

ELFA

EQUIPMENT LEASING AND FINANCE ASSOCIATION



57TH Annual Convention

October 14-16, 2018

JW Marriott Phoenix Desert Ridge Resort & Spa
Phoenix, AZ

EXHIBITOR PROSPECTUS

EQUIPMENT LEASING AND FINANCE ASSOCIATION 57TH 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 2018 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.

Evolve, Emerge, Excel!

There's nowhere else you can connect with so many industry leaders and discover new ideas to help your business Evolve, Emerge and Excel.

- **Evolve:** To stay relevant and thrive in today's fast-changing world, it is critical to *evolve* your business operations to tap into new opportunities. Whether you have been in business for years or are a start-up, your business is evolving to stay relevant. Learn strategies for success, from leveraging new technology to building a strong and diverse workforce to entering new markets.
- **Emerge:** You'll have the opportunity to examine and discuss a number of trends facing the industry—such as changing customer demands, the biggest tax code overhaul in a generation, implementation of new lease accounting rules, hiring and retaining the next generation of talent, the digital transformation of the industry and more—and position your business to *emerge* stronger than ever.
- **Excel:** Business is revving up. The equipment finance industry is forecast to surpass \$1 trillion in 2018, contributing not only to businesses' success but also to U.S. economic growth. Prepare to win business in a competitive marketplace, deliver value to customers and *excel* at achieving your goals.

When you attend the 2018 ELFA Annual Convention, you invest in the success of your business, your staff, your industry and your career.

Location

The 57th ELFA Annual Convention is being held at the JW Marriott Phoenix Desert Ridge Resort & Spa, located in Phoenix, Arizona, home to nearby Scottsdale and other popular resort communities. Majestic mountain ranges provide a dramatic backdrop to the spectacular property and its championship golf courses.

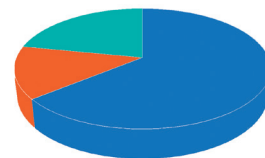


Located in the heart of the majestic Sonoran Desert, the JW Marriott Desert Springs is a sprawling oasis—offering a remarkable contrast to the stark beauty of the desert.

Attendance/Membership Profile

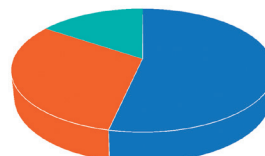
Top 3 Position types of participants:

- Corporate Executive
- Operations
- Sales & Business Development



Top 3 Company types of participants:

- Bank
- Independent
- Multi-line Commercial Finance Company





SCHEDULE OF EVENTS

Sunday, October 14

8:00 a.m.
Golf Tournament and Luncheon

9:00 a.m.
Tennis Tournament and Luncheon

AZ HELPING HANDS

8:30 a.m. – Noon
Community Service Project
Lending a Hand to Arizona Helping Hands
 (pre-registration required, limited to 60 attendees)



8:00 a.m. – 1:00 p.m.
Jim McGrane Charity Bike Ride
 24-mile route – leaves from the hotel
 (pre-registration required, limited to 40 attendees)

10:00 a.m. – 8:00 p.m.
Convention Registration
 (Attendees & Exhibitors)



1:00 – 3:00 p.m.
Pickleball Tournament
 (on property)

2:00 – 5:00 p.m.
Exhibitor Setup

AZ HELPING HANDS



2:00 – 4:00 p.m.
Community Service Project
Arizona Helping Hands: Build a Bed
 (pre-registration required, limited to 70 attendees)

4:30 – 5:30 p.m.
New Member and Leadership Reception

5:00 – 6:00 p.m.
ELFA Women’s Council Reception

6:00 – 8:30 p.m.
Welcome Reception (in Exhibit Area)

Monday, October 15

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 – 10:00 a.m.
General Session
President's Report and Keynote Address



RALPH PETTA
President and CEO, ELFA



LINDA BERNARDI
Technologist, Innovation Provocateur & Former IBM CIO and Watson Co-Lead

10:00 – 10:30 a.m.
Break
 Exhibits Open

10:30 a.m. – 12:00 p.m.
Issue Breakout Sessions

11:00 a.m. – 3:00 p.m.
Spouse/Companion Event:
Desert Botanical Garden Guided Tour and Luncheon



12:15 – 2:00 p.m.
Equipment Leasing & Finance Foundation Luncheon



Speaker:
 MARK ZANDI
Chief Economist and Cofounder of Moody's Analytics

2:30 – 4:00 p.m.
Issue Breakout Sessions

4:30 – 5:30 p.m.
International and Former Directors' Reception

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

Tuesday, October 16

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



DAVID T. SCHAEFER, CLFP
*ELFA Chairman
 CEO, Mintaka Financial, LLC*



LARRY SABATO
*Election Analyst and Author,
 Founder and Director of the U.Va. Center for Politics*

10:30 – 11:00 a.m.
Break



11:00 a.m. – 12:30 p.m.

Issue Breakout Sessions

11:00 a.m. – 3:00 p.m.

Spouse/Companion Event:

Wine Bottling Experience with Luncheon and Shopping



12:45 – 2:30 p.m.

Business Council Luncheon Meetings

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

2:30 – 3:00 p.m.

Break

3:00 – 4:30 p.m.

Issue Breakout Sessions

6:30 – 9:30 p.m.

Closing Party

IMPORTANT DEADLINE DATES

- **Wednesday, August 1, 2018:** 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 Ridge.
- **Friday, September 21, 2018:** Last day to receive the special ELFA convention rate for your accommodations at the JW Marriott Desert Ridge.
- **Friday, September 28, 2018:** Last day for online registrations. After this date registrations can be made on-site. **Note: There are no refunds of registration fees after this date.**

**If you are planning to arrive early,
you might want to participate
in these activities on
Sunday, October 14**

8:00 a.m.

Golf Tournament and Luncheon

JW Marriott Wildfire Golf Club

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

9:00 a.m.

Tennis Tournament and Luncheon

JW Marriott Desert Ridge Tennis Courts

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

8:30 a.m. – Noon

 **AZ HELPING HANDS**

Community Service Project

Lending a Hand to Arizona Helping Hands

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

1:00 – 3:00 p.m.

Pickleball Tournament

(Men and Women)

JW Marriott Desert Ridge Pickleball Courts

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

2:00 – 4:00 p.m.

 **AZ HELPING HANDS**

Community Service Project

Arizona Helping Hands – Build a Bed

This project will be conducted on the grounds of the JW Marriott Desert Ridge.

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



2017 Attending Companies

1st Source Bank	Boston Financial & Equity Corporation	Credit Thoughts LLC	F.N.B. Equipment Finance
21st Century Leasing, LLC	Brandywine Capital Associates, Inc.	Crestmark Equipment Finance	Fairfield Capital Group, LLC
36th Street Capital	Bridge Funding Group, Inc.	CrestMount Advisors	Farm Credit Mid America
ABN AMRO Lease	Bryant Park Capital	Crossroads Equipment Lease & Finance LLC	Farm Credit Leasing Services Corporation
Accrui, LLC	BTMU Capital Leasing and Finance, Inc.	CSC Leasing Company	Fifth Third Equipment Finance Company
Acrecent Financial	BuckleySandler LLP	CSI LATINA FINANCIAL, Inc	FinanceExchange
ADP Commercial Leasing, LLC	Burnham Sterling	CSI Leasing, Inc.	Financial Pacific Leasing, Inc., an Umpqua Bank Company
AIB Plc	Byline Financial Group	CSOB Leasing, a.s.	First American Equipment Finance, an RBC / City National Company
Alfa Financial Software Inc	C.H. Brown Co., LLC	Currency	First Bank of Highland Park
Allegiant Partners Incorporated	CAFBA	Customers Commercial Finance, LLC	First Eagle Bank
Alliance Funding Group	Caixabank Consumer Finance	CWB National Leasing, Inc.	First Financial Bank
Ally Commercial Equipment Finance	Canadian Finance & Leasing Association	D&D Leasing	First Financial Corporate Services Inc.
AloStar Business Capital, a Division of State Bank and Trust of Georgia	Canon Financial Services, Inc.	Dakota Financial, LLC	First Midwest Equipment Finance Co.
Altec Capital Services	Capgemini America, Inc.	Datatec Financial Services, Inc.	First Tennessee Bank FIS
Alvarez & Marsal Valuation Services, LLC	Capital Guidance	Dell Financial Services	Fleet Advantage, LLC
Amazon.com, Inc.	Capital One Equipment Finance	Deutsche Leasing USA, Inc.	Fleet Financing Resources
American Lease Insurance	CapitalSource, Inc.	DifferenceWORKS	FleetEvaluator
AmeriQuest Transportation Services	Cassels Brock & Blackwell LLP	Direct Capital a CIT company	Fleetway Capital Corp
Ameris Bank	Cassiopae Inc.	DLL	Flushing Bank
Amur Equipment Finance	CCA Financial, LLC	DNB Bank ASA	FORT Capital Resources, LLC
Arrow Capital Solutions, Inc.	Central Bank of St. Louis	Doosan Infracore Financial Solutions	Frost Equipment Leasing and Finance
Arvest Equipment Finance	Certified Lease & Finance Professional Foundation (CLFP)	Dressler & Peters, LLC	Gamet Capital Advisors, LLC
Ascentium Capital LLC	CG Commercial Finance	East West Equipment Finance, a division of East West Bank	GATX Corporation
Askounis & Darcy, PC	Channel Partners Capital	Eastern Funding LLC	GE Capital Healthcare Equipment Finance (HEF)
Assurant Specialty Property	Chesswood Group Limited	ECS Financial Services, Inc.	GE Capital Markets Group
ATEL Capital Group	CHG-MERIDIAN USA Corp.	EDA by Randall-Reilly	Genpact, LLC
Australian Finance Conference	CIBC	EFFI Finance, Inc.	Global Financial & Leasing Services, LLC
Baker, Donelson, Bearman, Caldwell & Berkowitz PC	CIMC Capital, Inc.	Element Fleet Management	Godwin, Bowman, & Martinez
Banc of America Leasing	Cisco Systems Capital Corporation	ELFA Integrated Media	Great American Insurance Group
Bank of the West	CIT	Ellis & Associations	GreatAmerica Financial Services
Bankers Bank Leasing & Equipment Finance	Citizens Asset Finance, Inc.	Encina Equipment Finance, LLC	GrowthFunding Equipment Finance, a Division of People's Intermountain Bank
BankFinancial, NA	City National Capital Finance	ENGS Commercial Finance Co.	GSG Financial
BB&T Commercial Equipment Capital Corp.	Cloud Lending Solutions	Entegra Capital LLC	Hanmi Bank
BB&T Equipment Finance	CNH Industrial Capital LLC	Enterprise Lease Solutions, LLC	Hitachi Capital America Corp.
BBVA Compass Equipment Finance	Cohn & Dussi, LLC	eOriginal Inc.	Hitachi Vantara Credit Corporation
BCC Lease S.P.A.	Commerce Bank	ePlus Group, Inc.	HodgesWrites
Belfius Leasing	Commercial Equipment Finance, Inc.	Equipment Finance Advisor	Huntington Equipment Finance
Beneficial Equipment Finance Corporation	Commercial Finance Association	Equipment Leasing & Finance Foundation	Huntington Technology Finance
Blank Rome LLP	Compeer Financial Services	Equipment Leasing and Finance Association	
Blue Bridge Financial, LLC	ConferenceDirect	Equipment Leasing Group of America, LLC	
BMO Harris Bank	Constellation Financing Systems Corp.	Ergo	
BMO Harris Equipment Finance Company	Copernicus-USA, LLC	Erste Group Bank AG	
BMO Transportation Finance	CoreTech Leasing, Inc.	Evolve Commercial Finance, Inc.	
BOQ Finance	Corporate Leasing Associates, Inc.	Executive Solutions for Leasing and Finance, Inc.	
		Experian Information Services	



2017 Attending Companies *(continued)*

IBERIA Corporate Asset Finance, Inc.	Merrimak Capital Company LLC	Quarles & Brady LLP	The Alta Group LLC
IBM Global Financing	Microfinancial/TimePayment	Radius Bank Equipment Finance	The Green Sheet
ICCREA Bancalmpresa S.P.A.	MicroTechnologies, LLC	Raymond Leasing Corporation	Thinking Ahead, Inc.
IFS Technology Solutions, Inc.	Midland Equipment Finance	Regents Capital Corporation	Thompson Coburn LLP
Independent Bank	Mintaka Financial, LLC	Regions Equipment Finance Corporation	TIAA Commercial Finance, Inc.
Innovation Finance USA, LLC	Mitsubishi UFJ Lease & Finance (U.S.A.) Inc.	Renaissance Capital Alliance, LLC	Tokyo Century (USA) Inc.
Insight Investments, LLC	Mizuho Bank (USA)	RESIDCO	Toyota Industries Commercial Finance, Inc.
instaCOVER, LLC	Monitor / monitordaily.com	Reuben Creative, LLC	Trans Lease, Inc.
International Decision Systems	Moody's Analytics Knowledge Services	Richmond Consulting Group	Trinity Industries Leasing Co.
Isuzu Finance of America, Inc.	Moritt Hock & Hamroff LLP	Ritchie Bros.	U.S. Bank Equipment Finance
Ivory Consulting Corporation	Napier Park Global Capital	Rockwell Financial Group	Umpqua Bank Equipment Leasing & Finance
IXL Lease Advisory, LLC	Nations Equipment Finance, LLC	Roetzel & Address	UniFi Equipment Finance
J.P. Morgan Equipment Finance	Navitas Credit Corp.	Roetzel & Address, LPA	United Leasing & Finance
JDR Solutions, Inc.	NCMIC Finance Corporation	RVI Group	Vantage Financial, LLC
Keating Muething & Klekamp PLL	NetSol Technologies	Santander Bank Equipment Finance	VAR Technology Finance
Key Equipment Finance	Neumann Finance Company	SCG Capital Corporation	Vedder Price P.C.
Keybridge Research, LLC	NFS Leasing, Inc.	Securcor Financial Group	VenSource Capital LLC
Kingsbridge Holdings, LLC	Nordania Leasing	Sentry Financial Corporation	Verdant Commercial Capital LLC
Kingsbury Wax Bova, LLC	North Mill Equipment Finance	Sertant Capital, LLC	VFI Corporate Finance
KPMG LLP	Northland Capital Equipment Finance	Signature Financial	Vision Financial Group, Inc.
Landmark Financial Corporation	NYCB Specialty Finance Company, LLC	Sills Cummis & Gross P.C.	Volvo Financial Services
LBC Capital Inc.	Odessa	Sirius Computer Solutions Financial Services, LLC (Sirius Financial Services)	Wafra Capital Partners Inc.
LBP Leasing Inc.	O'Keefe Communications	Societe Generale Equipment Finance	Wallwork Financial Corp
LEAF Commercial Capital Inc.	Olympus America Inc.	Soft4Leasing	Waypoint Leasing Services, LLC
Lease Plan U.S.A., Inc.	Onset Financial, Inc.	Somerset Capital Group, Ltd.	Webster Capital Finance, Inc.
LeaseQ, Inc.	Oracle Credit Corporation	Specialty Equipment aka Maven Management	Wells Fargo Bank Northwest-Corporate Trust Services
LeaseTeam, Inc.	Orion First	spencerXsmith	Wells Fargo Capital Finance - Lender Finance
Leaseurope	Orion First Financial, LLC	Sterling National Bank Equipment Finance Division	Wells Fargo Equipment Finance
Leasing Bancolumbia S.A CF	OSG Billing Services	Stinson Leonard Street LLP	Weltman, Weinberg & Reis
Linedata Lending and Leasing	Pacific Rim Capital, Inc.	Stonebriar Commercial Finance	Western Equipment Finance, Inc.
Link Lease Equipment Rental LLC	Pacifica Capital	Stryker Flex Financial	Wheeler Business Consulting, LLC
Live Oak Bank	Partners Capital Group Inc.	Sumitomo Mitsui Finance & Leasing Co., Ltd.	Whitney Equipment Finance, LLC
LK Consulting Partners, LLC	PayNet, Inc.	Summit Funding Group, Inc.	Wilson Vukelich LLP
M&T Bank Corporation	Peapack Capital Corporation	Sun Life Financial	Winthrop Resources Corporation
MachineryMax Auctions	People's Capital and Leasing Corp.	SunTrust Equipment Finance & Leasing Corp.	Wintrust Asset Finance
Macquarie Capital	Pepper Asset Finance	Susan Carol Creative	Wintrust Commercial Finance
Macquarie Corporate and Asset Finance	PLM Trailer Leasing	Swedbank AB	Wintrust Equipment Finance
Madison Capital LLC	PMC Financial Services Group, LLC	Sword Apak	Wolters Kluwer Lien Solutions
Marks & Associates, P.C.	PNC Capital Markets, LLC	Tamarack	Womble Bond Dickinson (US) LLP
Marlin Business Services Corp.	PNC Equipment Finance, LLC	TBF Financial, LLC	Woodforest National Bank - WNB Specialty Finance
Marubeni America Corporation	Portfolio Financial Servicing Company	TCF Equipment Finance, a division of TCF National Bank	Your Leasing Solution, LLC
MassMutual Asset Finance, LLC	PricewaterhouseCoopers LLP	TD Equipment Finance, Inc.	Zipline International
Maxus Capital Group, LLC	Prime Alliance Bank		ZRG Partners
MB Equipment Finance	PYA Solutions Inc.		
MB Financial Bank	Quail Financial Solutions		
Med One Capital	Quality Leasing Co., Inc.		
Merchants Bank Equipment Finance			

General Information and Registration

Several important deadline dates are listed here.

Please review carefully.

Register by Wednesday, August 1, to receive the discounted registration fee! To take advantage of this discounted fee, you must also reserve your accommodations at the JW Marriott Desert Ridge.

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/2018/AC/

Overnight Mail Address:

ELFA
Attn: Accounts Receivable
1625 Eye Street, NW • Suite 850
Washington, DC 20006

All participants must be registered in advance. 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 Friday, September 28, 2018. 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 attendee registration fee is due.

First-Time Attendee

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 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.



General Information and Registration *(continued)*

Attendee Contact Information

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, contact Janet Fianko at jfianko@elfaonline.org.



Hotel Accommodations

ELFA does not arrange for hotel accommodations, but provides reservation information for registrants. **Please register as an attendee to the convention before making your hotel reservations.** Anyone making a hotel reservation at the JW Marriott Phoenix Desert Ridge Resort & Spa 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 2018 ELFA Annual Convention at the JW Marriott Phoenix Desert Ridge Resort & Spa, 5350 East Marriott Drive, Phoenix, Arizona 85054 USA. Please make your hotel reservations before **Friday, September 21, 2018** in order to obtain accommodations at the special ELFA Annual Convention rate of \$329 for a standard room. There is an optional \$29 fee/night resort fee which includes complimentary access to the driving range, tennis courts, and local & long-distance phone calls. 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 14 are urged to make hotel reservations early.

Online Hotel Reservations!

Passkey Link: <https://aws.passkey.com/go/ELFAOCT2018>

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 a confirmation number via e-mail (as long as your e-mail address has been entered).

Reminder, cut-off date to book in the ELFA Group Block is September 21, 2018.

Phone-In Reservations

You may also call the JW Marriott Phoenix Desert Ridge Resort & Spa at 1-800-835-6206 to make your reservations. Let the reservations clerk know you will be attending the ELFA Annual Convention in order to get the special convention rates.

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 15 any time after 5:30 pm. Please contact Lisa Ramirez, VP Business and Professional Development at lr Ramirez@elfaonline.org or 202-238-3414 to reserve a suite. Please specify the type of function, timing and number of people expected.



General Information and Registration *(continued)*

Getting There

The JW Marriott Phoenix Desert Ridge Resort & Spa is located in Phoenix, AZ. The resort's location allows guests to explore nearby Phoenix attractions like TPC Scottsdale, Pinnacle Peak, Cave Creek and Desert Ridge Marketplace.

The Resort is accessible from Phoenix Sky Harbor International Airport (PHX), from Deer Valley Road and from 51 North. The resort is 22 miles from Sky Harbor and an approximate \$65-dollar cab ride. For directions, please go here: <http://bit.ly/2siDDe8>.

What To Pack

Business casual dress for education sessions is encouraged. The temperature range in Phoenix during October is a high of 86° (daytime) to a low of 62° (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 Closing Party
casual attire



Deadline Dates, Cancellations & Substitutions

Deadline Dates at a Glance

- **Wednesday, August 1, 2018:** 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 Ridge.
- **Friday, September 21, 2018:** Last day to receive the special ELFA convention rate for your accommodations at the JW Marriott Desert Ridge.
- **Friday, September 28, 2018:** Last day for online registrations. After this date registrations can be made on-site. **Note: There are no refunds of registration fees after this date.**

Cancellation Policy

Cancellations to the Annual Convention must be made in writing. This letter may be:

- a. mailed to Janet Fianko at ELFA Headquarters:
1625 Eye Street, NW, Suite 850
Washington, DC 20006
- b. faxed to (202) 238-3457, Attn: Janet Fianko, or
- c. emailed to Janet Fianko at jfianko@elfaonline.org

- **Refund minus \$100:** Should you need to cancel, refunds will be processed less a \$100 processing fee.
- **No refund:** No refunds of registration fees will be given for cancellations received on or after **Friday, September 28, 2018**. ELFA regrets that refunds will not be given for no-shows.

Substitutions

Substitutions for the entire program may be made at any time including at on-site registration.





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 57th Annual Convention.

General

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

Receptions

Opening Reception.....	\$25,000
(Co-sponsorship available)	
Women’s Council Reception.....	\$8,000
(Co-sponsorship available)	
Newcomer Reception	\$4,000
Tuesday Closing Party	\$31,000
Monday Foundation Luncheon.....	\$10,500
International & Former Directors Reception	\$4,000

Keynote Speakers

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

Breakfast

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

Tournaments

Pickleball Tournament.....	\$1,500
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:

- Draped back-wall, two side rails, 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, 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 14

2:00 pm – 5:00 pm

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

Dismantling:

Tuesday, October 18

3:00 pm – 5:00 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 4

Company description and logo due

September 4

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

September 14

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

September 21

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

EXHIBIT HOURS

Sunday, October 14

6:00 pm – 8:30 pm

Installation: 2:00 pm – 5:00 pm

Monday, October 15

7:00 am – 5:00 pm

Tuesday, October 16

7:00 am – 3:00 pm

Dismantle: 3:00 pm – 5:00 pm



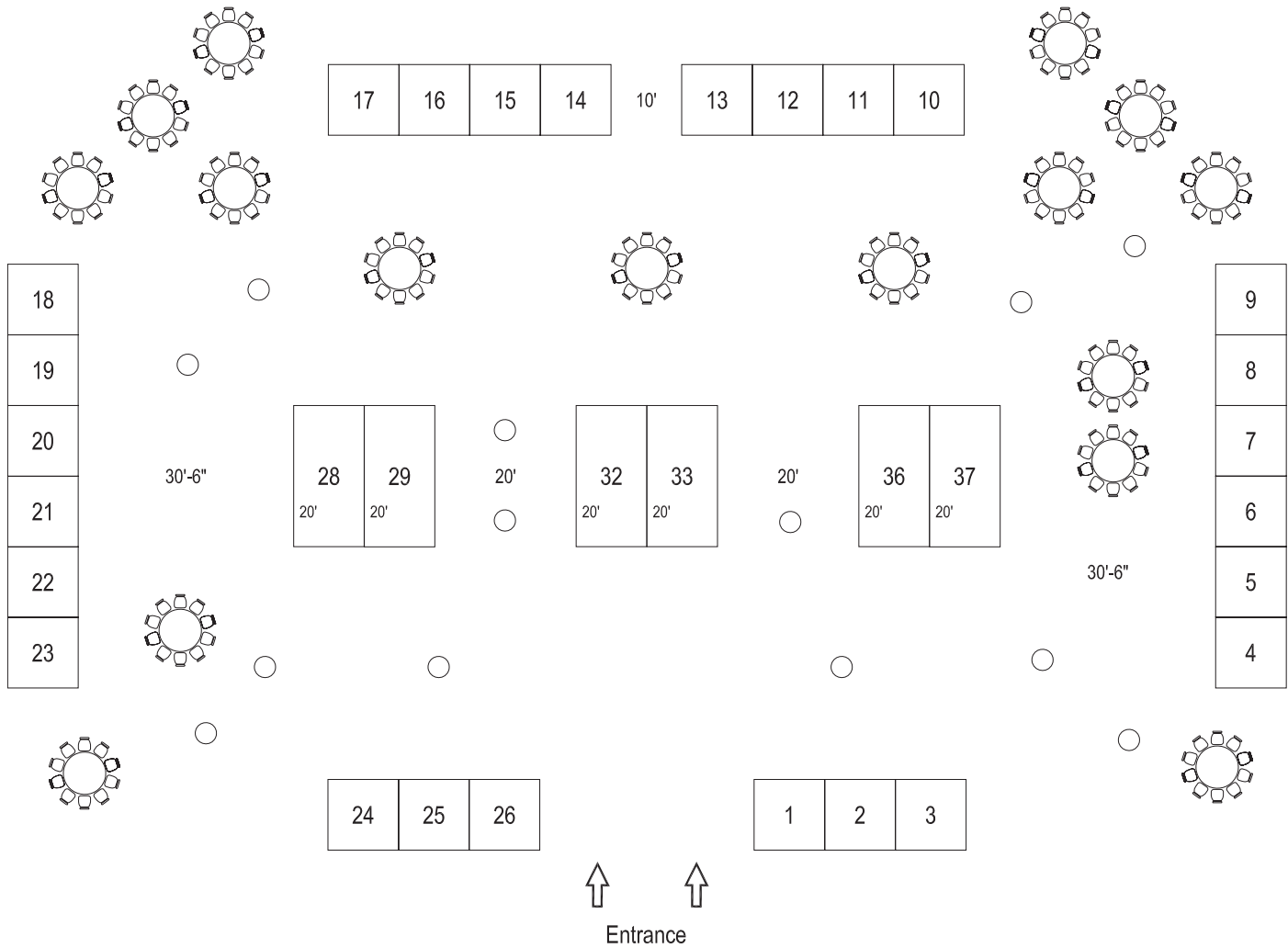
Exhibit Floorplan

57TH Annual Convention

October 14-16, 2018

JW Marriott Phoenix Desert Ridge Resort & Spa • Phoenix, AZ

Grand Canyon Ballroom, Salons 6-8



Booths 1-26 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 27-38 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 57th 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, 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 15, 2018**.

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 & Sound

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.

Sound-producing or amplifying devices that project sound must be tuned so as not to exceed 85 dbs. ELFA reserves the right to determine at what point sound constitutes interference with other Exhibitors. Public address announcements are prohibited.

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 _____ Date _____
(Initials)

Please sign and email/fax with registration form to Steve Wafalosky at 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 steve@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 also 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)	\$500
A La Carte Events	
Monday event (Desert Botanical Garden)	\$225
Tuesday event (Wine Bottling)	\$275
Golf (includes continental breakfast & luncheon)	\$250
Tennis (includes continental breakfast & luncheon)	\$100
Pickleball (activity only)	\$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 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

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 participants. All exhibit registrations must be completed using this form. www.elfaonline.org/events/2018/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)	\$ 500
A La Carte Events	
Monday event (Desert Botanical Garden)	\$ 225
Tuesday event (Wine Bottling)	\$ 275
Golf (includes continental breakfast and luncheon)	\$ 250
Tennis (includes continental breakfast and luncheon)	\$ 100
Pickleball (activity only)	\$ 0
Amount Enclosed (U.S. Currency)	\$ _____

Community Service Projects

- Yes! I would like to participate in the **Lending a Hand to Arizona Helping Hands** Community Service Project on Sunday, October 14 from 8:30 a.m. – Noon. *(There is no additional fee to participate in this event.)*
- Yes! My spouse/companion will also participate in the **Lending a Hand to Arizona Helping Hands** 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 Bed** Community Service Project on Sunday, October 14 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 **Build a Bed** 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 14 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 would like to 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 14 beginning at 8:00 a.m. (shotgun start) on The Faldo Course. I am enclosing \$250 with my registration fee for this purpose. **No refunds for golf cancellations will be accepted after Friday, September 28, 2018.** To put together a foursome, visit the online registration page at 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 14, 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 Friday, September 28, 2018.**
- 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.)*

Pickleball Tournament

- Yes! I will be participating in the ELFA Pickleball Tournament on Sunday, October 14 beginning at 1:00 p.m. *(There is no additional fee to participate in this event.)*
- Yes! My spouse/companion will be playing in the Pickleball Tournament on Sunday, October 14 beginning at 1:00 p.m. *(There is no additional fee to participate in this event.)*

Business Council Luncheons, October 16

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
- Service Providers Luncheon
- Small Ticket Luncheon

Special Receptions

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

- New Member and Leadership Reception**, Sunday, October 14, 4:30 – 5:30 p.m.
- ELFA Women's Council Reception**, Sunday, October 14, 5:00 – 6:00 p.m.
- International and Former Directors' Reception**, Monday, October 15, 4:30 – 5:30 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/events/2018/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) \$ 500

A La Carte Events

Monday event (Desert Botanical Garden) \$ 225

Tuesday event (Wine Bottling) \$ 275

Golf (includes continental breakfast and luncheon) \$ 250

Tennis (includes continental breakfast and luncheon) \$ 100

Pickleball (activity only) \$ 0

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

Community Service Projects

- Yes! I would like to participate in the **Lending a Hand to Arizona Helping Hands** Community Service Project on Sunday, October 14 from 8:30 a.m. – Noon. *(There is no additional fee to participate in this event.)*
- Yes! My spouse/companion will also participate in the **Lending a Hand to Arizona Helping Hands** 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 Bed** Community Service Project on Sunday, October 14 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 **Build a Bed** 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 14 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 would like to 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 14 beginning at 8:00 a.m. (shotgun start) on The Faldo Course. I am enclosing \$250 with my registration fee for this purpose. **No refunds for golf cancellations will be accepted after Friday, September 28, 2018.** To put together a foursome, visit the online registration page at 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 14, 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 Friday, September 28, 2018.**
- 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.)*

Pickleball Tournament

- Yes! I will be participating in the ELFA Pickleball Tournament on Sunday, October 14 beginning at 1:00 p.m. *(There is no additional fee to participate in this event.)*
- Yes! My spouse/companion will be playing in the Pickleball Tournament on Sunday, October 14 beginning at 1:00 p.m. *(There is no additional fee to participate in this event.)*

Business Council Luncheons, October 16

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
- Service Providers Luncheon
- Small Ticket Luncheon

Special Receptions

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

- New Member and Leadership Reception**, Sunday, October 14, 4:30 – 5:30 p.m.
- ELFA Women's Council Reception**, Sunday, October 14, 5:00 – 6:00 p.m.
- International and Former Directors' Reception**, Monday, October 15, 4:30 – 5:30 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 _____

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.

Confirmations will be forwarded after registrations are received and processed.

For Office Use Only:

Date _____ Approval Code _____

Amount _____ Account #4120-020700



EXHIBIT HOURS

Sunday, October 14

6:00 pm – 8:30 pm

Installation: 2:00 pm – 5:00 pm

Monday, October 15

7:00 am – 5:00 pm

Tuesday, October 16

7:00 am – 3:00 pm

Dismantle: 3:00 pm – 5:00 pm

IMPORTANT DEADLINE DATES

- **Wednesday, August 1, 2018:** 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 Ridge.
- **Friday, September 21, 2018:** Last day to receive the special ELFA convention rate for your accommodations at the JW Marriott Desert Ridge.
- **Friday, September 28, 2018:** Last day for online registrations. After this date registrations can be made on-site. *Note: There are no refunds of registration fees after this date.*