



INTERACT
PROMOTE
ADVERTISE

The trusted source
for your integrated
advertising message.

2024 Integrated Marketing Guide

Your guide to reaching decision makers in the equipment finance industry.

ELFA

TABLE OF CONTENTS

ELFA Value Proposition	Page 3
Events	
Sponsorships.....	Page 4
Exhibits.....	Page 5
Web Seminars	
Wednesday Webinars.....	Page 6
Summer Software Webinar Series.....	Page 7
Online Resources	
ELFA Engage Mobile App.....	Page 8
Website Banner Ads.....	Page 9
Software Listing.....	Page 10
Legal Buyers Guide.....	Page 11
Career Center.....	Page 12
Publications	
<i>Equipment Leasing & Finance</i> Magazine.....	Page 13
<i>Equipment Leasing & Finance</i> E-Newsletter.....	Page 16
ELFA QuickBrief E-Newsletter.....	Page 17
Contacts	Page 18

THE ELFA VALUE PROPOSITION

The Equipment Leasing and Finance Association is the trade association representing more than 575 companies in the \$1 trillion equipment finance sector.

ELFA is the only organization that brings together financial services companies and manufacturers engaged in financing investment in capital goods.

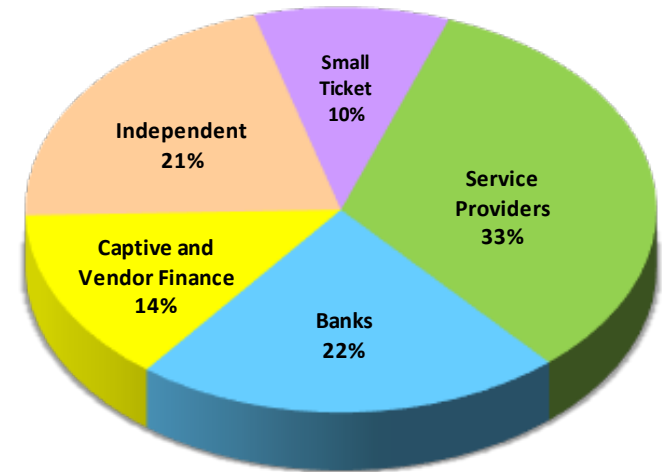
Through one-of-a-kind offerings, including cutting-edge industry information, popular conferences, targeted web-based courses, a powerful federal and state advocacy agenda, and information-packed communications, ELFA gives industry leaders the tools they need to succeed. We're also rolling out exciting new benefits, including the Career Pathways leadership development program, the Knowledge Hub center for business intelligence, and new ELFA Connect online communities.

By partnering with ELFA, you will connect to a network of equipment finance professionals that includes the nation's largest financial services companies and manufacturers, as well as regional and community banks and independent medium and small finance businesses throughout the country. Members include independent leasing and finance companies, captive finance companies, investment banks, commercial banks, brokers and packagers, diversified financial services organizations and service providers.



ELFA Audience:

Members by Business Council



Top Functional Categories for Members:

1. Business Head or C-Level Executive
2. Sales and Business Development
3. Operations
4. Accounting and Finance
5. Legal
6. Risk Management
7. Asset Management
8. Information Technology
9. Marketing
10. Consulting and Research
11. Tax

For more information about advertising, sponsorship or exhibiting opportunities, contact Steve Wafalosky (steveuw@cvmpmedia.com) at 440-247-1060.

EVENTS: Sponsorships

Your sponsorship with ELFA offers several important benefits that allow your company to achieve its marketing and sales objectives: Increased Visibility...Leadership Status...Special Access...Reinforced Reputation...Industry Supporter

As a sponsor, your company is showcased to decision-makers in all facets of the equipment leasing and finance industry. ELFA works with each sponsor to create a sponsorship package that fits your needs.

ELFA Events with Sponsorship Opportunities:

- Equipment Management Conference & Exhibition
- Executive Roundtable
- Women's Leadership Forum
- National Funding Conference
- Bank Best Practices Roundtable
- Captive & Vendor Finance Best Practices Roundtable
- Independent Best Practices Roundtable
- Small Ticket Best Practices Roundtable
- Emerging Talent Networking Events
- Legal Forum
- Capitol Connections
- Credit and Collections Management Conference & Exhibition
- EMERGENCE
- Operations & Technology Conference & Exhibition
- Lease and Finance Accountants Conference
- ELFA Annual Convention
- Equity Forum

Go to the ELFA event website for more information on each conference:

www.elfaonline.org/events



For more information about advertising, sponsorship or exhibiting opportunities, contact Steve Wafalosky (steve@cvmpmedia.com) at 440-247-1060.

EVENTS: Exhibits

Don't miss exciting opportunities to showcase your company's products and services and connect with leaders in the equipment finance industry.

ELFA Events with Exhibit Opportunities:

- **Equipment Management Conference & Exhibition**
Who Attends: Equipment management professionals representing equipment finance companies throughout the U.S.
- **National Funding Conference**
Who Attends: Principals in equipment finance organizations responsible for funding the company and its transactions, and for participating in transactions, as well as funding sources.
- **Credit & Collections Management Conference & Exhibition**
Who Attends: Senior vice presidents and vice presidents of credit, credit managers, credit analysts, documentation specialists and collection managers.
- **Accounting and Technology Exhibition**
Exhibition scheduled in conjunction with the Operations and Technology Conference and the Lease and Finance Accountants Conference.
 - **Operations & Technology Conference & Exhibition**
Who Attends: Executive management; directors of operations and administration; department managers for credit, collections, information technology, documentation, accounting, remarketing and equipment management; and representatives of companies providing systems support.
 - **Lease and Finance Accountants Conference**
Who Attends: Accountants, CFOs, controllers, tax managers, treasurers, finance directors and others responsible for financial reporting activities.
- **ELFA Annual Convention**
Who Attends: A veritable Who's Who of equipment leasing and finance company executives. These are the movers and shakers: CEOs, COOs, Presidents and VPs from the most important equipment leasing and finance companies in the U.S. and across the world. Plus: Emerging talent representing the next generation of equipment finance.



For more information about ELFA exhibits, contact Steve Wafalosky (steve@cvmpmedia.com) at 440-247-1060.



WEB SEMINARS: Wednesday Webinars

ELFA's Wednesday Webinars bring industry professionals up to speed on current issues that impact their jobs and company performance. These virtual events are convenient, cost-effective channels for members to obtain crucial, high-quality information from industry experts.

Wednesday Webinar Sponsorship Benefits

- Recognition as exclusive and sole sponsor of the web seminar
- Recognition (your logo) in all promotional materials and in the final program
- Recognition (your logo) on the ELFA website with a link to your website
- Recognition during the welcome remarks
- Pre/Post attendee roster in PDF format
- Right of "first refusal" for the same event/item the following year (good for one year)



Wednesday Webinar sponsorship rate — \$2,000

For more information about advertising, sponsorship or exhibiting opportunities, contact Steve Wafalosky (steve@cvmpmedia.com) at 440-247-1060.



WEB SEMINARS: Summer Software Webinar Series

In Summer 2024 ELFA will present a special series of webinars, each hosted by a different software company. Three events will be sold on a first-come, first-serve basis, so act quickly to secure your spot!

If your software company is looking to get added exposure among the ELFA audience, you don't want to miss this opportunity. You pick the topic and presenters, and ELFA will take care of the marketing and delivery.

These events are distinct from the ELFA Wednesday Webinars, because the sponsor delivers the content. The Summer Software Webinars are commercial events designed to deliver valuable information to the ELFA membership, which may include promotional information about your company and its offerings.

Possible topics include but are not limited to:

- Showcase the benefits of your programs, products and services
- Highlight an important tech and/or innovation trend
- Offer guidance on hot topics, such as tips for equipment finance companies on selecting, implementing and/or upgrading software.

Please note: This opportunity is available to companies that participate in the ELFA Software Guide (see page 10).



Summer Software Series Webinar sponsorship rate:

Three webinars are available on a first-come, first-serve basis:

- June – \$5,000
- July – \$5,000
- August – \$5,000

For more information about advertising, sponsorship or exhibiting opportunities, contact Steve Wafalosky (steve@cvmpmedia.com) at 440-247-1060.

ONLINE RESOURCES: ELFA Engage App

NEW Opportunity to Showcase Your Company!

Industry leaders stay connected with the ELFA Engage app! The app is the equipment finance industry's go-to source for information, events and collaboration 365 days a year.

By sponsoring the ELFA Engage App you'll position your company as forward-thinking and place your message in front of a highly targeted, dedicated audience to gain greater results. The app provides access a range of benefits through your phone or tablet, including:

- Stay up-to-date with a continuously updated newsfeed.
- Navigate events and build a personalized event agenda.
- Share, like, bookmark and comment on posts.
- Connect and message with other members.
- Share news, pictures and links in the Engage tab.
- Access ELFAConnect online discussion groups.
- Access ELFA's podcast series Equipment Finance Matters.

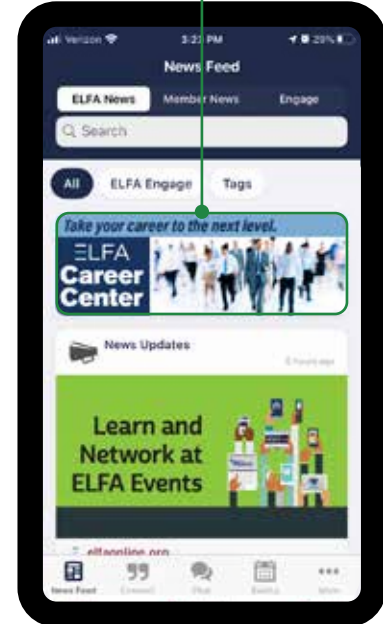
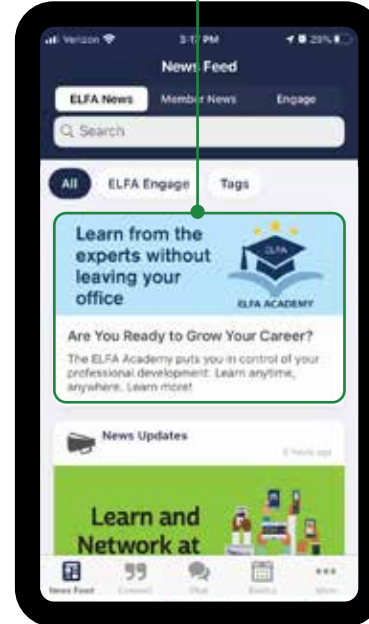
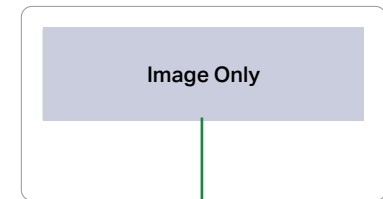
Your 1032x360 pixels clickable display sponsor ad will appear at the top of the ELFA News feed.

Select banner type:

Image only

Image, Title (64 characters max) & Description
(128 characters max)

Banner Types



\$1,250 per 90 days

ONLINE RESOURCES: ELFA Website Banner Ads

ELFA offers banner advertising on www.elfaonline.org, the online information source for the equipment finance industry. Prominent ad positions give your brand the exposure needed to build awareness with your target audience. Ads are placed per quarter or per year to ensure maximum exposure for your message. Your ad will display on both the desktop and mobile versions of the site. All leaderboard advertisers must submit two ads: one for desktop and one for mobile.

ONLINE



Leaderboard
728x90

MOBILE



Leaderboard
300x50

TABLET



Banner Ad Specifications

Ad Type	Dimension	Max File Size	Formats Accepted	Cost
Leaderboard	728W x 90H (desktop)	40k	.GIF/.JPEG/.PNG	\$2,500 per quarter; \$9,000 per year
	300W x 50H (mobile)	40k	.GIF/.JPEG/.PNG	(included with purchase of desktop ad)

Please note: Rich-media ads should not exceed three loops/15 seconds. Ads should not contain rapid animation or strobing sequences.

ONLINE RESOURCES: Software Listing

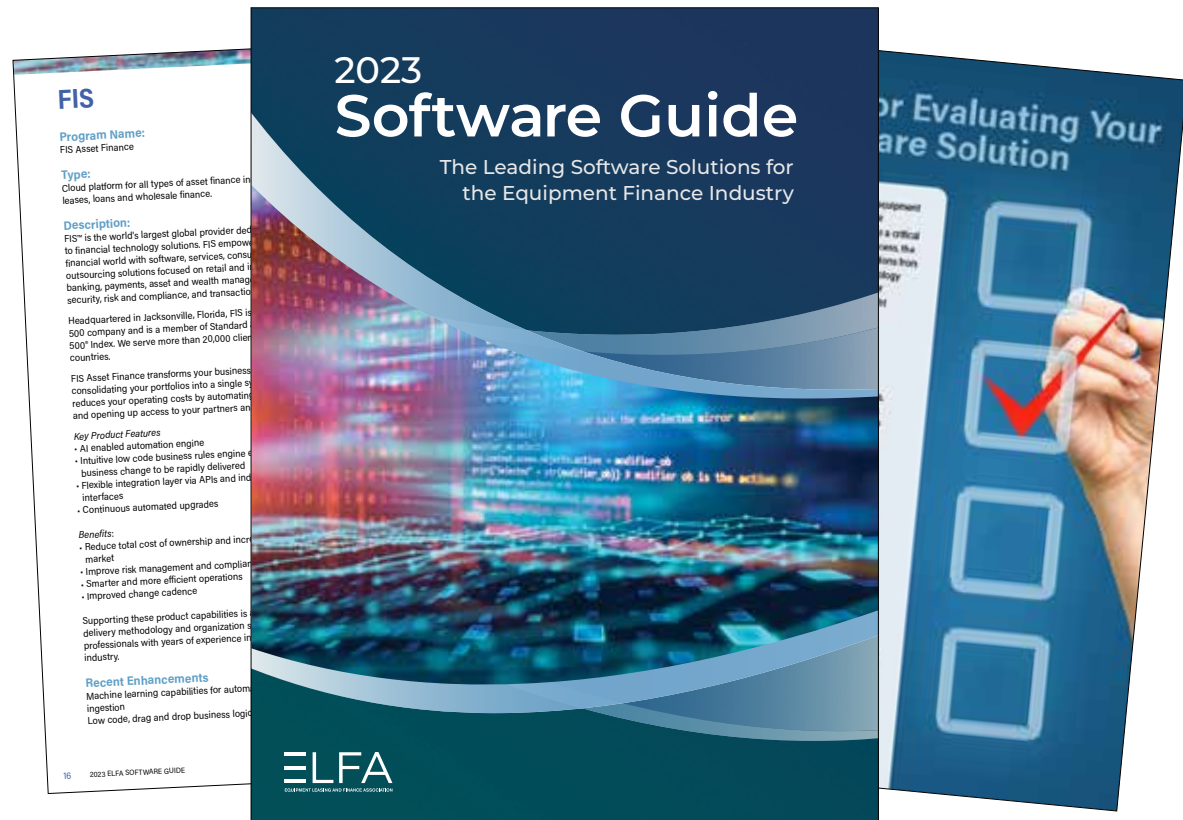
Software vendors to the equipment finance industry may advertise in the ELFA Software Listing. The price of a single product listing is \$1,000 for ELFA members and \$2,000 for nonmembers, which includes:

1. Your online Software Listing on the ELFA website for 12 months. You may edit your online listing as your software is updated.
2. Your 2-page listing in the Software Guide Supplement will appear in the Summer online edition of *Equipment Leasing & Finance* magazine. Each listing in the supplement is picked up from the company's listing on the ELFA website plus an additional full page for your company ad.

3. Your company name listed in an email distributed to ELFA members.

To be part of the Software Listing, go to apps.elfaonline.org/Directories/Software/ and follow the instructions.

The deadline to be included in the Software Listing is June 3.



For more information about advertising, sponsorship or exhibiting opportunities, contact Steve Wafalosky (stevew@cvmppmedia.com) at 440-247-1060.

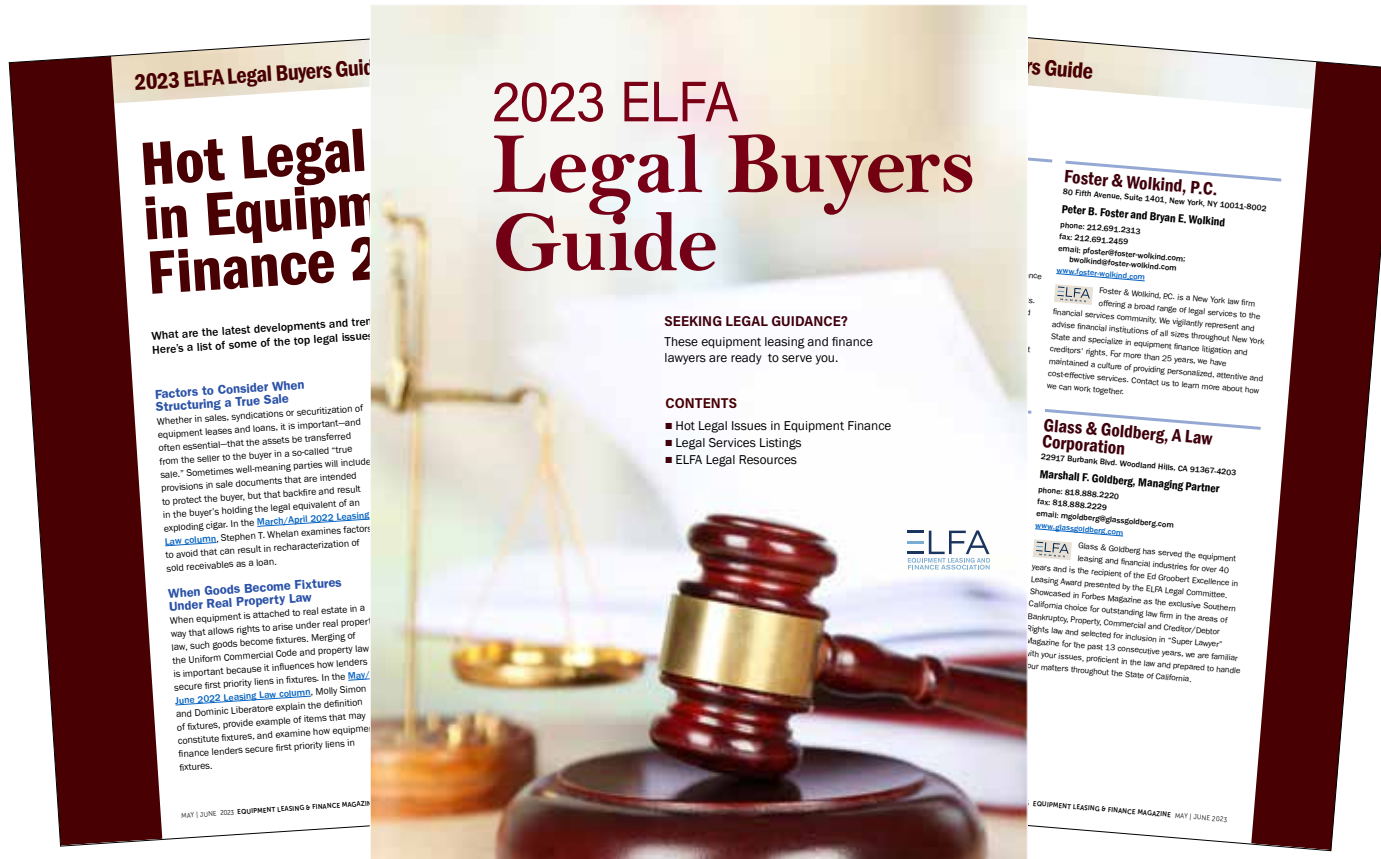
ONLINE RESOURCES: Legal Buyers Guide

Law firms and lawyers are invited to participate in the ELFA Legal Buyers Guide, a special supplement to the May/June issue of *Equipment Leasing & Finance* magazine. Showcase your legal services to the largest and highest-quality audience of executives from the equipment leasing and finance industry. The price for your 75-word listing is \$500 for ELFA members and \$1,000 for nonmembers.

Your listing will be included in the online editions of *Equipment Leasing & Finance* magazine and featured on the ELFA website. For details, visit www.elfaonline.org/Directories/.

The deadline to be included in the Legal Buyers Guide is **February 28**.

For more information contact Steve Wafalosky (stevew@cvmppmedia.com) at 440-247-1060.



ONLINE RESOURCES: ELFA Career Center

The secret to running a successful company is hiring great people. Find the professionals you need to fill your most critical jobs using the ELFA Career Center, the association's online employment resource for equipment leasing and finance. The Career Center helps equipment leasing and finance companies locate the best-qualified candidates, while also offering job seekers a venue to find relevant job listings and share their resumes with employers.

Learn more at <http://careers.elfaonline.org>

Classified Advertising Specifications:

(All packages include resume database search access. Get details at <http://careers.elfaonline.org/rates/>)

<i>Job Posting Package</i>	<i>Price</i>
30-day	Member: \$299 /Nonmember: \$499
60-day	Member: \$499/Nonmember: \$795
Unlimited for 1 Mo.	Member: \$800/Nonmember: \$1,200
Unlimited for 6 Mo.	Member: \$4,000/Nonmember: \$6,500
Unlimited for 1 Yr.	Member: \$7,000/Nonmember: \$12,000



EQUIPMENT Leasing & Finance

THE MAGAZINE FOR INDUSTRY EXECUTIVES

Equipment Leasing & Finance is the premier publication for the equipment finance industry. It isn't just the market leader. It's the flagship magazine of ELFA, enjoying unique access to leading industry executives.

Why Advertise in *Equipment Leasing & Finance* Magazine?

If you're targeting the equipment finance industry, there is no more effective investment for your advertising dollars. *Equipment Leasing & Finance's* advertisers enjoy its unique market position and reach, compelling and objective editorial content, competitive rates and high-visibility special advertising opportunities.

Equipment Leasing & Finance Reader Profile

The executives who receive *Equipment Leasing & Finance* six times each year are the industry's leading CEOs and VPs, treasurers, accountants, funding sources, attorneys, sales people, marketers and operations executives. *Equipment Leasing & Finance* is read by top-level executives. The majority of readers work at the executive or senior management level.

Online Format:

You have a choice to advertise in the online magazine at www.elfaonline.org/magazine and/or the Equipment Leasing & Finance E-Newsletter.

Your Trusted Source

When you advertise in the *Equipment Leasing & Finance* Magazine, your message will reach the people and the companies you would like to influence—and you will align your brand with the Equipment Leasing and Finance Association, the trusted source for unbiased industry information.



PUBLICATIONS: 2024 *Equipment Leasing & Finance* Magazine Editorial Themes

Issue	Editorial Themes	Conference Featured
Jan/Feb	<ul style="list-style-type: none"> State of the Industry 2024 Equipment Management Trends Women's Leadership Meet the ELFA Board Chair 	Women's Leadership Forum Equipment Management Conference & Exhibition
Mar/Apr	<ul style="list-style-type: none"> State of Funding Career Pathways 	Executive Roundtable ELFA/IMN Investors Conference National Funding Conference Emerging Talent Networking Event
May/June	<ul style="list-style-type: none"> Emerging Talent / Next Gen Credit and Collections Trends Diversity, Equity & Inclusion Legal Buyers Guide 	Legal Forum Capitol Connections Credit and Collections Management Conference & Exhibition
Jul/Aug/Sept	<ul style="list-style-type: none"> Tech Innovation Software Guide 	Operations & Technology Conference & Exhibition Lease and Finance Accountants Conference EMERGENCE Equity Forum
Oct	<ul style="list-style-type: none"> Special Annual Convention Issue Survey of Equipment Finance Activity 	ELFA Annual Convention
Nov/Dec	<ul style="list-style-type: none"> New Member Spotlight Annual Convention Highlights 	2025 Calendar of Events

2024 *Equipment Leasing & Finance* Magazine Advertising Deadlines

Issue	Space Reservations	Ad Materials Due	Live Date
January/February	Dec. 6, 2023	Dec. 13, 2023	Jan. 12, 2024
March/April	Jan. 24, 2024	Jan. 31, 2024	Mar. 1, 2024
May/June	Mar. 27, 2024	April 3, 2024	May 3, 2024
July/August/September	June 12, 2024	June 19, 2024	July 19, 2024
October	Aug. 20, 2024	Aug. 27, 2024	Sept. 27, 2024
November/December	Oct. 2, 2024	Oct. 8, 2024	Nov. 8, 2024

For more information about advertising, sponsorship or exhibiting opportunities, contact Steve Wafalosky (steve@cvmpmedia.com) 440-247-1060

PUBLICATIONS: *Equipment Leasing & Finance Magazine*

The redesigned online edition of *Equipment Leasing & Finance* magazine offers new opportunities to highlight your advertising message. Your leaderboard ad will display in one of two ad positions on the Table of Contents page and within two main feature articles.

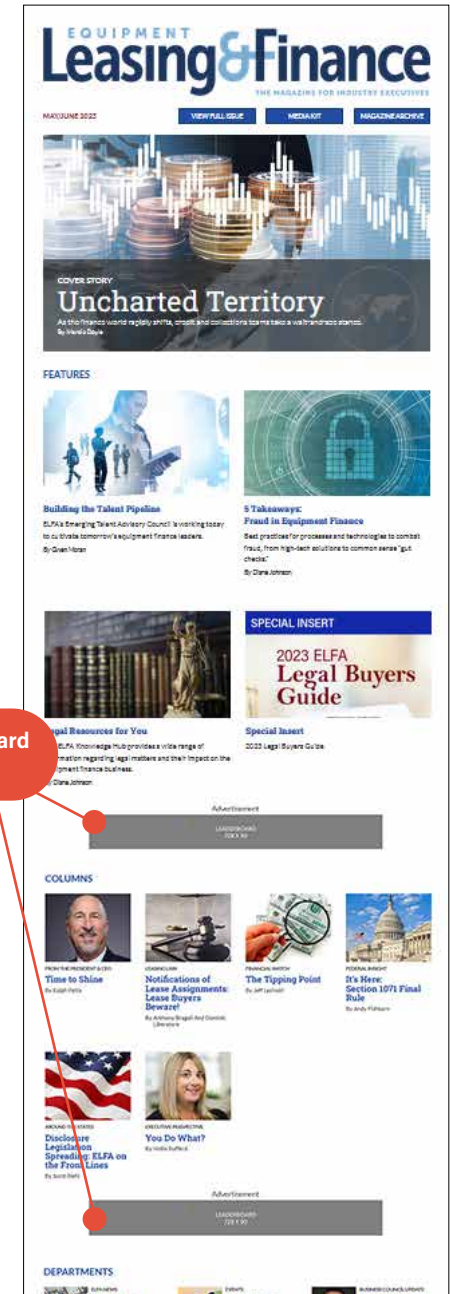
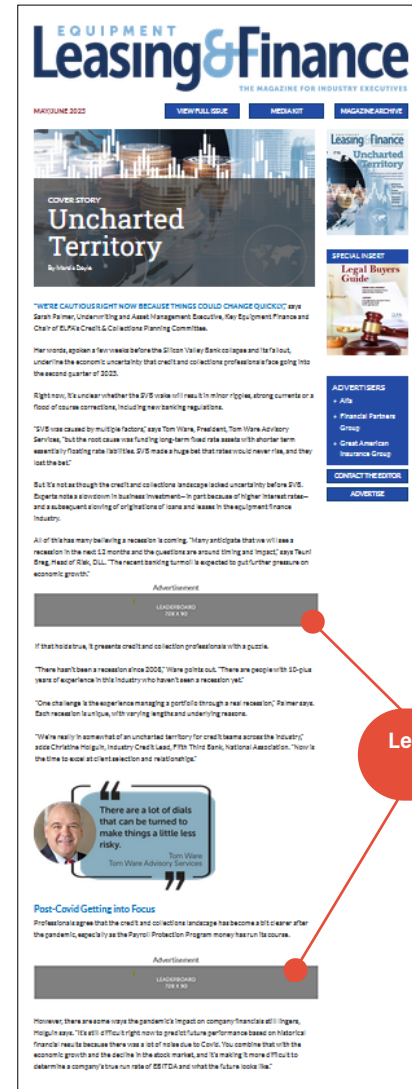
Note: The website is completely responsive (mobile-friendly), so your ads will have maximum impact no matter what platform a reader is using.

Display Ad Specifications

Ad Type	Dimension	Cost
Leaderboard	728W x 90H (desktop)	\$2,500 per quarter; \$9,000 per year
	300W x 50H (mobile)	(included with purchase of desktop ad)

Please note: Rich-media ads should not exceed three loops/15 seconds. Ads should not contain rapid animation or strobing sequences.

For more information contact Steve Wafalosky
(steve@cvmpmedia.com) at 440-247-1060.



PUBLICATIONS: *Equipment Leasing & Finance* E-Newsletter

ELFA sends an information-packed newsletter to members six times a year highlighting the rich content in each issue of *Equipment Leasing & Finance* magazine. The e-newsletter links to the online edition of the magazine. Advertise in this email push and maximize your exposure to 8,000 recipients.

Equipment Leasing & Finance E-Newsletter Specifications

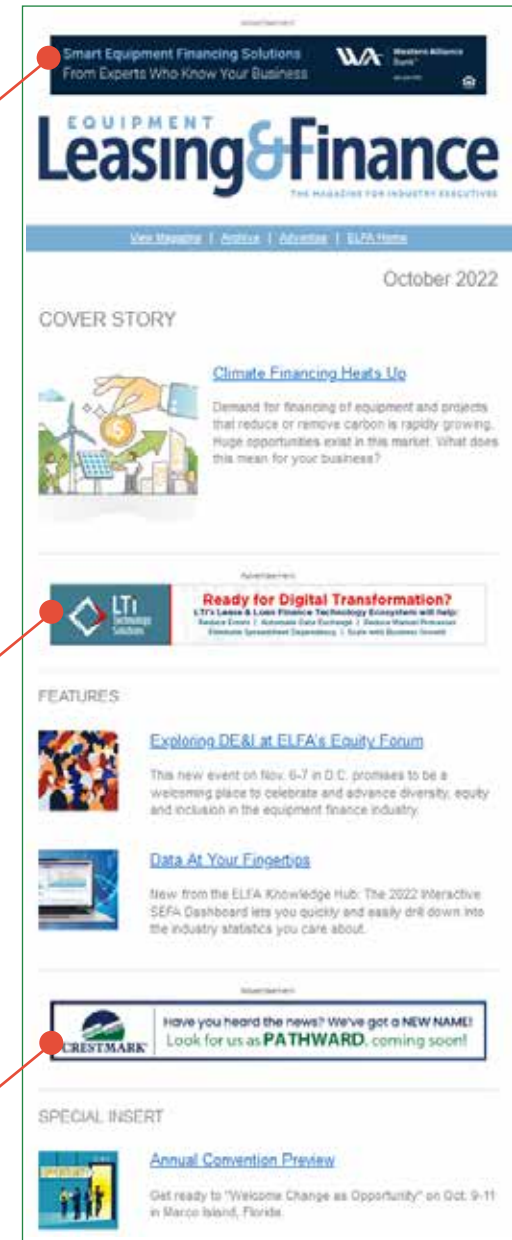
Ad Type	Dimension	Max File Size	Formats Accepted	Cost
Leaderboard (Please submit two ad sizes):				
	(Desktop) 550 W x 75 H	40k	No Looping. JPEG/PNG only	\$1,500 per issue
	(Mobile) 275 W x 40 H			
Ad Spot #1 (Please submit two ad sizes):				
	(Desktop) 550 W x 75 H	40k	No Looping. JPEG/PNG only	\$1,250 per issue
	(Mobile) 275 W x 40 H			
Ad Spot #2 (Please submit two ad sizes):				
	(Desktop) 550 W x 75 H	40k	No Looping. JPEG/PNG only	\$1,000 per issue
	(Mobile) 275 W x 40 H			

2024 Equipment Leasing & Finance E-Newsletter Advertising Deadlines

Issue	Space Reservations	Material Deadline	Distribution Date
January/February	Dec. 6, 2023	Dec. 13, 2023	Jan. 15, 2024
March/April	Jan. 24, 2024	Jan. 31, 2024	Mar. 4, 2024
May/June	Mar. 27, 2024	April 3, 2024	May 6, 2024
July/August/Sept.	June 12, 2024	June 19, 2024	July 22, 2024
October	Aug. 20, 2024	Aug. 27, 2024	Sept. 30, 2024
November/December	Oct. 2, 2024	Oct. 8, 2024	Nov. 11, 2024

(Distribution date is subject to change.)

For more information contact Steve Wafalosky
(steve@cvmpmedia.com) at 440-247-1060.



PUBLICATIONS: ELFA QuickBrief E-Newsletter

Reach 10,000 equipment leasing and finance professionals each week through the ELFA QuickBrief E-Newsletter. QuickBrief tackles today's most relevant issues, gathered from leading news sources and industry publications.

Delivered weekly to the inboxes of industry executives, the ELFA QuickBrief keeps professionals informed of topics that impact their business. Subscribers are decision-makers with purchasing power—the top-tier professionals in the industry.

ELFA QuickBrief Specifications

Prices are for participation in 13 emails (one 90-day cycle)

Ad Type	Dimensions	Formats Accepted	Cost
Leaderboard	728x90	.GIF/.JPEG	\$5,399 for 13 issues
Lower Leaderboard	728x90	.GIF/.JPEG	\$4,950 for 13 issues
Box Ad	300x250	.GIF/.JPEG	\$3,950 for 13 issues
Top Banner	728x90	.GIF/.JPEG	\$4,799 for 13 issues
Middle Banner	728x90	.GIF/.JPEG	\$3,950 for 13 issues
Horizontal Product Showcase	275x175	.GIF/.JPEG	\$4,249 for 13 issues
Vertical Product Showcase	300x125	.GIF/.JPEG	\$3,250 for 13 issues
Sponsored Content	240x185	.GIF/.JPEG	\$4,399 for 13 issues

See all sample ad sizes and learn more about the benefits of advertising in the ELFA QuickBrief at <http://mk.multibriefs.com/MediaKit/Pricing/elfa>

For more information about advertising in the ELFA QuickBrief, contact MultiView Sales at 972.402.7070 or salesinquiries@multiview.com.

ascentium
Join Ascentium!

Seeking Equipment Financing Rockstars
Take center stage at a company dedicated to your success.

ELFA QuickBrief
A weekly newsletter for the equipment finance industry
EQUIPMENT LEASING AND FINANCE ASSOCIATION
September 21, 2022
To view email in web browser, [click here](#)

PEAC SOLUTIONS New markets, new heights, new horizons...
NOW HIRING REGIONAL SALES MANAGERS **JOIN OUR TEAM**

IN THE SPOTLIGHT

New report examines office imaging sector

Several factors have recently impacted the office imaging market, including new work models, the changing office landscape and supply chain issues. In addition, technology is evolving in the space to focus more on sustainability, security and helping businesses work toward digital transformation goals. Read "Vertical Market Outlook Series: Office Imaging" from the Equipment Leasing & Finance Foundation to learn about opportunities and challenges the segment poses for equipment finance companies. The report provides critical market intelligence to use in strategic planning and decision making and is now available for free download.

LEARN MORE

ELFA announces formation of Climate Finance Working Group

ELFA is forming a Climate Finance Working Group in order to serve ELFA members who are at all stages of climate finance market participation, whether it be currently active, preparing to enter or evaluating entry. The group will hold its inaugural meeting in-person following the ELFA Annual Convention breakout session, "Climate Financing – A Massive Growth Opportunity" on Tuesday, Oct. 11, 2:30-3:30pm. Read more in the September Washington Report e-newsletter.

LEARN MORE

Business Banking **BankFinancial**
Your single source for financial services and resources for your business. **LEARN MORE**

ELFA HEADLINES

Join the Marine industry webinar today

Join us today for an ELFA Wednesday Webinar at 1, "The Marine Industry: Sailing on Strong Asset Prices for Now, both Domestically and Internationally." Supported by supply chain disruptions and overall strong demand for cargo, times are good for the marine industry everywhere. Freight rates are

CONTACTS and MISSION

Contacts:

Integrated Media Sales:

Steve Wafalosky

steve@cvmpmedia.com

office: 440-247-1060, fax: 440-247-1068

Editorial Questions:

Amy Vogt, ELFA VP of Communications and Marketing

avogt@elfaonline.org

office: 202-238-3438

Mission:

The Equipment Leasing and Finance Association is the trade association representing financial services companies and manufacturers in the \$1 trillion U.S. equipment finance sector. ELFA's mission is provide member companies a platform to promote and advocate for the industry, including attracting and developing new and diverse talent; a forum for professional development and training; and a resource that develops information about, and for, the industry.



Equipment Leasing and Finance Association

1625 Eye Street NW, Suite 850

Washington, DC 20006

ELFA Headquarters: 202-238-3400

www.elfaonline.org

