

NVLA + YOU:

A WINNING COMBINATION



NVLA Annual Conference, Exposition and Auto Show
The Venetian Hotel Resort Casino
Las Vegas, June 6-9, 2007



NETWORK | ENERGIZE | THINK | RECHARGE

Message from the Conference Chairs

The National Vehicle Leasing Association has been Leasing's Driving Force Since 1968™, and this year is certainly no exception. Twenty nine years later, on the eve of our fourth decade, we invite you to join us for the first time in NVLA history at the Venetian Resort Hotel Casino in fabulous Las Vegas, Nevada for what will prove to be an exciting mix of casino glamour, accelerated learning, and networking all served up Vegas style.

We're proud to build on last year's success at the Gaylord in Texas, and this year we're continuing to provide leading edge educational programs for today's busy Lessor. Both Commercial Fleet Lessors and Consumer focused Lessors will find valuable programs tailored specifically to the needs of their business. Once again, we've made these programs easily identifiable, so that you can spend more time networking, thinking, and recharging. Commercial and Fleet Lessors will find valuable programs tailored to their specific needs highlighted in **blue**, whereas Consumer based Lessors should turn their attention to those seminars listed in **yellow**. Some seminars pertain to all lessors: these are highlighted in **green**.

This year, you'll want to arrive early, as your full conference registration includes complimentary enrollment in either of our comprehensive three-hour workshops: Maximizing your Presence on the Web, or Franklin Covey's™ Time Management course. Be sure to sign up early and send in your registration today, as space is limited and included on a first come, first served, basis.

Be prepared to wager some mulligans at this year's NVLA Golf Tournament hosted by Network at the amazing Bali Hai Golf Club. Replete with Strip Views, smooth greens and Vegas style, you'd better have your aim on to win at this game!

Our social programs are better than ever! Our Vegas location offers a world of exciting opportunities. We've partnered with the Venetian Hotel to offer a spa day for attending spouses and companions, and we've secured sought after tickets for Cirque du Soleil's mind altering Mystere show, available at a substantial discount with your Conference Registration! Don't miss out – be sure to include your request for discount tickets when you send in your registration to avoid disappointment! These shows are sold out, and we have a limited number of seats available.

Please take a few moments out of your busy day to peruse this brochure; we're confident you'll discover that this year's NVLA Conference will be your best bet.

Vegas baby, Vegas!

Tarry Shebesta

Mike Wood



New in 2007

Be sure to sign up early for your interactive three-hour workshop, included in this year's Full Conference Registration. Space is limited and is awarded on a first come, first served basis. Please be sure to send your full conference registration immediately to avoid disappointment!

Choose from either:

Option 1:

Franklin Covey's™ respected Time Management Course, guaranteed to find hours in your day you thought were lost!



Option 2:

Maximizing Your Presence on the Web hosted by the NVLA's own Tarry Shebesta. Perhaps the most respected on-line Lessor in the business, Tarry reveals his secrets for successful online marketing.



day 1 Wednesday June 6, 2007

11:00 AM - 8:00 PM	Registration
7:15 AM - 1:00 PM	Golf Tournament
7:00 AM - 4:00 PM	Vendor Setup
1:00 PM - 4:00 PM	CVLE Class – Auctions, Management, Insurance
1:00 PM - 4:00 PM	Concurrent Workshop: Franklin Covey™ Time Management
1:00 PM - 4:00 PM	Concurrent Workshop: Maximizing your Presence on the Web
4:00 PM - 6:00 PM	Hospitality Room I
5:00 PM - 6:00 PM	First Timer's Reception
6:00 PM - 6:30 PM	Opening Ceremonies
6:30 PM - 7:30 PM	Ford Opening Night and Keynote Speaker
7:30 PM - 9:30 PM	Exhibit Hall

Day 1: Education

Certified Vehicle Leasing Executive (CVLE) Class

Day Three of three to conclude this CVLE session, number two in a series of four, leading to the prestigious CVLE Designation. Visit www.nvla.org or contact Elaine Litwer at: elitwer@elleasing.com or 718.352.3500 for further details and to sign up for this important session before the Conference begins!

Franklin Covey™ Time Management

This engaging, three-hour presentation is highly interactive and packed with learning. Ideal for individuals at all stages of life, this workshop is particularly helpful if you've recently started a new job, entered a new phase of life, or embarked on the pursuit of a lifelong dream. This workshop includes Franklin Covey's™ world famous time management principles, including: how to master the skills of planning your weeks and organizing your days so your time is spent on tasks that really matter, how to clearly define your goals and break them down into key tasks, the ability to reduce stress by eliminating unnecessary activities and how to balance work and life priorities

Maximizing your Presence on the Web

Confounded by the myriad of choices when designing your marketing package on the web? Does your web site look more like a brochure than an interactive selling tool? Don't understand why people can't find your site easily on google and yahoo? Tired of trying but not realizing success with your on-line efforts? Then look no further! Tarry Shebesta hosts this interactive three-hour workshop guaranteed to bring you results! Tips from the best on how to position your on-line brand including the holy grail: search engine optimization. Gain real results from your web based marketing. From listing individual cars to developing a technology based solution to market your Company, come prepared to learn!



Day 1: Networking

Network Golf Tournament at Bali Hai:



This year's golf tournament, sponsored by Network, is hosted at the Bali Hai Golf Course adjacent to the Las Vegas Strip. Designed by Lee Schmidt and Brian Curley in 2000, the Bali Hai course is a worthy namesake of the famous Indonesian land of enchantment. The lush surroundings include seven-acres of opulent water features, a total of 4,000 trees with 2,500 stands of towering palms and 100,000 tropical plants. Transition and out-of-play areas are accented with Augusta white sand and black volcanic rock outcroppings.

The par-71 course measures 7,002 yards from the tips and affords spectacular views of the Strip from the fairways. Challenging play, breathtaking scenery and first class facilities make Bali Hai a one-of-a-kind golfer's paradise.

Brian Curley, the course's co-designer tells all: "this will be a fun course ... you'll know you've been tested, but it won't beat you to death. It's the kind of golf course you could play day after day and never tire of its charm."

First Timer's Reception:

By invitation only, this event is reserved for our newest guests, those who have never experienced an NVLA Conference! An informal cocktail reception will be held prior to the official launch of the Annual Conference, designed to help First Timers get acquainted with the NVLA so that they can extract maximum value from their Conference Registration.

Opening Ceremonies and Keynote Speaker Presented by Ford Motor Company:



The Opening Ceremonies of the 2007 NVLA Conference, Exposition and Auto Show begin in style. Join your host, Ford Motor Company in welcoming all attendees to the Annual Conference. As well, please join Mrs. Joan Pender-Beyer as she awards the prestigious Clemens Pender Award to this year's deserving winner. Join us for this special presentation, and let the 2007 Annual Conference begin!

day 2 Thursday June 7, 2007

7:00 AM - 4:00 PM	Registration
8:15 AM - 9:00 AM	Breakfast
9:00 AM - 9:15 AM	Conference Recap & Day's Events
9:15 AM - 10:00 AM	Keynote Morning Address
10:00 AM - 3:00 PM	Companion/Spouse Program – Gambling 101
10:00 AM - 10:15 AM	Break
10:15 AM - 11:15 AM	Selling Cars Online - Easy as 123
10:15 AM - 11:15 AM	Fraud & Compliance - Protecting Your Business
11:15 AM - 11:30 AM	Break
11:30 AM - 12:30 PM	Tax & Accounting Issues
11:30 AM - 12:30 PM	Deciphering Credit Reports and Fico Scores
12:30 PM - 1:15 PM	Lunch
1:15 PM - 2:00 PM	Sponsor Presentation
2:00 PM - 3:30 PM	Lease Funding for Lessors
2:00 PM - 3:30 PM	Credit Union Lessors Roundtable
3:30 PM - 5:30 PM	Exhibit Hall
7:00 PM - 9:00 PM	Hospitality Room

Day 2: Education

Selling Cars Online: Easy as 1,2,3.

Presented by eBay Motors, arguably the most successful marketer of cars online. Learn from the best and discover how easy it is to sell your cars online, and how you can achieve success in days. From basics of what to include in your online package, to how many photos ensure a quick sale, this session will empower you to earn more dollars and spend less marketing your cars online

Fraud and Compliance: Protecting Your Business

Fraud costs the economy billions of dollars each year, and the leasing industry is certainly not immune to this global reality. Learn how to spot suspicious activity and identify threats before they cause your business financial hardship. Equally as important to protect your business interests, is to ensure that it complies with all rules and regulations, and that your policies, procedures and contracts protect your interests. This session explores the many complexities that businesses now face.

Tax and Accounting Issues 2007

Stay on top of new regulations and changes to the tax code that could potentially save you thousands of dollars in costly mistakes. The rules have again changed; you need to know them.

Deciphering Credit Reports and FICO Scores

Everyday in our businesses we place a lot of value in credit reporting and credit scores in order to make decisions that can potentially affect our business more than any other challenge we face. Credit scores are calculated by using scoring and mathematical tables that assign points for different pieces of information which best predict future credit performance. Developing these models involves studying how millions of people have used credit, and then score-model developers find predictive factors in the data that have proven to indicate future credit performance. Learn how these scores are tabulated, and what they mean to your business

Lease Funding for Lessors

Does your business face funding challenges? Only have one funder? Not sure where to begin, or how you can attract new funders to your business? This session explores the many types of funding available to lessors. The NVLA Funding Panel outlines the benefits and drawbacks of some common funding opportunities as well as pitfalls to avoid. We explore securitization, private bulk financings, manufacturer sponsored programs, bank and credit union programs, and the like.

Credit Union Lessor Roundtable

This is the participants' seminar. The attendees will be the presenters. A facilitator will direct debate on all the issues facing Credit Union Lessors. We talk about varying forms of funding, building in-house sales teams, broker relationships, remarketing off-lease units, residual projecting, relations with manufacturers, new markets – anything and everything is on the table.

Day 2: Networking

Exhibit Hall

Explore this year's expanded exhibit hall to really maximize your Conference Experience! With over 50 displays, the exhibit hall is the perfect place to network with other industry professionals in an approachable, casual atmosphere. This year's exposition features some of the best in the business, including vehicle displays by key manufacturers, conversion units by body upfitters, as well as booths ranging from lease funders, insurance providers, software solution providers to auctions and remarketers, to name only a few. Don't miss out on this unique NVLA experience!

Hospitality Room

Book your hospitality suite now! The NVLA Annual Conference is the perfect setting to say thank you to your customers and business peers, to cement existing relationships and forge new ones with suppliers, manufacturers, funders, insurers and the like. Where else can you reach so many people fundamental to your business success in person? Take some time to say thanks, and invite new opportunities at nominal cost. Limited availability, first come, first served

Day 2: Spousal Program

Gambling 101

Where better to learn how to beat the dealer at his own game than in Sin City? This fun-filled, informative seminar offers hands-on learning so that you can hit the tables with confidence! During the first hour, you'll learn how to master blackjack including such invaluable tips as when to hit and when to stay. The second hour turns to the game of Craps: if you've ever been confused by how these games work but want to join in the fun, join us first so that you're ready for all the action just outside your door!

Be sure to mark the registration form if you want to participate. The programs are included in your Companion Registration, but require PREREGISTRATION to ensure your spot at the table!

day 3 Friday June 8, 2007

9:00 AM - 9:45 AM Breakfast
9:45 AM - 10:00 AM Conference Recap & Days Events
10:00 AM - 10:30 AM Sponsor and Exhibitor Recognition
10:00 AM - 3:00 PM Companion Tour
10:30 AM - 12:00 PM [Vehicle Reconditioning and Remarketing](#)
10:30 AM - 12:00 PM [Legal, Legislative, Tag and Title Update 2007](#)
12:00 PM - 2:30 PM Lunch w/ Exhibitors
2:30 PM - 3:00 PM Prize Drawings at Exhibitor Booths
3:00 PM - 4:30 PM [Medium Duty Trucks: Spec'ing, Upfitting, Bailment Pools](#)
3:00 PM - 4:30 PM [Consumer Lessor Roundtable](#)
6:00 PM - 6:30 PM Cocktails
6:30 PM - 8:30 PM Daimler Chrysler Sponsored Event: Bob Arno: The Art of the Steal

Day 3: Education

Vehicle Reconditioning and Remarketing

Off lease vehicles represent a real liability, or opportunity, if you play your cards right. This session will explore the many benefits of implementing a real reconditioning plan that can lead to strong remarketing dollars and an improved bottom line.

Legal, Legislative, Tag and Title Update 2007

Serious legal and legislative issues threaten your business every day. Stay on top of recent developments to ensure that your business operates at maximum capacity without overstepping the law. Learn ways to turn these new developments into new opportunities for your business. Operating in more than one State can have its challenges. Each State has different rules and requirements, and a different way of doing business, and navigating these differences can be difficult and costly. We'll review the basic ABC's of titling and how to best insure that your interests are protected.

Medium Duty Trucks: Spec'ing, Bailment Pools, Body Installation and Upfitting

One of the hottest new markets for the Independent Fleet/Commercial Lessor community is medium duty trucks. In recent times, small firms have had more difficulty in obtaining financing for these vehicles, especially lease financing. In this session learn the ins and outs of how to spec these to help your customer's business run better. As well, a portion of this seminar will be dedicated to learning how trucks can be upfitted. You will learn the unique features and variables of this distribution system and how you can benefit from bailment pools and relationships with body companies.

Consumer Lessor Roundtable

This is the participants' seminar. The attendees will be the presenters. A facilitator will direct debate on all the issues facing ILC's involved in consumer leasing. We talk about funding, finding salesmen, used cars, residual projecting, relations with manufacturers, new markets – anything and everything is on the table.

Day 3: Networking

Exhibit Hall

Explore this year's expanded exhibit hall to really maximize your Conference Experience! With over 50 displays, the exhibit hall is the perfect place to network with other industry professionals in an approachable, casual atmosphere. This year's exposition features some of the best in the business, including vehicle displays by key manufacturers, conversion units by body upfitters, as well as booths ranging from lease funders, insurance providers, software solution providers to auctions and remarketers, to name only a few. Don't miss out on this unique NVLA experience!

Daimler Chrysler Sponsored Dinner Event:



Bob Arno: The Art of the Steal

Bob Arno doesn't look back. In a swift dash through the audience with a warm handshake here, a Machiavellian greeting there, he darts deftly toward the stage. In 30 seconds he's grabbed the valuables of many and the rapt attention of all. From then on, he maintains a steady pace of hilarity. Comedy, satire, and slick scams are cleverly blended into a superbly executed professional demonstration of pick pocketing, revealing the sly tricks of the pickpocket who ply city streets worldwide. Enjoy this hands-on participatory comedy you'll talk about for years to come only at the NVLA 2007 Conference.

Day 3: Spousal Program

Heavenly Hands Manicure at Canyon Ranch Spa Club at The Venetian

Located on the fourth floor of the Venetian, the 69,000 square foot Canyon ranch Spaclub features a health and wellness center; massage, skin care and body treatment rooms; gyms and weight rooms; therapeutic pools; and the stunning centerpiece - a three-story rock-climbing wall.

Included in your full spousal registration is a Heavenly Hands Manicure. This deluxe, 60 minute manicure includes personalized nail analysis and clean-up along with a moisturizing collagen treatment that feels like a little piece of heaven, and is finished with a polish. All participants will receive a complimentary polish to take home for touch-ups and maintenance.

Appointments may be booked at 10:00am, 11:00am or 2:00pm, with a luxurious lunch scheduled from 12:30pm to 1:30pm. Your registration includes use of the Spa's lockers, steam, sauna and whirlpool for the day.

Be sure to mark the registration form if you want to participate. The Spa Service is included in your Companion Registration, but requires PREREGISTRATION to ensure your service is performed. Please pre-select your desired time, and REMEMBER: all time slots are available on a first come, first served basis.

day 4 Saturday June 9, 2007

9:00 AM - 9:45 AM Breakfast
9:45 AM - 10:45 AM President's Report, Members Annual General Meeting & 2007 Elections
10:45 AM - 11:00 AM Break
11:00 AM - 12:30 PM [Fleet Lessors Roundtable](#)
11:00 AM - 12:30 PM [Branding Your Business Like the Big Guys](#)
12:30 PM - 2:30 PM Hospitality Room
12:30 PM - 1:00 PM Past Presidents' Lunch with Board
1:00 PM - 5:00 PM New Board Meeting
6:00 PM - 7:00 PM Cocktail Hour, Professional Portrait Opportunity
7:00 PM - 9:30 PM General Motors Sponsored Dinner Event
10:30 PM - 12:00 AM GM Sponsored Main Event: Cirque du Soleil's Mystere

Day 4: Education

Commercial/Fleet Lessors Roundtable

This is the participants' seminar. The attendees will be the presenters. A facilitator will direct debate on all the issues facing ILC's involved in commercial/fleet leasing. We talk about funding, finding salesmen, used cars, residual projecting, relations with manufacturers, new markets – anything and everything is on the table.

Branding Your Business Like the Big Guys

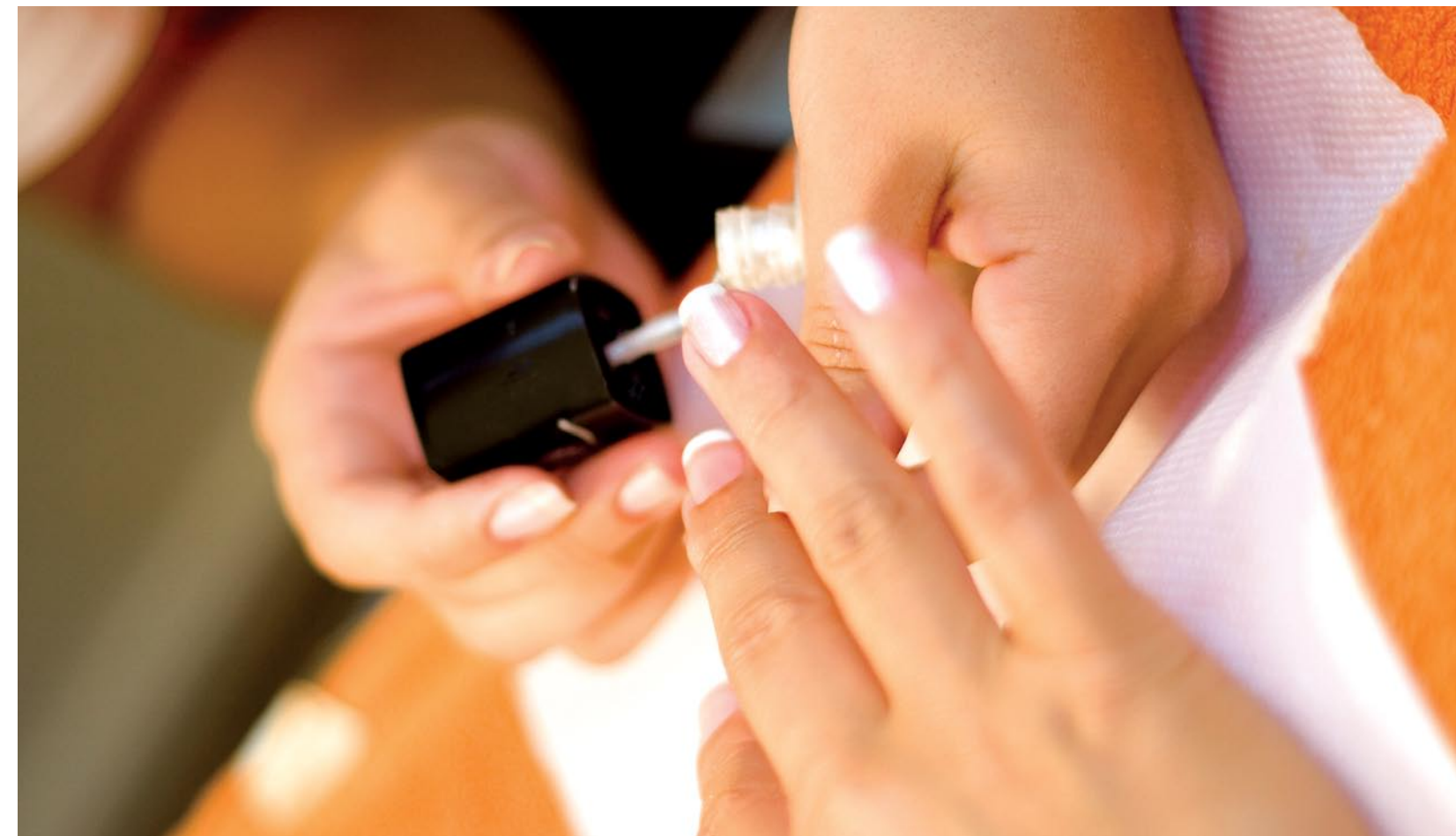
The Manufacturers spend billions of dollars each year advertising and marketing their products, but first they need to clearly define their brand. Learn why brand is such an important building block in an overall marketing package. This session will explore the importance of identifying, developing and marketing your brand. It's not impossible, but it does take time, knowledge and the will to succeed.

Day 4: Networking

GM Sponsored Closing Ceremonies: Cirque du Soleil's Mystere



Saturday evening concludes the Conference with an elegant reception and dinner, sponsored by General Motors. Following dinner, conference attendees are invited to make a trip to Treasure Island to experience Cirque du Soleil's Mystere at a cost of only \$50 each, a \$100 per person value. This is an overwhelming sensory experience. It is in constant motion and features high-energy acrobatics, evocative dances, colorful costumes and vivid lighting. It is a feast of colors and passions, of beauty and frailty which recalls a distant past and speaks to the future. It breathes rhythm and music. Only at Treasure Island in Las Vegas.



Travel Information

Getting There From Where You Are

All major airline carriers offer service to McCarran Airport (LAS) in Las Vegas, Nevada. Please consult your travel agent, or an on-line reservation service such as expedia.com, priceline.com, or any other travel provider to book your flight. NVLA does not endorse any one travel service.

Getting Around Las Vegas

You may opt for either a taxi, airport shuttle, or rental car from McCarran Airport to the Venetian Resort Hotel Casino. As well, selected guests may qualify for VIP Service, upon approval by the Hotel.

Attire

For daytime events, casual and comfortable dress is appropriate. Business casual sportswear is customary. Some evening programs suggest a jacket and tie for men, or cocktail attire for women.

Portrait Opportunities

This year, you're invited to take advantage of our professional photographer's portrait session. For a nominal fee per image, you and your entire staff can have their portraits professionally shot. It just might be time to spruce up the images in your marketing material, so why not get them done here so you can go back to your office ready to go!

Hotel

The Venetian Resort Hotel Casino

Discover a degree of luxury unavailable anywhere else in the "Entertainment Capital of the World." The Venetian Resort Hotel Casino sets the standard for four-star Las Vegas hotel accommodations — incorporating an exquisite décor, handsome furnishings, and comprehensive guest services. Each of the 4,027 spacious suites is designed to serve as a perfectly appointed home away from home. Drift to sleep in your private bedchamber, framed by delicate draped canopies. Enjoy pure refreshment in your oversized, 130 square foot bath, finished in fine Italian marble. From deep, soft carpets and lush draperies to carved armoires and plush robes, this splendid resort and casino is a celebration of beauty and grace. Standard accommodations transcend the norm: offering an average of 700 square feet — nearly twice the size of the typical Las Vegas accommodations.

Rates

Rooms are available to NVLA Conference Attendees at the discounted rate of \$189 USD per night, plus applicable taxes and resort fees. Please call 1.877.283.6423 to secure your room at this special rate. Rate and room availability is only guaranteed until May 10, 2007.

*** Be sure to mention the NVLA Conference when reserving your room to ensure the preferred rate of \$189 USD per night, plus applicable taxes and resort fees ***

The Venetian Resort Hotel Casino
3355 Las Vegas Blvd. South
Las Vegas, NV 89109
Phone: 702.414.1000 or 877.883.6423
Fax: 702.414.1100
Email: comments@venetian.com

Registration Information

Early Bird Gets the Worm, and a discount!

When you register by April 14, 2007 you and/or your Company will save on registration fees.

Registration Fees

All registrations must be prepaid. Please make checks payable to NVLA. The following credit cards are accepted: VISA, Mastercard, and American Express.

Full Conference Registration

Full registration includes all seminars, general sessions and speakers, the exposition and auto show, refreshment breaks, breakfasts, luncheons, opening mixer, and evening events.

Members:

By 4/14/2007 @ \$795 or Member and Spouse/Companion @ \$1,395
After 4/14/2007 @ \$895 or Member and Spouse/Companion @ \$1,495

Non-members:

By 4/14/2007 @ \$895 or Non-Member and Spouse/Companion @ \$1,495
After 4/14/2007 @ \$995 or Non-Member and Spouse/Companion @ \$1,595

Registered spouses/guests gain admittance to everything in the full conference registration, as well as the spouse/companion programs (please pre-register).

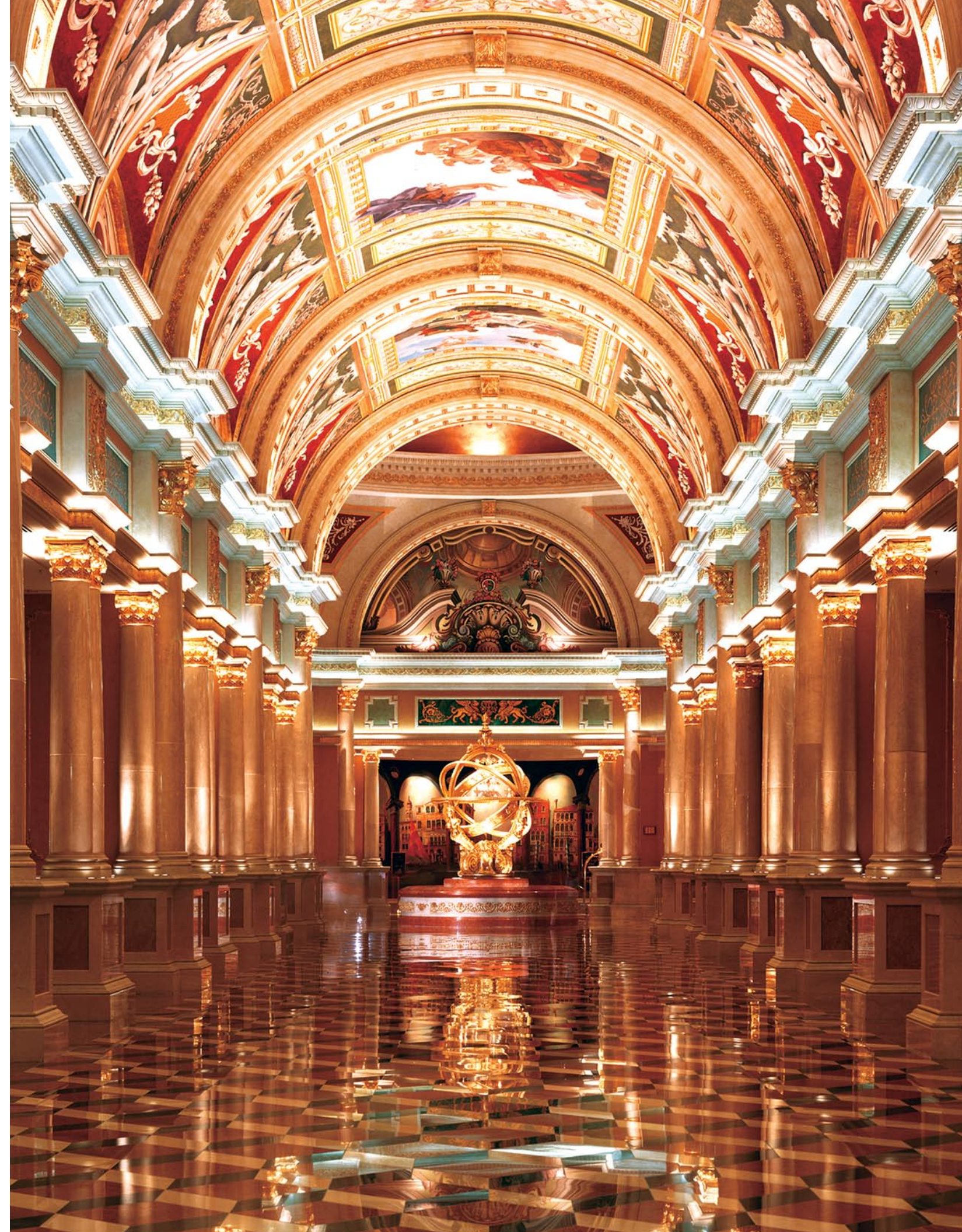
PLEASE NOTE: A Spouse/Companion registration may not be made for use by a colleague or partner in the business.

Network Bali Hai Golf Tournament

If you would like to participate in this premier NVLA event, please enlist with your Conference Registration. Your golf registration includes transportation to and from the course, green fees, cart, lunch, and event prizes.

Cancellation Information

Conference cancellations must be submitted to NVLA Headquarters in writing. All refunds are assessed a \$100 processing fee. Once Headquarters has received your written cancellation request, all credit card refunds will be processed promptly. Check refunds please allow 3-4 weeks after the Conference closes. After April 15, 2007 no refunds will be allowed.



Sponsorship Opportunities

Select from the enclosed sponsorship menu, noting your selection(s) on the enclosed Sponsorship Registration Form and mail or fax to NVLA Headquarters, as listed on the form. Please enclose full payment to ensure your reservation. Reservations are on a first come, first served basis, and are non-refundable.

Auto Show

Exposition and Auto Show Information

Looking for new suppliers? Need more funding sources? How about the best way to handle an out of state lease termination? This year, NVLA will bring together the finest collection of products and services available to the automotive leasing industry. Meet the people with the expertise to efficiently handle the tasks you can't do or for which you don't want to use your valuable resources. Discover new suppliers of services, insurance and funding, as well as vehicles and upfitting providers that could make 2007 the best year you've ever had! Meet directly with Manufacturers Fleet Representatives and learn about their new products and programs that you may have missed!

Exposition and Auto Show Information for Exhibitors

For exhibitors, the NVLA Annual Conference, Exposition and Auto Show provides a chance to market to leasing industry leaders from across North America. The 2007 conference will create an environment that is specifically designed to enhance exhibitors' ability to get the most return on their time and effort, while delivering superior value to our membership.

Because decision makers come to you, the NVLA arena is an unsurpassed opportunity to introduce Conference Attendees to your newest products, learn about their purchasing plans, establish profitable new relationships, and cement relationships with existing customers.

Be sure to bring a door prize to drive additional volume to your exhibit. All exhibitors are requested to furnish a door prize with a minimum \$25 value to be awarded during the Friday Networking Session.

Reserve your exhibit space today using the enclosed form and reap the real benefits of your marketing efforts at the 2007 Annual Conference, Exposition and Auto Show in fabulous Las Vegas, Nevada!

About the NVLA

The National Vehicle Leasing Association represents the entire vehicle leasing industry. The NVLA was founded in 1968 as a forum for ethical lessors to share information about the vehicle leasing industry. Today, NVLA Members include independent leasing companies, automobile dealerships, captive finance companies, credit unions, alternative funding sources, vehicle manufacturers, and the suppliers of services to lessors. The NVLA's programs focus on education, responsible legislation and communicating with members on industry trends, legal issues and best practices.

For more information on the NVLA, please call 800.225.NVLA or visit www.nvla.org



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