasing and Finance  
Fuel Capital Group  
GATX Corporation  
GE Capital Healthcare Equipment Finance (HEF)  
GE Capital Markets Group  
Genpact, LLC  
Global Financial & Leasing Services, LLC  
Great American Insurance Group  
Great Falls Capital Partners dba Pinnacle Capital  
GreatAmerica Financial Services  
GSG Financial LLC  
Hanmi Bank  
Harvard Partners LLC  
Hexaware Technologies  
Hitachi Capital America Corp.  
Hitachi Capital America Vendor Services  
Hitachi Data Systems Credit Corporation  
HodgesWrites  
Huntington Equipment Finance  
IBM Global Financing  
IFS Technology Solutions, Inc.  
IHS Markit  
Insight Investments, LLC  
Insyston  
International Decision Systems  
Isuzu Finance of America, Inc.  
Ivory Consulting Corporation  
J.P. Morgan Corporate Client

## 2016 Attending Companies (continued)

Banking & Specialized Industries - Financial Institutions - Specialty Finance	Finance (U.S.A.) Inc. Mobilitie, LLC	Quick Bridge Funding	Thinking Ahead, Inc.
J.P. Morgan Equipment Finance	Monitor / monitordaily.com	Raymond Leasing Corporation	Thompson Coburn LLP
Jacobs Technology Inc.	Monroe Capital	Regents Capital Corporation	Tokyo Century (USA) Inc.
Jaffe Raitt Heuer & Weiss, P.C.	Moody Kiddell & Partners	RESIDCO	TotalSoft GmbH
JDR Solutions, Inc.	Moritt Hock & Hamroff LLP	Reuben Creative, LLC	Toyota Industries Commercial Finance, Inc.
Jennings, Haug & Cunningham, LLP	Napier Park Global Capital	Richmond Consulting Group	Trans Lease, Inc.
John Deere Financial	National Leasing	Ritchie Bros.	Trinity Industries Leasing Co.
Keefe, Bruyette & Woods, Inc.	Nations Equipment Finance, LLC	Rockwell Financial Group	Troutman Sanders LLP
Key Equipment Finance	Navitas Credit Corp.	RSM (formerly McGladrey)	U.S. Bank Equipment Finance
Keybridge Research, LLC	NetSol Technologies	RTR Services, Inc.	UniFi Equipment Finance
Keysight Technologies, Inc.	NewStar Financial, Inc	RVI Group	United Financial Services
Kingsbridge Holdings, LLC	Northland Capital Equipment Finance	Santander Bank Equipment Finance	United Leasing & Finance
LaSalle Solutions	NYCB Specialty Finance Company, LLC	SCG Capital Corporation	Vantage Financial, LLC
LBC Capital Inc.	Odessa Technologies, Inc.	Scottrade Bank Equipment Finance	VAR Technology Finance
LBP Leasing Inc.	Olympus America Inc.	Securcor Financial Group	Vedder Price P.C.
LEAF Commercial Capital Inc.	OnePlace Capital, a division of Bank Midwest	Sertant Capital, LLC	VenSource Capital LLC
Lease Corporation of America	OneWorld Business Finance	Siemens Financial Services, Inc.	VFI Corporate Finance
Lease Plan U.S.A., Inc.	Onset Financial, Inc.	Signature Financial	View, Inc.
LeaseTeam, Inc.	Oracle Credit Corporation	Sills Cummis & Gross P.C.	Vision Commerce, Inc.
Leaseurope	Oracle USA	Snap Advances	Vision Financial Group, Inc.
Leasing Bancolumbia S.A CF	Orion First Financial, LLC	Snider Leasing Corp.	Volvo Financial Services
Lenovo Financial Services	OSG Billing Services	Societe Generale Equipment Finance	Wafra Capital Partners Inc.
Linedata Lending and Leasing	Pacific Rim Capital, Inc.	Somerset Capital Group, Ltd.	Washington Federal Equipment Finance
Live Oak Bank	Pacifica Capital	SQLN Capital Management LLC	Waypoint Leasing
M&T Bank Corporation	Parker, Milliken, Clark, O'Hara, Samuelian	Sterling National Bank Equipment Finance Division	WC Leasing, LLC
MAC Funding Corporation	Partners Capital Group Inc.	Stinson Leonard Street LLP	Webster Capital Finance, Inc.
Macquarie Capital	Pawnee Leasing Corporation	Stonebriar Commercial Finance	Wells Fargo Bank Northwest-Corporate Trust Services
Macquarie Corporate and Asset Finance	PayNet, Inc.	STREEBO Inc.	Wells Fargo Capital Finance - Lender Finance
Madison Capital LLC	Pegasystems	Stryker Flex Financial	Wells Fargo Equipment Finance
Marlin Business Services Corp.	People's Capital and Leasing Corp.	Sumitomo Mitsui Finance & Leasing Co., Ltd.	Weltman, Weinberg & Reis Western Equipment Finance, Inc.
MassMutual Asset Finance, LLC	Pepper Asset Finance	Summit Funding Group, Inc.	Wheeler Business Consulting, LLC
Maxus Capital Group, LLC	Platzer, Swergold, Levine, Goldberg, Katz & Jaslow, LLP	Sun Life Financial	Whitney Equipment Finance, LLC
Mayer Brown LLP	PLM Trailer Leasing	SunTrust Equipment Finance & Leasing Corp.	Wilson Vukelich LLP
MB Equipment Finance	PMC Financial Services Group, LLC	Superior Leasing Agency	Winthrop Resources Corporation
MB Financial Bank	PNC Capital Markets, LLC	Susan Carol Associates Public Relations	Wintrust Asset Finance
McKinley Advisors	PNC Equipment Finance, LLC	Sword Apak	Wintrust Commercial Finance
McKinley Scientific, LLC	Portfolio Financial Servicing Company	Tamarack	Wintrust Equipment Finance
Med One Capital	Positive Lending Solution	TBF Financial, LLC	Wolters Kluwer CT Lien Solutions
Merrimak Capital Company LLC	Presidian	TCF Equipment Finance, a division of TCF National Bank	Womble Carlyle Sandridge & Rice
Messerli & Kramer P.A.	PricewaterhouseCoopers LLP	TD Equipment Finance, Inc.	Woodforest National Bank - WNB Specialty Finance
Microsoft Financing	Prime Alliance Bank	Tetra Corporate Services, LLC	ZRG Partners
MicroTechnologies, LLC	QPF	Tetra Financial Group, LLC	
MidCountry Equipment Finance, Inc.	Quail Financial Solutions	The Alta Group	
Mintaka Financial, LLC	Quality Leasing Co., Inc.	The PrivateBank	
Mitsubishi UFJ Lease &	Quarles & Brady LLP		

## General Information and Registration

Several important deadline dates are listed here. Please review carefully.

### Register by Tuesday, August 1, 2017, to receive the discounted registration fee!

To take advantage of this discounted fee, you must also reserve your accommodations at the JW Grande Lakes Orlando.

#### Convention Registration

Registering online at the ELFA website is a fast and easy way to register for the convention.

Go to: [www.elfaonline.org/events/2017/AC/](http://www.elfaonline.org/events/2017/AC/)

#### Mail Address:

ELFA

Attn: Accounts Receivable

1625 Eye Street, NW • Suite 850

Washington, DC 20006

Registration is mandatory to attend the convention and spouse functions. Registration is for the entire convention. No partial registration is available. Only individuals registered and wearing a badge may attend convention events. The full registration fee is payable in advance in U.S. funds. **No registrations will be considered complete until payment is received.**

#### The deadline for online registration is Monday, October 9, 2017.

Registrations and substitutions can also be made on-site. **Please note: there are no refunds of registration fees after this date.**

The fee includes all convention business sessions, social activities, breakfasts and luncheons.

#### Spouse/Companion Registration Fees

A spouse/companion attending any portion of the convention or social functions must be registered and pay the appropriate spouse/companion fee. If he/she is employed in the equipment finance industry, the full participant registration fee is due.

#### First-Time Participant

This fee is for any *individual* who has NEVER attended an ELFA Annual Convention in the past but currently works for an ELFA member company. This applies even if your current company has sent others to the Annual Convention previously.

#### Non-Members: Please read carefully

1. A non-renewing, Regular Member organization will be permitted to attend one ELFA conference as a nonmember and pay the applicable non-member registration fee. If the company wishes to attend another ELFA conference thereafter, it must join as a Regular Member.
2. An organization that has never been a member of ELFA, and is qualified to be a Regular Member, is subject to the same attendance policy that applies to the non-renewing ELFA Regular Member: i.e., they will be permitted to attend one ELFA conference as a non-member and pay the applicable non-member registration fee. If the company wishes to attend another ELFA conference thereafter, it must join as a Regular Member.
3. New members will receive a discount (the difference between the non-member and member registration fee) toward their dues if they attend a conference as a nonmember, pay the non-member registration fee, and subsequently join ELFA within 60 days.

To learn more about ELFA membership and its benefits, please contact Julie Benson at [jbenson@elfaonline.org](mailto:jbenson@elfaonline.org) or 202-238-3432.

#### Photographs Taken at the Convention

By registering for this conference you authorize ELFA the right to use any photographs taken of you during the course of the ELFA Annual Convention. Photographs may be used in promotional materials or stories that appear in professional publications.

#### Participant Contact Information

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



## General Information and Registration (continued)

### Hotel Accommodations

ELFA does not arrange for hotel accommodations, but provides reservation information for registrants.

**Please register as a participant to the convention before making your hotel reservations.** Anyone making a hotel reservation at the JW Marriott Grande Lakes Orlando 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 participants of the 2017 ELFA Annual Convention at the JW Marriott Grande Lakes, 4040 Central Florida Parkway, Orlando, FL 32837. **Please make your hotel reservations before Monday, September 25, 2017 in order to obtain accommodations at the special ELFA Annual Convention rate of \$289 for the JW Marriott Grande Lakes Orlando.** There is a \$20 fee/night for each additional person. Accommodation requests received after the cutoff date are subject to availability and may be at a higher rate.

The hotel offers complimentary transportation to and from Walt Disney World® Resort, Universal Orlando and SeaWorld (for registered guests only). All transportation will depart from the JW Marriott front drives. Reservations are required 24-hours in advance; please call 407-393-4006, press #4.

Those planning to arrive early to participate in the ELFA sports tournaments or community service projects on Sunday, October 22 are urged to make hotel reservations early.

### Online Reservations!

Log on to: <https://aws.passkey.com/go/elfa17>

You will be sent directly to the ELFA Annual Convention Registration page.

**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 JW Marriott Grande Lakes at (407) 206-2300 or 1-800-266-9432 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 23 any time after 5:30 p.m.** Please contact Lisa Ramirez, VP, Business and Professional Development, at [Lramirez@elfaonline.org](mailto:Lramirez@elfaonline.org) or 202-238-3414 to reserve a suite. Please specify the type of function, timing and number of people expected.

### Getting There

The JW Marriott Grande Lakes is located in Orlando, Florida. Discover Grande Lakes Orlando, home to over 500 acres of the most enchanting natural surroundings and enriching activities found in Florida.

The Resort is accessible from Orlando International Airport, from Interstate 4 and from the Florida Turnpike. For directions, please go here:

[www.grandelakes.com/Directions-56.html](http://www.grandelakes.com/Directions-56.html)

The hotel offer complimentary transportation to and from Walt Disney World® Resort, Universal Orlando and SeaWorld (for registered guests only). All transportation will depart from The Ritz-Carlton or JW Marriott front drives. Reservations required 24-hours in advance, please call 407-393-4006.

For further information about the convention locale and all it has to offer, please visit

<http://jw-marriott.grandelakes.com/>

### What to Pack

Business casual dress for education sessions is encouraged. The temperature range in Orlando during October is a high of 85° (daytime) to a low of 66° (nighttime). Suggested dress for social events is as follows:

**Sunday Evening Welcoming Reception** – business casual

**Monday/Tuesday Optional Spouse Programs** – casual attire, comfortable shoes

**Tuesday Night Party** – casual attire

## 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](mailto:steve@larichadv.com) if you are interested in becoming a sponsor for the ELFA 56th Annual Convention.

### General

<del>Mobile App</del>	<del>\$15,000</del> <b>SOLD</b>
Electronic Handouts	\$10,000
Conference Bags (eco-friendly)	\$13,500
<del>Hotel Card Keys with Logo</del>	<del>\$10,500</del> <b>SOLD</b>
Hosted Session Rooms (4 available)	\$10,000
Pens with Company Logo	\$5,000
Beverage Cup Sleeves	\$8,000
<del>Lanyard with Company Logo</del>	<del>\$10,000</del> <b>SOLD</b>
WiFi in Meeting Rooms	\$12,000
Note Pads with Company Logo	\$7,500

### Receptions

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

### Keynote Speakers

Monday	\$20,000
<del>Tuesday</del>	<del>\$20,000</del> <b>SOLD</b>

### Breakfast

<del>Monday</del>	<del>\$10,000</del> <b>SOLD</b>
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 receptions.
- 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 mobile events app.
- Complimentary Listing (company name and booth #) in Equipment Leasing & Finance magazine ad seen by hundreds of potential participants.
- 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, [stevew@larichadv.com](mailto:stevew@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 22**

**2:00 pm – 5:00 pm**

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

### Dismantling:

**Tuesday, October 24**

**11:00 am – 1:00 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 1

Company description and logo due

#### September 4

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

#### September 22

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

#### September 25

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

## EXHIBIT HOURS

### Sunday, October 22nd

6:00 pm – 8:30 pm

Installation: 2:00 pm – 5:00 pm

### Monday, October 23rd

7:00 am – 5:00 pm

### Tuesday, October 24th

7:00 am – 11:00 am

Dismantle: 11:00 am – 1:00 pm

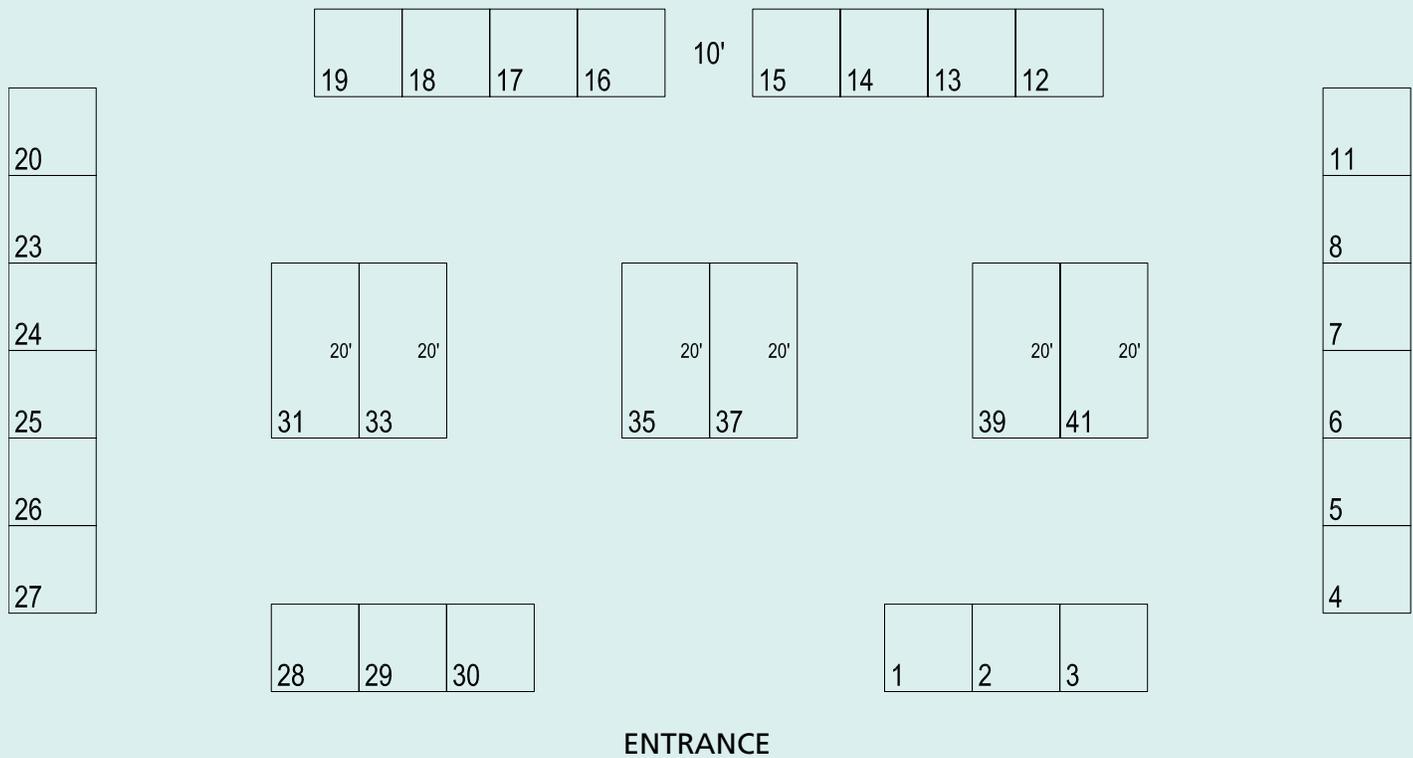
# Exhibit Floorplan

## ELFA 56th Annual Convention

October 22-24, 2017

JW Marriott Orlando, Grande Lakes • Orlando, FL

### Plazzo Ballroom



**Booths 1-30** are ten feet in length by ten feet in width with two side rails and draping fabric and one back wall of draping fabric.

**Booth 31-41** are twenty feet in length and ten feet in width with one back wall of draping fabric eight feet high and side rails with fabric at the request of the exhibitor.

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

# Rules and 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 56th 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 GES 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 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,

## Rules and Regulations for Exhibitors (continued)

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 22, 2017.

### 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 ag-

gregate; (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 [steve@larichadv.com](mailto:steve@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 [stevevw@larichadv.com](mailto:stevevw@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  
 1625 Eye Street NW, Suite 850  
 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)	\$750
Package #2 (Evening Events only)	\$300
Package #3 (Both Daytime Activities)	\$570

## A La Carte Events

Monday event (Revolution Off Road)	380
Tuesday event (Wild Florida)	\$190
<b>Golf</b> (includes continental breakfast & luncheon)	\$250
<b>Tennis</b> (includes continental breakfast & luncheon)	\$100
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 Name \_\_\_\_\_

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. Each booth registration includes up to two representatives from exhibiting company.

## BOOTH PREFERENCE:

*(see floor plan to select booth space)*

1st choice	<input type="text"/>
2nd choice	<input type="text"/>
3rd choice	<input type="text"/>

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 participants. All exhibit registrations must be completed using this form. [www.elfaonline.org/AC/](http://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)	\$ 750
Package #2 (Evening Events only)	\$ 300
Package #3 (Both Daytime Activities)	\$ 570

## A La Carte Events

Monday event (Revolution Off Road)	\$ 380
Tuesday event (Wild Florida)	\$ 190
Golf (includes continental breakfast and luncheon)	\$ 250
Tennis (includes continental breakfast and luncheon)	\$ 100
Amount Enclosed (U.S. Currency)	\$ _____

## Community Service Projects

- Yes, I would like to participate in the **Give Kids the World** Community Service Project on Sunday, October 22 from 8:00 a.m. – 1:00 p.m. (There is no additional fee to participate in this event).
- Yes, my spouse/companion will also participate in the **Give Kids the World** Community Service Project (spouse/ companion must be registered to attend the convention in order to participate).
- Yes, I would like to participate in the **Feeding Children Everywhere** Community Service Project on Sunday, October 22 from 2:00 – 4:00 p.m (There is no additional fee to participate in this event).
- Yes, my spouse/companion will also participate in the **Feeding Children Everywhere** 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 22 from 8:00 a.m. – 1:00 p.m. 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 22 beginning at 8:00 a.m. (shotgun start) on The Ritz-Carlton Golf Course. I am enclosing \$250 with my registration fee for this purpose. **No refunds for golf cancellations will be accepted after Monday, October 2, 2017.** To put together a foursome, please visit the online registration page at [www.elfaonline.org/golfpairings](http://www.elfaonline.org/golfpairings).
- 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 22, beginning at 9:00 a.m. I am enclosing \$100 with my registration fee for this purpose. **No refunds for tennis cancellations will be accepted after Monday, October 2, 2017.**
- Yes, my spouse/companion will be playing tennis and I have enclosed the additional \$100. (Your spouse/companion must be registered to attend the convention in order to participate in the tournament.)

## 5K Fun Run

- Yes, I would like to participate in the **5K Fun Run** on Sunday, October 22 from 6:30 – 8:30 a.m. (There is no additional fee to participate in this event.)

## Business Council Luncheons, October 24

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

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

## Special Receptions

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

- New Member and Leadership Reception  
Sunday, October 22, 5:00 – 6:00 p.m.
- Women in Leasing Reception  
Sunday, October 22, 5:00 – 6:00 p.m.

## 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 participants. All exhibit registrations must be completed using this form. [www.elfaonline.org/AC/](http://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) \$ 750

Package #2 (Evening Events only) \$ 300

Package #3 (Both Daytime Activities) \$ 570

### A La Carte Events

Monday event (Revolution Off Road) \$ 380

Tuesday event (Wild Florida) \$ 190

Golf (includes continental breakfast and luncheon) \$ 250

Tennis (includes continental breakfast and luncheon) \$ 100

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

## Community Service Projects

- Yes, I would like to participate in the **Give Kids the World** Community Service Project on Sunday, October 22 from 8:00 a.m. – 1:00 p.m. (There is no additional fee to participate in this event).
- Yes, my spouse/companion will also participate in the **Give Kids the World** Community Service Project (spouse/ companion must be registered to attend the convention in order to participate).
- Yes, I would like to participate in the **Feeding Children Everywhere** Community Service Project on Sunday, October 22 from 2:00 – 4:00 p.m (There is no additional fee to participate in this event).
- Yes, my spouse/companion will also participate in the **Feeding Children Everywhere** 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 22 from 8:00 a.m. – 1:00 p.m. 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 22 beginning at 8:00 a.m. (shotgun start) on The Ritz-Carlton Golf Course. I am enclosing \$250 with my registration fee for this purpose. **No refunds for golf cancellations will be accepted after Monday, October 2, 2017.** To put together a foursome, please visit the online registration page at [www.elfaonline.org/golfpairings](http://www.elfaonline.org/golfpairings).
- 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 22, beginning at 9:00 a.m. I am enclosing \$100 with my registration fee for this purpose. **No refunds for tennis cancellations will be accepted after Monday, October 2, 2017.**
- Yes, my spouse/companion will be playing tennis and I have enclosed the additional \$100. (Your spouse/companion must be registered to attend the convention in order to participate in the tournament.)

## 5K Fun Run

- Yes, I would like to participate in the **5K Fun Run** on Sunday, October 22 from 6:30 – 8:30 a.m. (There is no additional fee to participate in this event.)

## Business Council Luncheons, October 24

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

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

## Special Receptions

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

- New Member and Leadership Reception  
Sunday, October 22, 5:00 – 6:00 p.m.
- Women in Leasing Reception  
Sunday, October 22, 5:00 – 6:00 p.m.

## 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:

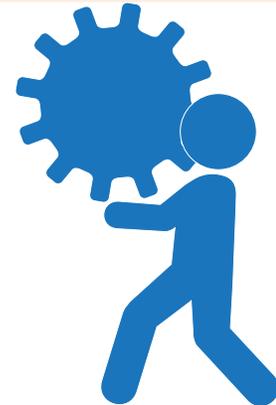
Date \_\_\_\_\_ Approval Code \_\_\_\_\_

Amount \_\_\_\_\_ Account #4120-020700

### Photography & Contact Information Disclosure:

Photographs of speakers and participants 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, participants authorize ELFA to share your contact information, including but not limited to email address and telephone number with other registered participants, sponsors and exhibitors. For more information please contact Janet Fianko at [jfianko@elfaonline.org](mailto:jfianko@elfaonline.org).



### EXHIBIT HOURS

#### Sunday, October 22nd

6:00 pm – 8:30 pm

Installation: 2:00 pm – 5:00 pm

#### Monday, October 23rd

7:00 am – 5:00 pm

#### Tuesday, October 24th

7:00 am – 11:00 am

Dismantle: 11:00 am – 1:00 pm

### IMPORTANT DATES

#### September 1st:

Company description and logo due

#### September 4th:

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

#### September 22nd:

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

#### September 25th:

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