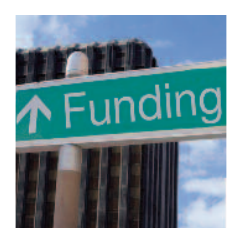


The National Funding Conference

April 17-19, 2012

The Fairmont Hotel • Chicago, Illinois



Remember:

Online is the fastest and most efficient way to register and get the best appointment times with Funding Source Exhibitors!

EXPAND YOUR FUNDING HORIZONS!

There is no better place to reconnect with funding sources you know and make contact with new funding sources who want your business

ATTENDEE INFORMATION

Access to Funding Is Increasing

Equipment Finance is Viewed as an Engine for Growth

For over two decades, companies like yours have relied on the ELFA National Funding Conference for the funding that is the lifeblood of equipment finance. You've met, talked and done business with some of the finest funding sources in the industry, all in one convenient place. For many, it is the most productive two days of the year.

Why Attend the ELFA Funding Conference?

The National Funding Conference is an unparalleled opportunity to meet funding sources face to face in an efficient, professional setting. You need funding, the dozens of funding source exhibitors need investments—it doesn't get simpler or more convenient.

The National Funding Conference is all about meeting with your current funding sources and establishing relationships with new ones. If you are responsible for funding the leasing and finance company and its transactions, and for participating in transactions, this is the one conference you cannot afford to miss.

Make Appointments in Advance and Online

Be one of the first to get the best appointment times with Funding Source exhibitors of your choice!

Member attendees who register online at the ELFA website www.elfaonline.org/events/2012/NFC/

will be able to view exhibitor profiles and set up appointments with registered Funding sources in advance online.

NOTE: Any member attendees NOT registering online will need their user ID and password to enable them to schedule appointments online. If you don't have one or can't remember yours, go to the ELFA homepage: www.elfaonline.org click on user login and follow the instructions. However, the FASTEST and EASIEST way is to register online!

Profile of Exhibitors

Funding sources that focus on various ranges of transaction size are expected to exhibit at the ELFA National Funding Conference. Here is a summary of the type of funding programs offered by last year's exhibitors:

Funding Programs

- Buy Paper from Brokers
- Buy Paper: Our Documents Only
- Buy Paper from Leasing Companies
- Buy Paper: Standard Industry Documents Subject to Approval
- Discount-Nonrecourse
- Discount-Recourse
- Debt Side of a Leveraged Lease
- Equity/Purchase of Tax-Oriented Leases
- Fund Leases as a Group
- Fund Leases Individually
- Inventory Financing/Floor Planning
- Tax-Exempt Municipal Leasing
- Other
- Purchase Portfolios
- Progress Payments
- Residual Financing
- Residual Sharing
- Securitizations
- Venture Leasing
- Warehouse Lines (Direct Lines to Leasing Companies)

So, what are you waiting for? Log onto www.elfaonline.org/events/2012/NFC/ click on Attendee Registration and simply follow the instructions.



There Is Still No More Efficient, Cost-Effective Way To Access The Investors You Need

Once again, we've kept it easy and attractive to meet the funding sources that fit your business profile:

1. FUNDING SOURCES:

As of February 8, 2012, the following companies have indicated they will be participating at this year's event:

ALG Equipment Finance
Bank Financial FSB
Bank of the West
BMO Harris Equipment Company
Boston Financial & Equity Corporation
Diversified Lenders Inc.
EverBank Commercial Finance, Inc.
Fifth Third Equipment Finance Company
Financial Pacific Leasing
First Eagle Bank
GE Capital Corporate Finance
GE Capital Markets
Huntington Equipment Finance
Key Equipment Finance
MB Financial Bank
People's Capital and Leasing Corp.
RBS Asset Finance
Regions Equipment Finance Corp.
TAB Bank
Wells Fargo Equipment Finance

And we anticipate A LOT more!

2. Booths are large

(10' x 15') offering needed privacy during meetings

3. Funding Sources have significant flexibility in determining who they meet with.

Funding Source Exhibitors who purchase a "Suite on the Floor" have **access to all attendee profiles**, not just the ones who have made appointments with them. Therefore, it is very important that your business profile be as complete and as accurate as possible.

4. Convenient Schedule:

The National Funding Conference will begin with a reception on Tuesday, April 17th, followed by a full day of meetings on April 18th, concluding with a half day of meetings on April 19th.

5. Half Day Bank Practices Roundtable **NEW! Half Day Summit for Executives from Independent Finance Companies**

These invitation-only events immediately precede the start of the National Funding Conference on April 17th. See Schedule of Events for more details.

Impromptu Gatherings? No Problem!

In answer to requests from attendees for more private and quiet individual meetings, ELFA is once again setting up an additional meeting room adjacent to the Liquidity Lounge in the foyer area outside the Exhibit Hall. In the State Room, there will be extra tables and chairs divided by pipe and drape, for you to use. So why trek down to the hotel lobby bar when this private meeting area is right outside the exhibit hall? It's convenient, comfortable and close to the action, with plenty of seating for your convenience.

NEW THIS YEAR! Each morning, there will be a complete buffet breakfast starting at 7:00 am in the Moulin Rouge Room. Take advantage of this additional space to set up meetings during breakfast.

Schedule of Events

Tuesday, April 17

11:00 am – Noon

Bank Best Practices Roundtable Registration

By Invitation Only for Senior Executives of Bank Leasing Organizations

Independent Finance Summit Registration

By Invitation Only for Senior Executives of Independent Finance Companies

Both events are designed to be small and highly interactive. Only senior executives from ELFA member companies may attend. 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. For more information on either program, contact Alexa Carnibella at acarnibella@elfaonline.org


Noon – 12:30 pm

Hosted Luncheon

*Bank Best Practices Roundtable attendees
Independent Finance Summit attendees*

12:30 – 4:30 pm

Bank Best Practices Roundtable Program

Sponsored by 
TAKING THE RISK OUT OF
SMALL BUSINESS LENDING

Moderator:

JAMES RENNER
ELFA Past Chairman

Independent Finance Summit Program

Moderator:

JOE LANE, ELFA Past Chairman

2:30 – 7:00 pm

Funding Conference Registration

*Conference Bags and Conference Lanyards
sponsored by*



2:30 – 4:30 pm

Exhibitor Set Up

5:30 – 7:00 pm

Opening Reception

(Sponsorship Opportunity)

Wednesday, April 18

7:00 – 8:30 am

Sit-Down Buffet Breakfast

(Sponsorship Opportunity)

8:30 am – Noon

Individual Appointments with Funding Source Exhibitors

Noon - 2:00 pm

Hosted Luncheon

Sponsored by 

TAKING THE RISK OUT OF
SMALL BUSINESS LENDING

Speakers:

CRIT DEMENT
ELFA Chairman
Chairman & CEO, LEAF Commercial Capital Inc.

WILLIAM G. SUTTON, CAE

President & CEO
Equipment Leasing and Finance Association

Additional Speaker To Be Announced

2:00 - 5:00 pm

Individual Appointments with Funding Source Exhibitors

5:00 – 6:30 pm

Hosted Reception

(Sponsorship Opportunity)

Thursday, April 19

7:00 – 8:30 am

Sit-Down Buffet Breakfast

(Sponsorship Opportunity)

8:30 am – Noon

Individual Appointment with Funding Source Exhibitors

Noon – 3:00 pm

Exhibitor Tear Down

Registration and General Information

Fees: \$775 ELFA members
\$725 each additional ELFA Member
\$1550 Nonmembers *
\$385 Funding Planning Committee Members

*Non-Members: Please read carefully

Non-members are welcome to attend this conference and must register at the non-member rate. However, if you are employed by a company that was an ELFA member in 2011 that has not renewed its membership in the ELFA in 2012, you must wait until 2013 to attend this conference as a non-member.

We highly recommend that you register for this conference online. Please register as early as possible to ensure inclusion on the List of Attendees. ELFA will accept payment on-site using Visa, Master Card, American Express, Discover, checks and cash; however, we strongly urge you to pre-register.

Note: The Pre-registration deadline is **Friday, April 6, 2012**. To register after this date, bring the registration form and payment to the conference. ELFA cannot guarantee receipt of any payments mailed after Friday, April 6, 2012.

In order to be included in the **final** list of attendees, registration and payment must be received by **Friday, April 6, 2012**.

To Register Use ELFA On-Line

This is the *fastest and easiest* way to register for the National Funding Conference. Simply go to www.elfaonline.org/events/2012/NFC/ and follow the instructions. *Remember:* Registering online gives you the ability to make advance appointments with the Funding Source Exhibitors of your choice.

To Register By Mail

Print out the registration form on line and send the registration fee and the completed registration form to: ELFA, P.O. Box 34733, Alexandria, VA 22334-0733. If you are using express mail to register for this conference, please mail to ELFA headquarters: 1825 K Street NW, Washington, DC 20006. **But remember, the fastest and easiest way is to register and get the appointments you want is to do it online.**

To Register by fax

Send the completed registration form, including credit card information, to ELFA Meetings at 202-478-0980.

Cancellation Policy

- Refund minus \$100: If you need to cancel your registration, a \$100 service fee will be applied to your cancellation request.
- No refund: No refunds of registration fees will be given for cancellations received on or after **Wednesday, April 4, 2012**.

Please Note: Cancellations by telephone will be accepted, but must be followed up with a letter that includes the name of the ELFA staff member who accepted the cancellation. This letter may be:

- a. mailed to Janet Fianko at ELFA Headquarters:
1825 K Street, NW, Suite 900,
Washington, DC 20006-1203
- b. faxed to (202) 478-0980, Attn: Janet Fianko, or
- c. emailed to Janet Fianko at jfianko@elfaonline.org

Substitutions

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

Photographs Taken at the Conference – Please Note the Following

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

Membership Information

If you are interested in joining ELFA, please call the Member Services Department at (202) 238-3400, or check the appropriate box on the registration form.

Funding Source Information

For information on how to register as a Funding Source, contact Lesley Sterling at lsterling@elfaonline.org or 202-238-3435.

2012 Funding Conference Planning Committee

SCOTT KILEY, (COMMITTEE CHAIRMAN)
Fifth Third Equipment Finance Company

RICHARD ANDERSEN
Key Equipment Finance

MICHAEL J. ASH
U.S. Bank Equipment Finance

LOUIS P. BRILL
Vision Financial Group, Inc.

DAVID R. CARDEW
PHH Arval

DAVID DRURY
GE Capital Corporate Finance

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

JOHN JANKOWSKI
Summit Funding Group, Inc.

GERALD MOHR
Affiliated Financial Services

DENNIS T. ROESSLEIN
MB Financial Bank

KATRINA J. SLATTERY
Insight Investments, LLC

FRANK SOUDER
Susquehanna Commercial Finance, Inc.

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:

| | |
|---|---------------------------------|
| Attendee Roster | \$5,000 |
| Attendee Bag | \$5,000 Sold! |
| Lanyard with Company Logo | \$5,000 Sold! |
| Hotel Card Key | \$5,000 |
| Full Sit-Down Networking Breakfast (Wed. or Thurs) | \$3,000 |
| Luncheon | \$5,000 Sold! |
| Opening Reception | \$7,000 |
| Closing Reception | \$5,000 |

On-line Reservations!

A block of rooms has been reserved for this exhibition at the Fairmont Hotel at Grant Park, 200 North Columbus Drive, Chicago. A special group rate of \$270 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/elfafundingconf>
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 Reservations

Or if you prefer, you can make reservations by calling this customized number (888) 390-2929. 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, March 27, 2012**. After the cut-off date, rooms are on a first-come, first-served basis and possibly at a higher rate.

Getting There

The Fairmont 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 Fairmont 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.

What to Wear

Business Casual attire is appropriate for the ELFA Funding Conference

Attendee Registration Form

Register online to get the best appointments with exhibitors. It's easier and faster!

Fees:

ELFA members: \$775
 ELFA additional attendee: \$725
 *Nonmembers: \$1,550
 Committee member: \$385

*Non-members are welcome to attend this conference and must register at the non-member rate. However, if you are employed by a company that was an ELFA member in 2011 that has not renewed its membership in the ELFA in 2012, you must wait until 2013 to attend this conference as a non-member.

Note: In order to appear on the FINAL LIST OF ATTENDEES, you must register by Friday, April 6, 2012. Remember...online registration is faster!

To ensure that the Equipment Leasing and Finance Association can process your registration completely, and so that we focus our efforts and resources on who you are and what you need, please provide us with ALL of the following information:

NAME _____

NICKNAME FOR BADGE _____

TITLE _____

COMPANY _____

ADDRESS _____

CITY/STATE/ZIP _____

TELEPHONE _____ FAX _____

E-MAIL ADDRESS _____

I am interested in becoming a funding source exhibitor. Please send me more information.

I am interested in becoming a member of ELFA. Please send me more information.

Send your completed registration form and check made payable to ELFA to: ELFA, P.O. Box 34733, Alexandria, VA 22334-0733

If you are using express mail to register for this conference, please mail to: ELFA 1825 K Street, NW, Suite 900, Washington, DC 20006

Credit Card Reservations

FAX this form to (202) 478-0980 Attn: Meetings Dept.

VISA Mastercard Amex Discover Diners Club

Total Amount to be charged \$ _____ Exp. Date _____

Card Number _____

Name & Address as it appears on billing statement (PLEASE PRINT)

Signature _____

Help Us Understand What You Want From Your Association!

To ensure that ELFA focuses its efforts and resources on what you do, please complete the following two sections. Note: Registration for this conference cannot be completed without this information.

Section I.

I am primarily involved in the following market (*choose one*)

- Small Ticket** – Transactions under \$250,000 either individually or through lines
- Middle Market** – Transactions between \$250,000 and \$5 million either individually or through lines
- Financial Institutions** – Financial services companies (commercial banks, investment banks, multi-line finance companies) engaged in middle market and large ticket sectors
- Captive & Vendor Program** – Vendor and manufacturer support activities either as a third party or captive organization
- Service Provider** – All Associate members of ELFA. Primarily involved in providing legal, accounting, software and systems support, as well as other specialized professional services

Section II.

My Primary Job Function and Areas of Interest (*Choose no more than three*)

- | | |
|--|---|
| <input type="checkbox"/> AC – Accounting and Finance (Controller, Treasurer) | <input type="checkbox"/> LG – Legal |
| <input type="checkbox"/> AM – Asset Management (Appraiser/Equipment Remarketing) | <input type="checkbox"/> MK – Marketing (Public Relations/ Communications) |
| <input type="checkbox"/> CE – Business Head or C-level Executive (Securitization/Funding/Investing) | <input type="checkbox"/> OP – Operations (Administrative/ Documentation) |
| <input type="checkbox"/> CM – Capital Markets | <input type="checkbox"/> PR – Pricing and Underwriting |
| <input type="checkbox"/> CO – Collections and Workouts | <input type="checkbox"/> RM – Risk Management (Credit/Insurance) |
| <input type="checkbox"/> CT – Consulting and Research | <input type="checkbox"/> SA – Sales and Business Development (Broker/Municipals) |
| <input type="checkbox"/> GR – Government (State and Federal) | <input type="checkbox"/> SN – Syndications |
| <input type="checkbox"/> HR – Human Resources (Recruiting/Training) | <input type="checkbox"/> TX – Tax |
| <input type="checkbox"/> IT – Information Technology | <input type="checkbox"/> UN – Academic (Student/ Educator) |

Confirmations will be forwarded after registrations are received and processed.

For Office Use Only

Account #4110-0601000

Date _____ Approval Code _____ Amount _____