

The National Funding Conference

April 23-25, 2014

Swissôtel Chicago • Chicago, Illinois

Building...Growing...Funding



*26 Years
Helping the
Industry Meet
Its Funding
Needs*

Funding Source Exhibitor Information

ELFA
EQUIPMENT LEASING AND FINANCE ASSOCIATION

"No doubt the BEST conference of the year from our prospective!"

Brian Rodd
President & CEO
Securcor Financial Group

"We met with people we usually only talk to by phone, and spent a lot of time enhancing our already valuable relationships."

Jonathan Aylwin
Business Development Manager
Societe Generale Equipment Finance

National Funding Conference Moves to the Swissôtel, Chicago, Illinois

The National Funding Conference has moved to the Swissôtel, which is right next door to the Fairmont Hotel, where the conference has been held for many years. The Swissôtel provides a spacious exhibit hall, a large foyer area and a modern open floor plan to accommodate more face-to-face meetings.

2014: A Good Year for Funding

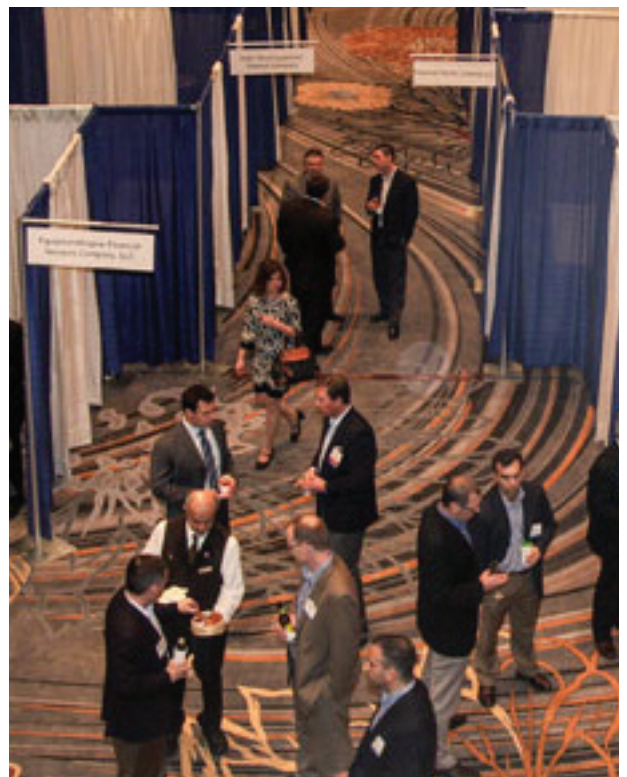
According to the economists at Keybridge Research, who provide the annual *Equipment Leasing & Finance U.S. Economic Outlook* on behalf of the Equipment Leasing & Finance Foundation, the equipment leasing and finance industry's volume is now at an all-time high, portfolio performance is at record levels and profitability is strong. With the U.S. economy showing signs of stronger and more sustainable growth, 2014 looks to be a promising year for equipment financing.

Why Participate as a Funding Source Exhibitor

As a funding source, you are in the best position to fuel this growth. The ELFA National Funding Conference provides you the platform to meet and do business with diverse companies from across the industry. At the same time, the Conference is structured so that you get "face time" with the people you want to meet and consider the transactions attractive to you.

2014 Attendance Expected to Grow

In 2013, there were 520 attendees and 50 funding source exhibitors participating in the ELFA National Funding Conference. ELFA anticipates that 2014 attendance will grow even more, along with the number of funding sources participating as exhibitors, as economic conditions continue to improve.



To help Funding Sources conduct business your way, and to allow you to make the most of your time during the conference, we offer several participation options:

1. **“Suite on the Floor” (Exhibit Booth) in the Hall** – where the action is. This is still the best place to be and be seen by all attendees. Booths are large for comfort and privacy.
2. Once again, a funding source exhibitor may purchase **TWO exhibit booths**. The second booth is not required to use the ELFA Electronic Appointment Scheduler, giving you maximum flexibility in meeting the people you want to see, and still be part of the action.
3. **“Suite on the Floor” (Exhibit Booth) in the Hall AND a Hotel Suite** – gives you the option to hold initial meetings in the exhibit hall and extensive meetings in more private surroundings.
4. **Hotel Suite Only** – greatest privacy. You schedule your own appointments, but you will still be listed as a Funding Source for the conference.* Suite-Only Funding Sources will not be required to have a presence in the exhibit hall, but are encouraged to do so.

*Electronic scheduling will not be available to those companies who only purchase hotel suites.

Note: Only companies that participate as Funding Sources will be able to reserve suites at the Swissôtel. All suites will be reserved through ELFA over the dates of the National Funding Conference.

The National Funding Conference Offers Convenience and Flexibility

- **Know Who You Are Meeting With:** All attendees are required to complete a detailed profile BEFORE they can schedule appointments with any of the Funding Source Exhibitors. This allows you to be better matched with potential customers. Funding Source Exhibitors who purchase a “Suite on the Floor” will have access to *all attendee profiles*, not just the ones who have made appointments with you. This feature allows you to be more pro-active in determining who you want to see. *In addition, attendees will be required to identify whether they are Buyers, Sellers and/or Equity Providers.*
- **Declining Meetings With Companies that Don’t Fit Your Funding Profile is Now Unlimited:** Funding Source Exhibitors are able to decline an unlimited number of appointments with companies that have scheduled with them online. However, Funding Source Exhibitors must do this within 5 days or 120 hours of the appointment being scheduled, otherwise the appointment is set.
- **Flexibility in Scheduling Your Own Appointments:** Funding Sources are able to block up to 50% of the appointment times to schedule their own appointments.

Who Are the Attendees?

The ELFA National Funding Conference attracts the principals in leasing and finance organizations responsible for funding the company and its transactions, and for participating in transactions. They come to the National Funding Conference to meet with current funding sources and to establish new relationships to fulfill their funding needs.

Breakfast Meetings? Not to Worry!

Once again, the ELFA has planned for two, full, sit-down breakfasts to facilitate networking. These breakfasts are scheduled for Thursday and Friday mornings, April 24 and 25 from 7:00 – 8:30 am in the Vevey Room. No need to make a reservation at the hotel restaurant and waste valuable time waiting in line for a table.



Schedule of Events

Wednesday April 23

11:00 am – Noon

Best Practices Roundtable Registration

- Bank Best Practices Roundtable
- Independent Best Practices Roundtable
- Captive and Vendor Finance Best Practices Roundtable

Roundtables are by invitation only for senior executives from bank leasing companies, independent finance companies, captive finance companies and vendor finance companies respectively. Attendees must be from ELFA member companies only. The goal is to get a group of like-minded individuals together to discuss current issues they are facing and to learn from one another how each is addressing these issues. To receive more information on any of these Roundtables, please contact Alexa Carnibella at acarnibella@elfaonline.org. Separate registration fee.

Noon – 4:30 pm

Bank Best Practices Roundtable

Facilitator to be announced

Sponsored by Paynet, Inc.



Independent Best Practices Roundtable

Facilitator to be announced

Captives & Vendor Best Practices Roundtable

Facilitated by:

Former ELFA Chairman Joe Lane

2:30 – 7:00 pm

Funding Conference Registration

2:30 – 4:30 pm

Exhibitor Set Up

5:30 – 7:00 pm

Opening Reception

Thursday, April 24

7:00 – 8:30 am

Full, Sit-Down Breakfast to Facilitate Networking

8:30 am – Noon

Individual Appointments with Funding Source Exhibitors

Noon – 2:00 pm

Hosted Luncheon

Sponsored by Paynet, Inc.



2:00 – 5:00 pm

Individual Appointments with Funding Source Exhibitors

5:00 – 6:30 pm

Hosted Reception

Friday, April 25

7:00 – 8:30 am

Full, Sit-Down Breakfast to Facilitate Networking

8:30 am – Noon

Individual Appointments with Funding Source Exhibitors

Noon – 3:00 pm

Exhibitor Tear Down

2014 Funding Exhibition Planning Committee

SCOTT KILEY, (Committee Chairman)
Fifth Third Equipment Finance Company

RICHARD ANDERSEN
Key Equipment Finance

GEORGE W. FOX, JR.
ePlus Group, Inc.

MICHAEL J. ASH
Signature Financial

HENRY FROMMER
Wells Fargo Equipment
Finance, Inc.

ROBERT BLEE
GE Capital Markets Group

GERALD MOHR
Affiliated Financial Services

LOUIS P. BRILL
Vision Financial Group, Inc.

DENNIS T. ROESSLEIN
MB Financial Bank

DAVID R. CARDEW
PHH Arval

KATRINA J. SLATTERY
Insight Investments, LLC

DAVID DRURY
Cole Taylor Equipment
Finance

FRANK SOUDER
Susquehanna Commercial
Finance, Inc

JEFFRY ELLIOTT
Huntington Equipment
Finance

Funding Source Information

There are four different options to participate as a Funding Source Exhibitor:

1. "Suite on the Floor" (Exhibit Booth)
2. Two "Suites on the Floor" (one funding source may purchase two exhibit booths, only one of which must use the electronic appointment scheduler)
3. "Suite on the Floor" (Exhibit Booth) and a Hotel Suite*
4. Hotel Suite Only* Please note: electronic scheduling of appointments will not be available to those companies purchasing hotel suites only

**Hotel Suite reservations with the Swissôtel will be handled THROUGH ELFA and will only be available to registered Funding Sources.*

Requirements for Hotel Suite-Only Exhibitors

To enhance the experience of the National Funding Conference for all, we ask that Hotel Suite-Only Funding Sources follow these requirements:

- Arrange your appointments as closely as possible to the same schedule used in the Exhibit Hall
- Allow ELFA to provide your suite number to individuals who have an appointment with you and need the information.

Fees

Option No. 1:

"Suite on the Floor" (Exhibit Hall)
\$2,300 ELFA Member Funding Sources
\$4,600, Non-member Funding Sources
This fee includes two registered attendees, plus a one year listing in the FundingSource™

Option No. 2:

Two "Suites on the Floor" (Exhibit Hall)
\$4,600 ELFA Member Funding Sources
\$9,200 Non-Member Funding Sources
This fee includes four registered attendees, plus a one year listing in the FundingSource™

Option No. 3:

"Suite on the Floor" (Exhibit Hall)
plus Hotel Suite
\$3,300 plus cost of Suite (sizes/prices vary)
This option only available to ELFA Member Funding Sources
This fee includes two registered attendees, plus a one year listing in the FundingSource™

Option No. 4:

Hotel Suite Only
\$2,800 plus cost of Suite (sizes/prices vary)
This option only available to ELFA Member Funding Sources
This fee includes two registered attendees, plus a one year listing in the FundingSource™

Electronic appointment scheduling will not be available to those funding sources who select this option.

Each additional Funding Source Exhibitor:

\$745 (available to individuals whose companies have already purchased a booth or suite)

Planning Committee Exhibitor Attendee: \$390

What is Included in the Fee

1. Space rental
2. Full conference registration for TWO people per funding source fee. If you decide to purchase two booths, the conference registration fee entitles you to FOUR attendees per funding source fee. (Additional individuals from registered funding source companies may register at \$745 each.)
3. Your company name in the online Attendee Brochure
4. A one-year listing in **FundingSource™**. The ELFA Funding Database contains the most comprehensive listing of funding sources in the equipment leasing and finance industry. Each listing allows you to detail your company's funding programs, desired credit criteria, the size of transactions you prefer and finally, to describe your company core business focus. The **FundingSource™** database is used daily by member leasing companies seeking funding partners.
5. 10 HOURS of scheduled appointment time for each Funding Source/Attendee (each appointment is scheduled for 20 minutes).
6. Identification sign for each booth purchased.
7. Piping, draping, table and chairs for each booth.

A processing fee of \$500 will be applied to all Funding Source Exhibitor cancellations. **Due to the nature of the conference, no Funding Source registration fees will be refunded after Tuesday, March 25, 2014.**

Assignment of Space

Booths will be assigned alphabetically, with the exception of the Hotel Suite-Only Funding Sources.

Sponsorship Opportunities

In addition to the many benefits of exhibiting, sponsoring events and functions at the ELFA Funding Conference provides excellent exposure for your company. Contact Steve Wafalosky at steve@larichadv.com or 440-247-1060 if you are interested in sponsoring any of the events/items listed below:

Wifi in Exhibit area	\$5,000
Conference bags (eco-friendly)	\$5,000
Attendee Roster	\$5,000
Lanyard with company logo	\$5,000
Hotel Card Keys with logo	\$5,000
Re-charging Station (for tech devices)	\$5,000
Pens with logo	\$3,000
Coffee Sleeves	\$3,000
Napkins	\$3,000
Breakfast	
Full Breakfast - Wednesday	\$3,000
Full Breakfast - Thursday	\$3,000
Luncheon	\$5,000 Sold!
Reception	
Opening Reception	\$7,000
Closing Reception	\$5,000

Hotel Reservations Online Reservations!

A block of rooms has been reserved for this exhibition at the Swissôtel 323 E. Wacker Drive, Chicago, IL 60601. A special group rate of \$279 single/double (Standard Room) is available for attendees. You can make your hotel reservations on line. Follow these simple instructions:

Log on to: <https://resweb.passkey.com/go/elfa2014>

Enter: Arrival and Departure Dates
Click on : Check Availability and rates

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 and Email Reservations

Or if you prefer, you can make reservations by calling this number 1-888-73-SWISS (1-888-737-9477), or via email using this link: reservations.chicago@swissotel.com Be sure to tell the reservations clerk you will be attending the ELFA Funding Conference. Reservations should be guaranteed with a credit card and made before the **cut-off date of Tuesday, April 1, 2014**. After the cut-off date, rooms are on a first-come, first-served basis and possibly at a higher rate.

Getting There

The Swissôtel is a downtown hotel located in Illinois Center overlooking Lake Michigan, five minutes from I-55 and I-90/94. The hotel is within walking distance of the downtown business district and the Magnificent Mile. The Swissôtel is 18 miles, 30 minutes, from O'Hare International Airport. The Airport Express Shuttle bus is available every 30 minutes for \$27 per person one way, and taxis are about \$40. The hotel is 12 miles, 20 minutes, from Midway Airport; the airport bus runs every 30 minutes for \$21 per person one way.

Non-Members: *Please Read Carefully*

1. A non-renewing, Regular Member organization 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.
2. An organization that has never been a member of the 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) towards their dues if they attend a conference as a non-member, pay the non-member registration fee, and subsequently join the ELFA within 60 days.

To learn more about ELFA membership and its benefits, please contact Julie Benson at jben-son@elfaonline.org or 202-238-3432.



Please check your registration option:

- ☐ **OPTION 1:** One Booth
 ELFA Member \$2,300
 Nonmember \$4,600
- ☐ **OPTION 2:** Two Booths
 ELFA Member \$4,600
 Nonmember \$9,200
- ☐ **OPTION 3:** Booth & Hotel Suite (ELFA Members Only)
 \$3,300/per booth + cost of suite
- ☐ **OPTION 4:** Hotel Suite Only: (ELFA Members Only)
 \$2,800 + cost of suite.

NOTE: If you requested a suite, ELFA will contact you directly to make the arrangements.

Booth Selection: Booths will be arranged alphabetically.

Company _____

Address _____

City/State/Zip _____

Telephone _____ Fax _____

Website address (if applicable) _____

Two registrations per booth are included in the Funding Source fee. Please indicate the names of those individuals:

BOOTH #1:

Name _____

Nickname for badge _____

Title _____

E-mail _____

Office Phone _____ Mobile Phone _____

Name _____

Nickname for badge _____

Title _____

E-mail _____

Office Phone _____ Mobile Phone _____

BOOTH #2 (if applicable):

Name _____

Nickname for badge _____

Title _____

E-mail _____

Office Phone _____ Mobile Phone _____

Name _____

Nickname for badge _____

Title _____

E-mail _____

Office Phone _____ Mobile Phone _____

Additional Registrations: \$745

Each funding source registration includes full registration for two people. For additional individuals, the cost is \$745 each. If you would like to register additional individuals at the \$745 rate, please include their names in the space below, or attach a separate list to this registration form.

Name _____

Nickname for badge _____

Title _____

E-mail _____

Office Phone _____ Mobile Phone _____

Name _____

Nickname for badge _____

Title _____

E-mail _____

Office Phone _____ Mobile Phone _____

Contact Person

The following person is to receive all subsequent materials and information concerning the exhibition.

Name _____

Phone _____ Fax _____

Address (if different) _____

E-mail _____

☐ **YES**, I am also registering to attend this Exhibition.
 My fee is included here.

Planning Committee Attendee Fee: \$390

Please note: A processing fee of \$500 will be applied to all Funding Source Exhibitor cancellations. **Due to the nature of the conference, no Funding Source registration fees will be refunded after Tuesday, March 25, 2014.**

Mail-In Address

Mail completed registration form and payments to:
 ELFA, Attn: Accounts Receivable, 1825 K Street, NW, Suite 900,
 Washington, DC 20006-1231.

Credit Card Reservations

Fax this form to 202-478-0980, Attn: Meetings Dept.

☐ Visa ☐ MasterCard ☐ American Express ☐ Discovery

Total Amount to be charged _____

Card Number _____

Expiration 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 # 4110-0601000