



Want to get the best  
appointment times with  
Exhibitors? Register online and  
make your appointments online  
at the same time!

**The Equipment Leasing and Finance Association**

*Presents*

# **The 21<sup>st</sup> Annual National Funding Exhibition**

April 22-23, 2009 • Fairmont Hotel, Chicago, Illinois

**ATTENDEE INFORMATION**

**ELFA**

*“It’s a Whole New Ballgame!”*



# ***“It’s a Whole New Ballgame!”***

## ***ELFA Funding Exhibition***

**STILL the best place for doing business:**

- Convenient • Comfortable • Flexible
- Conducive to getting it done

For over two decades, companies like yours have relied on ELFA's Annual National Funding Exhibition for the funding that is the lifeblood of equipment finance. They've met, talked and done business with some of the finest funding sources in the industry, in one convenient place. After all this time, there's still no more efficient, cost-effective way to access the investors you need.

### ***Why Attend the ELFA Funding Exhibition?***

The Funding Exhibition 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.

### ***What's New This Year***

In answer to requests from attendees for more private and quiet individual meetings, ELFA is 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 newly expanded 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.

### ***Do You Fit the Attendee Profile?***

If you are responsible for funding your leasing and finance company and its transactions, and for participating in transactions, come to the Funding Exhibition to meet with your current funding sources and establish new ones.

### ***Funding Source Exhibitors***

*(as of February 26)*

Bank of the West  
Fifth Third Leasing  
First Bank of Highland Park  
IBM Global Financing  
Key Equipment Finance  
Kingsbridge Holdings  
People's Capital and Leasing  
RBS Asset Finance Inc.  
Wells Fargo Equipment Finance

### ***Profile of Exhibitors***

Funding sources that focus on various ranges of transaction size are expected to exhibit at the ELFA National Funding Exhibition. 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)

# Schedule of Events

## Wednesday, April 22

10:00 am – 1:00 pm **Registration**

1:00 – 5:00 pm **Scheduled Appointments**

**NEW!** All Funding Source Exhibitors who have registered as a “suite only” will have booth space reserved for their company in the Exhibit Hall. Attendees will be able to schedule online appointments with these companies for these 4 hours as well.

5:00 – 7:00 pm **Hosted Reception**  
(sponsorship opportunity)

## Thursday, April 23

8:00 – 8:30 am **Continental Breakfast**  
(sponsorship opportunity)

8:30 am - Noon **Scheduled Appointments**

Noon – 2:00 pm **Hosted Lunch**  
Speaker:  
**PAUL KASRIEL**  
Senior Vice President and Director of Economic Research  
The Northern Trust Company  
(sponsorship opportunity)

2:00 – 5:00 pm **Scheduled Appointments**

5:00 – 6:30 pm **Hosted Reception**  
(sponsorship opportunity)

Appointment Scheduling is done IN ADVANCE **online!** Be one of the first to get the best appointment times with Funding Source exhibitors of your choice!

Again at this year’s ELFA National Funding Exhibition, member attendees who register online at the ELFA web site [www.elfaonline.org](http://www.elfaonline.org) will be able to view exhibitor profiles and set up appointments with registered Funding Sources in advance **online**.

So, what are you waiting for? Log onto [www.elfaonline.org](http://www.elfaonline.org), click on **Attendee Registration in the National Funding Exhibition Box** on the home page and simply follow the instructions.

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](http://www.elfaonline.org), click on “Forgot Password?” in the upper right corner. However, the FASTEST and EASIEST way is to register online!

# Registration and General Information

**Fees:** \$675 ELFA members  
\$1350 Nonmembers \*  
\$340 Funding Planning Committee Members

\*Non-members are welcome to attend this conference and must register at the non-member rate. In addition, if you are employed by a company that has not renewed its membership in the ELFA, you must wait one year to attend this conference as a non-member.

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 **Wednesday, April 15**. To register after this date, bring the registration form and payment to the conference. ELFA cannot guarantee receipt of any payments mailed after April 13. *In order to be included in the final list of attendees, registration and payment must be received by Wednesday, April 15.*

## To Register Use ELFA Online

This is the *fastest and easiest* way to register for the National Funding Exhibition. Simply go to [www.elfaonline.org](http://www.elfaonline.org) 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.

## Cancellations

To receive a refund of attendee registration fees, cancellations must be received no later than **Monday, April 13, 2009**. Cancellations made by telephone must be followed by a letter that includes the name of the ELFA staff member who accepted the cancellation.

Substitutions for the *entire* program may be made at any time.

## Funding Source Information

For information on how to register as a Funding Source, contact Sally Maloney, Vice President, Meetings & Conventions, [smaloney@elfaonline.org](mailto:smaloney@elfaonline.org) or (202) 238-3427.

## Sponsorship Opportunities

In addition to the many benefits of exhibiting, sponsoring events and functions at the ELFA Funding Exhibition provides excellent exposure for your company. Contact Sally Maloney at [smaloney@elfaonline.org](mailto:smaloney@elfaonline.org) or (202) 238-3427 if you are interested in sponsoring any of the events/items listed below:

Attendee Bag	\$5,000
Hotel Card Key	\$5,000
Continental Breakfast	\$3,000
Luncheon	\$5,000
Opening Reception	\$10,000
Closing Reception	\$ 7,500

## Sponsorship Benefits

As a sponsor, your company will receive the following benefits:

- Recognition (your logo) in all promotional mailings and final program
- Recognition (your logo) on the ELFA website with a link to sponsor's web site
- Pre/Post roster in Excel form (emails not included)
- Sponsor name ribbon
- Signage at the Conference
- Right of "first refusal" to sponsor the same event/item the following year (good for one year)
- Recognition as a sponsor in ELT
- Company description and contact information are included in onsite attendee packets
- Event Sponsorships of \$5,000 or more receive 2 complimentary passes to the event that they sponsor
- Event Sponsorships of \$10,000 or more receive 1 complimentary conference registration

## What to Wear

Business Casual attire is appropriate for the ELFA Funding Exhibition.

# Registration and General Information (continued)

## Hotel Reservations

### Online 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 \$251 single/double (Standard Room) is available for attendees. You can make your hotel reservations on line. Follow these simple instructions:

1. Log on to: <https://resweb.passkey.com/go/elfafunding>
2. Enter: Arrival and Departure Dates
3. 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).

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 Exhibition. Reservations should be guaranteed with a credit card and made before the cut-off date of **March 31, 2009**. 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.

## Photographs Taken at the Conference

### Please Note the Following

Photographs of speakers and 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 Exhibition.

## 2009 Funding Exhibition Planning Committee

### Dennis T. Roesslein, (Committee Chairman)

MB Financial Bank  
Chicago, IL

### Richard Andersen

Silvermark Capital, A Division of Sterling Bank  
Houston, TX

### Louis P. Brill

Vision Financial Group, Inc.  
Pittsburgh, PA

### David R. Cardew

PHH Arval  
Palm Harbor, FL

### George W. Fox, Jr.

ePlus Group, Inc.  
Herndon, VA

### Scott Gates

Diversity Capital LLC  
Cinnaminson, NJ

### John Jankowski

Summit Funding Group, Inc.  
Cincinnati, OH

### Scott Kiley

Fifth Third Leasing Company  
Cincinnati, OH

### Gerald Mohr

Affiliated Financial Services  
Rancho Santa Fe, CA

### Herbert Reeder

Huntington Bank Equipment Finance  
Cincinnati, OH

### Katrina J. Slattery

Insight Investment Corp.  
Sausalito, CA

## Deadline Dates at a Glance

- |                 |  |
|-----------------|--|
| <b>March 31</b> | Hotel cutoff for room reservations<br>(after this date, based on availability) |
| <b>April 13</b> | Last day to cancel registration and<br>receive a refund                        |
| <b>April 15</b> | Last day for mail-in registration<br>(to be included on the list of attendees) |



# ELFA National Funding Exhibition

April 22-23, 2009 • Fairmont Hotel • Chicago, Illinois

## Attendee Registration Form

Register online to get the best appointment times with exhibitors. It's *Easier* and *Faster*!

### Fees:

ELA members	\$675
Nonmembers*	\$1350
Committee Member	\$340

\*Non-members are welcome to attend this conference and must register at the non-member rate. In addition, if you are employed by a company that has not renewed its ELFA membership, you must wait one year to attend this conference as a non-member.

Note: In order to appear on the FINAL LIST OF ATTENDEES, you must register by **April 15, 2009**. 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 headquarters: 1825 K Street NW, 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 \$ \_\_\_\_\_

Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_

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"/> Accounting (AC)           | <input type="checkbox"/> Legal (LG)                 |
| <input type="checkbox"/> Administrative (AD)       | <input type="checkbox"/> Marketing (MK)             |
| <input type="checkbox"/> Appraisals (AP)           | <input type="checkbox"/> Mergers & Acquisition (MA) |
| <input type="checkbox"/> Asset Manager (AM)        | <input type="checkbox"/> MIS (IT)                   |
| <input type="checkbox"/> Broker (BR)               | <input type="checkbox"/> Municipal (MU)             |
| <input type="checkbox"/> Business Development (BD) | <input type="checkbox"/> Operations (OP)            |
| <input type="checkbox"/> Collections (CO)          | <input type="checkbox"/> PR/ Communications (PR)    |
| <input type="checkbox"/> Corporate Executive (CE)  | <input type="checkbox"/> Recruiter (RC)             |
| <input type="checkbox"/> Consultant (CT)           | <input type="checkbox"/> Research (RE)              |
| <input type="checkbox"/> Controller (CN)           | <input type="checkbox"/> Sales (SA)                 |
| <input type="checkbox"/> Credit (CR)               | <input type="checkbox"/> Syndications (SN)          |
| <input type="checkbox"/> Documentation (DM)        | <input type="checkbox"/> Tax (TX)                   |
| <input type="checkbox"/> Equip. Mngmt. (EM)        | <input type="checkbox"/> Training (TG)              |
| <input type="checkbox"/> Human Resources (HR)      | <input type="checkbox"/> Treasurer (TR)             |
| <input type="checkbox"/> Insurance (IN)            |   |

**Confirmations will be forwarded after registrations are received and processed.**

For Office Use Only

Account #4110-0601

Date \_\_\_\_\_ Approval Code \_\_\_\_\_ Amount \_\_\_\_\_