

2017 ELFA INTEGRATED MARKETING GUIDE

Your guide to reaching decision makers in the equipment finance industry



The trusted source for your integrated advertising message: in print, online and in person.





----- WELCOME



Welcome.

The Equipment Leasing and Finance Association is pleased to present our 2017 Integrated Marketing Guide.

This guide presents the opportunities available – in print, online and in person – to share your message with the leaders in the equipment finance industry.

In 2017, our association will begin its 56th year as the most trusted and respected information source for industry professionals. As highlighted in this guide, ELFA is committed to providing the best information and resources to serve industry executives, from our newly redesigned website and award-winning *Equipment Leasing & Finance* magazine, to our one-of-a-kind networking and professional development events, and much more.

I invite you to review the contents of this guide, and to contact Steve Wafalosky (stevew@larichadv.com) for more information.

Sincerely,

Ralph Petta
ELFA President and CEO



----- TABLE OF CONTENTS

ELFA Value Proposition	Page 4
In Print	
<i>Equipment Leasing & Finance Magazine</i>	Page 5
Annual Convention Program Guide	Page 10
Online	
Banner Ads	Page 11
ELFA QuickBrief E-Newsletter	Page 12
<i>Equipment Leasing & Finance Magazine</i> E-Newsletter	Page 13
Event E-Newsletters	Page 14
Software Listing	Page 15
Legal Buyers Guide	Page 16
Career Center	Page 17
In Person	
Sponsorships	Page 18
Exhibits	Page 19
Sample Integrated Marketing Approach	Page 20
Contacts	Back Cover

----- THE ELFA VALUE PROPOSITION

The Equipment Leasing and Finance Association is the trade association representing more than 580 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 face-to-face conferences, targeted web-based courses, a powerful federal and state advocacy agenda, and information-packed print and electronic communications, ELFA gives industry leaders the tools they need to succeed.

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.

Share your message today:

In Print. Online. In Person.

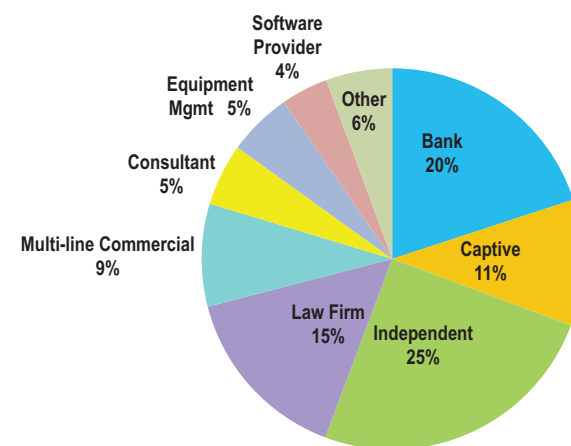


ELFA Audience:

Top company types of members:

- Independent
- Bank
- Law Firm
- Captive
- Multi-Line Commercial Finance Company

Company Type:



Top 3 positions for members:

- Corporate Executive
- Sales & Business Development
- Operations

Membership in ELFA

92% have been a member for 3 years or more
34% have been a member for 15 years or more

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

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. Plus, when you advertise in *Equipment Leasing & Finance*, your ad will be included in the print, digital and mobile app editions of the magazine at no extra charge, extending the reach of your advertising message.

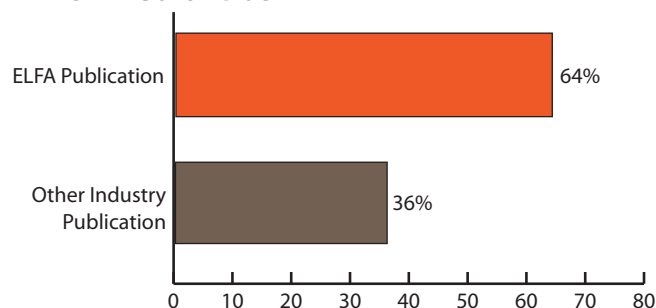
Equipment Leasing & Finance Reader Profile

More than 8,000 executives receive *Equipment Leasing & Finance* six times each year. They're 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 (74%) work at the executive or senior management level.

Readers give the magazine top marks:

- 97% say it "Keeps me up-to-date on industry trends."
- 97% say it "Strengthens my knowledge of the industry."
- 94% say it "Addresses topics of interest to me."

If you could receive one industry publication, which would it be?



Equipment Leasing & Finance magazine is available in print, digital and mobile formats.



EQUIPMENT Leasing & Finance

THE MAGAZINE FOR INDUSTRY EXECUTIVES

5 Reasons to Advertise!

Equipment Leasing & Finance magazine is the No. 1 publication serving the equipment leasing and finance market. Here are 5 reasons to secure your ad now:

- 1 Your message will reach the people and the companies you would like to influence.** *Equipment Leasing & Finance* has the largest circulation of any magazine in the equipment finance industry.
- 2 You will enjoy cost-effective rates.** No other publication provides you a lower cost per thousand. Plus, an extensive list of value-added services will help you exceed your advertising goals.
- 3 Your ad will reach our active readership** across multiple platforms: print, online and mobile app!
- 4 You will align your brand** with the Equipment Leasing and Finance Association, the trusted source for unbiased industry information.
- 5 *Equipment Leasing & Finance* is more than a magazine.** It is part of an integrated marketing package that includes recognition online, in print and in person. We tie it all together for your benefit.

To develop a media buy that serves all your needs — in print, in person and online — contact Steve Wafalosky (steve@larichadv.com) at 440-247-1060.

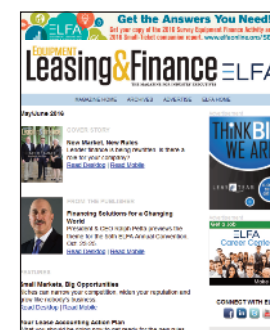
Print Magazine



Digital Edition



E-Newsletter



Mobile App





----- IN PRINT

2017 *Equipment Leasing & Finance* Magazine

<i>Issue</i>	<i>Editorial Themes</i>	<i>Bonus Distribution</i>
Jan/Feb	<ul style="list-style-type: none">▪ State of the Industry 2017▪ Equipment Management▪ Meet the Leadership	Equipment Management Conference & Exhibition (Feb. 26-28, Houston, TX) Executive Roundtable (March 12-14, Naples, FL)
Mar/Apr	<ul style="list-style-type: none">▪ State of Funding▪ Credit and Collections Trends▪ Legal Buyers Guide	ELFA/IMN Investors Conference (March 22, New York, NY) 29th Annual National Funding Conference (April 4-6, Chicago, IL) Legal Forum (May 7-9, St. Petes Beach, FL)
May/June	<ul style="list-style-type: none">▪ Industry Future Spotlight▪ Trends in Equipment Finance	Capitol Connections (May 17-18, Washington, DC) Credit and Collections Management Conference & Exhibition (June 4-6, Baltimore, MD)
Jul/Aug/Sept	<ul style="list-style-type: none">▪ Operations and Technology▪ Survey of Equipment Finance Activity▪ ELFA Beige Book	Operations & Technology Conference & Exhibition (Sept. 11-13, Charlotte, NC) Lease and Finance Accountants Conference & Exhibition (Sept. 11-13, Charlotte, NC)
Oct	<ul style="list-style-type: none">▪ ELFA Annual Convention Preview▪ Operations and Technology Award Winners▪ Software Listing	ELFA 56th Annual Convention (Oct. 22-24, Orlando, FL)
Nov/Dec	<ul style="list-style-type: none">▪ New Member Spotlight▪ ELFA Annual Convention Highlights	

2017 *Equipment Leasing & Finance* Magazine Print Advertising Deadlines

<i>Issue</i>	<i>Space Reservations</i>	<i>Ad Materials Due</i>	<i>Print Date</i>	<i>Mail Date</i>
January/February	Dec. 9, 2016	Dec. 15, 2016	Jan. 17, 2017	Jan. 23, 2017
March/April	Feb. 9, 2017	Feb. 15, 2017	Mar. 3, 2017	Mar. 10, 2017
May/June	April 10, 2017	April 13, 2017	May 2, 2017	May 9, 2017
July/August/September	June 29, 2017	July 10, 2017	July 24, 2017	July 31, 2017
October	Aug. 31, 2017	Sept. 5, 2017	Sept. 25, 2017	Oct. 2, 2017
November/December	Oct. 11, 2017	Oct. 16, 2017	Nov. 9, 2017	Nov. 16, 2017



----- IN PRINT

Equipment Leasing & Finance Magazine

Standard Display Rates

Effective with the January 2017 issue

Inside Rates-Black and White

SIZE	1X	3X	6X
Spread	\$4,690	\$4,425	\$4,150
Full page	3,195	3,060	2,895
Island 1/2 pg	2,450	2,320	2,140
1/2 page	1,510	1,380	1,340
1/3 page	1,100	1,040	995
1/4 page	760	721	700
SPECIAL POSITIONS* 1X	3X	6X	
Covers 2 & 3	\$3,615	\$3,502	\$3,451
Cover 4	3,739	3,667	3,615

*Add 10% for other guaranteed positions or consecutive right-hand pages.

Color

Second and third colors: Each \$500 per page
(metallic rates upon request)

4-color process Add \$950

Commissions and Discounts

Agency commission: 15% of gross billing for space, color and special position.

Benefits of discounts are secured only by contracts signed in advance. Multiple ads in a single issue are billed at the lowest collective rate. For example, three 1/3 page ads in a single issue are billed at the full-page rate.

Mechanical & Printing Specifications

Trim Size: 8.375" wide x 10.875" deep

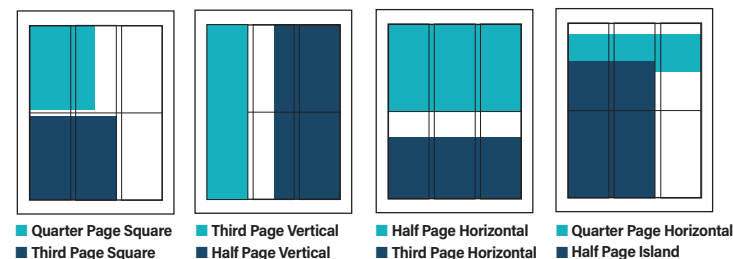
	Width x Depth
Full page	7.25" x 9.5"
Island Half page	4.75" x 7.25"
Half page horizontal	7.25" x 4.5"
Half page vertical	3.5" x 9.5"
Third page horizontal	7.25" x 3.25"
Third page vertical	2.25" x 9.5"
Third page square	4.75" x 4.75"
Quarter page horizontal	7.25" x 2.5"
Quarter page square	3.5" x 4.75"

- **Binding**—Magazine is saddle-stitched. For bleeds, allow 1/8" larger than trim size, but keep live matter at least 1/4" from trim.
- **Printing**—Web. Magazine is coated enamel stock.
- **File Submissions**—High-res PDFs are preferred. However, if file is submitted via native file it is created in please be sure all fonts, photos, tifs, eps, logos and other images used in the file are included.

- **Resolution**—Ads MUST be submitted at 300 dpi resolution or higher.
- **Halftones**—A 150-line screen is preferred.
- **Proofs**—A color proof is required for the printing of all 2-, 3- and 4-color ads unless the ad was submitted via high-res PDF.
- **Returns**—Advertising material will be returned upon request. Materials will be held for 12 months from date of publication.

Address copy, materials and technical correspondence to:

Sandra Winkler
Advertising Production Manager
Equipment Leasing and Finance Association
1825 K Street NW, Suite 900
Washington, DC 2000
(202) 238-3400 • Direct: (703) 878-7018
e-mail: swinkler@elfaonline.org





----- IN PRINT General Advertising Conditions

- Advertising copy and illustrations are subject to approval of the publisher.
- Advertisers and their agencies assume responsibility for all content of advertisements and for any claims arising therefrom made against the publisher.
- Publisher's liability for any error will not exceed the cost for the advertisement's space.
- No conditions appearing on the contract order or copy that conflict with the publisher's policies will be binding on the publisher.
- Notice of cancellation must be received by the space closing deadline noted in the editorial calendar.
- The publisher is not responsible for failure to publish or to circulate all or part of any issues because of strikes, work stoppages, accidents, fires, acts of God, or any other circumstances outside the publisher's control.
- Advertisers will be shortrated if, within 12 months of their first insertion, they do not use the amount of space upon which their billings have been based. Advertisers will receive a rebate if, within 12 months of their first insertion, they have bought enough additional space to warrant a lower rate than that at which they have been billed.
- Advertisers with accounts outstanding 90 days by space closing date will be restricted from advertising until account is brought up to date. Additionally, all 90-day overdue accounts will incur an additional 1.5% penalty per month on the outstanding balance.

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





----- IN PRINT Annual Convention Program Guide

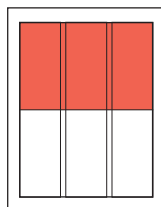
The Program Guide includes complete details of the ELFA Annual Convention, Oct. 22-24, 2017, in Orlando, FL.

The printed Guide is distributed on-site to all attendees, and a digital edition is posted on the ELFA website and in the mobile app, maximizing your exposure.

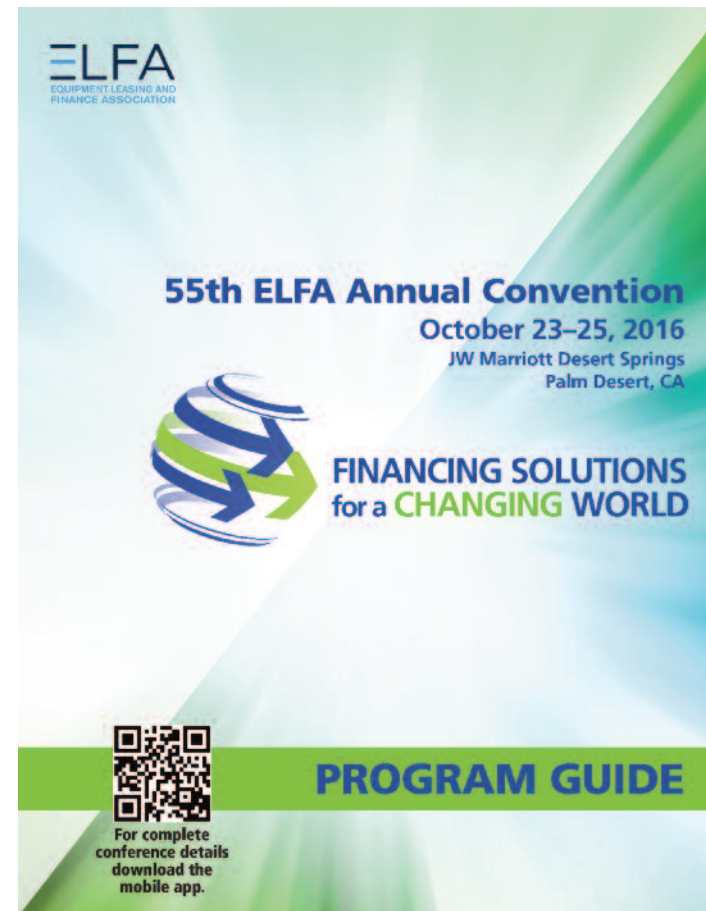
Mechanical & Printing Specifications

Trim Size: 8.5" wide x 11" deep

	Width		Depth
Full page	7.5"	x	10"
Half page horizontal	7.5"	x	4.5"



- **Binding**—Magazine is saddle-stitched. For bleeds, allow 1/8" larger than trim size, but keep live matter at least 1/4" from trim.
- **Printing**—Web. Magazine is coated enamel stock.
- **File Submissions**—High-res PDFs are preferred. However, if file is submitted via disk please be sure all fonts, photos, tifs, eps, logos and other images used in the file are included along with the native file it is created in.
- **Resolution**—Ads MUST be submitted at 300 dpi resolution or higher.
- **Halftones**—A 150-line screen is preferred.
- **Proofs**—A color proof is required for the printing of all 2-, 3- and 4-color ads unless the ad was submitted via high-res PDF.
- **Returns**—Advertising material will be returned upon request. Materials will be held for 12 months from date of publication.



Standard Display Rates

Effective with the 2017 Guide

Full Page: \$1,000

Half page horizontal: \$650

Annual Convention exhibitors receive a 10% discount.

For more information about advertising in the program guide, contact Steve Wafalosky (steve@larichadv.com) at 440-247-1060.



----- ONLINE Banner Ads

ELFA offers banner advertising on www.elfaonline.org, the newly redesign online hub for the equipment finance industry. Ads are placed per quarter or per year to ensure maximum exposure for your message **New in 2017:** 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 website.

ONLINE



Leaderboard
728x90

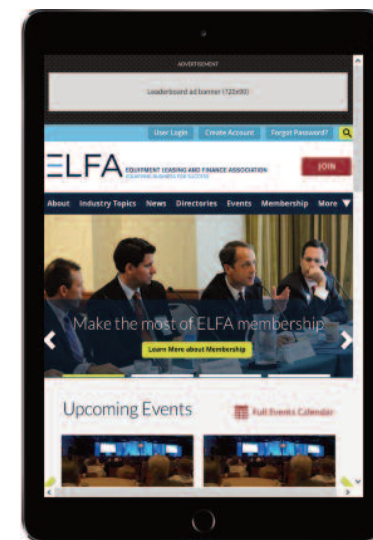
Medium
Rectangle
300x250

MOBILE



Leaderboard
300x50

TABLET



2017 Banner Ad Specifications

Ad Type	Dimension	Max File Size	Formats Accepted	Cost
Medium Rectangle	300 W x 250 H	40k	.Gif/.JPEG only	\$1,250 per quarter; \$4,500 per year
Leaderboard	728 W x 90 H (desktop)	40k	.Gif/.JPEG only	\$1,250 per quarter; \$4,500 per year
	300W x 50H (mobile)	40k	.Gif/.JPEG only	\$1,250 per quarter; \$4,500 per year

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

Reach 12,000 equipment leasing and finance professionals each week through the ELFA QuickBrief E-Newsletter. The 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.

2017 ELFA QuickBrief Specifications

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

Ad Type	Max File Size	Formats Accepted	Cost
Leaderboard	40k	.GIF/.JPEG	\$5,800 for 13 issues
Lower Leaderboard	40k	.GIF/.JPEG	\$5,200 for 13 issues
Top Banner	40k	.GIF/.JPEG	\$4,600 for 13 issues
Bottom Banner	40k	.GIF/.JPEG	\$4,000 for 13 issues
Product Showcase	40k	.GIF/.JPEG	\$4,500 for 13 issues
Featured Company	40k	.GIF/.JPEG	\$2,900 for 13 issues
Traditional Text Ad	40k	.GIF/.JPEG	\$1,790 for 13 issues

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

For more information about advertising in the ELFA QuickBrief, contact Geoffrey Forneret, Director of MultiBriefs Advertising (gforneret@multibriefs.com) at 469-420-2629.





----- ONLINE *Equipment Leasing & Finance Magazine*

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 digital edition of the magazine. Advertise in this email push and maximize your exposure to 5,000 recipients.

2017 *Equipment Leasing & Finance* E-Newsletter Specifications

Ad Type	Dimension	Max File Size	Formats Accepted	Cost
Leaderboard (Please submit two ad sizes):				
	(Desktop) 550 Wx75 H	40k	No Looping. Static	\$750 per issue
	(Mobile) 275 Wx40 H		.Gif/.JPEG only	
Text Ad	30 words max + logo (75x75 max)	40k	No Looping. Static .Gif/.JPEG only	\$750 per issue

2017 *Equipment Leasing & Finance* E-Newsletter Advertising Deadlines

Issue	Space Reservations	Material Deadline	Distribution Date
January/February	Jan. 19, 2017	Jan. 23, 2017	Jan. 27, 2017
March/April	March 8, 2017	March 10, 2017	March 15, 2017
May/June	May 5, 2017	May 9, 2017	May 12, 2017
July/August/Sept.	July 28, 2017	Aug. 1, 2017	Aug. 4, 2017
October	Sept. 22, 2017	Sept. 27, 2017	Sept. 29, 2017
November/December	Nov. 14, 2017	Nov. 16, 2017	Nov. 21, 2017



Leaderboard
550 x 75

Rectangle
180 x 150

Text Ad
30 words
max + logo

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



----- ONLINE Event E-Newsletters

ELFA sends out special e-newsletters prior to selected conferences to provide targeted recipients with more information about the event. By advertising in a conference e-newsletter, you share your message with targeted audiences and, for events featuring an exhibit hall, you can let potential or registered attendees know that your company will have an exhibit and increase traffic to your booth.

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



Equipment Management Conference February 21-23, 2016 Hyatt Regency Gainey Ranch • Scottsdale, AZ



Just One Week to Go!

There's a lot in store for you at the [Equipment Management Conference](#), Feb. 21-23 in Scottsdale. Get ready for high-quality educational sessions, one-of-a-kind equipment tours, unparalleled networking opportunities, and a first-rate exhibit. Review the tips below for getting the most out of your participation.

Hotel Information

The conference hotel is the Hyatt Regency Gainey Ranch. The hotel deadline has passed but you may check for availability by calling 1-(480) 444-1234.

Access Handouts

Attendees will receive free access to all electronic materials via the ELFA Conference Resource Center (CRC). Download the handouts or access them on-site via the new [ELFA Events App!](#) Session recordings will be available on the CRC after the meeting is over. [Visit the CRC](#) (you will need your username/password to log in). For complete information about the CRC, contact Alexa Carnibella at 202-238-3416 or acarnibella@elfaonline.org.

Network with Industry Colleagues

Get ready to grow and solidify relationships with



Tweet about this event!

You can help spread the word about the Equipment Management Conference by tweeting about it using the hashtag #ElfaEMC. [Learn more.](#)



Thank you to our sponsors

Big Iron

BMO Harris
Equipment Finance
Company



----- ONLINE 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 listing in the Software Listing on the ELFA website for 12 months. You may edit your online listing as your software is updated.
2. Your listing in the Software Guide that appears in the October digital edition of *Equipment Leasing & Finance* magazine. Each listing in the supplement is a full-page ad picked up from the company's listing on the ELFA website.

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 2017 Software Listing and receive all three benefits is June 1, 2017.

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

ELFA Technology Resources
In addition to this software guide, turn to the following resources for IT support:

Operations and Technology Conference
This annual conference provides direction and support for equipment finance companies using technology to improve business processes, enhance customer satisfaction and increase operational effectiveness.

Business Technology Performance Index
This annual study addresses the state of the equipment finance industry from a technology perspective.

Research
The Equipment Leasing & Finance Foundation offers a variety of studies related to technology and efficiency. Recent studies include: Digital Documents, Big Data, Predictive Analytics, Enterprise Risk Management, Financing the Cloud and Effectiveness of Business Process Improvement.

Operations and Technology Excellence Award
This program recognizes innovative uses of technology in the equipment finance industry.

• Over half of the respondents indicated that their best-in-class offering and they have planned for the future, despite 60% of companies currently ranking themselves at the bottom of an adoption lifecycle.

Effective digital strategies offer competitive advantage across equipment finance companies value chains. These include improvements in operational efficiencies, product innovation and to new channels and markets.

To read more on this topic, download the Business Technology Performance Index at www.elfaonline.org

2016 SOFTWARE GUIDE
The leading software solutions for the equipment finance industry.

ELFA
EQUIPMENT LEASING AND FINANCE ASSOCIATION

System Configuration:
Key features of ALFA include:
• End to end support for all asset finance products: finance lease, operating lease, loan, hire purchase, per diems
• 100% web: easy deployment and integration using the latest technology
• Automated complex decisions and proven benefits with ALFA Business Rules Engine
• Multicountry, multicurrency, multi-GAAP

Comments:
With over 40 clients in 18 countries, CHP has offices in London, Detroit, and Sydney.

Vendor:
CHP Consulting
350 N Old Woodward Ave
Birmingham, MI 48009
Web Site: www.chpconsulting.com

Contact:
Robert Johnson
Phone/Fax: (855) 680-7100 / 61282441050
Email: Robert.Johnson@chpconsulting.com

Social Media:
 <https://twitter.com/chpconsulting>
 <https://www.facebook.com/chpconsulting>
 <https://www.linkedin.com/company/chp-consulting>

alfa SYSTEMS from CHP Consulting

2016 ELFA Software Guide



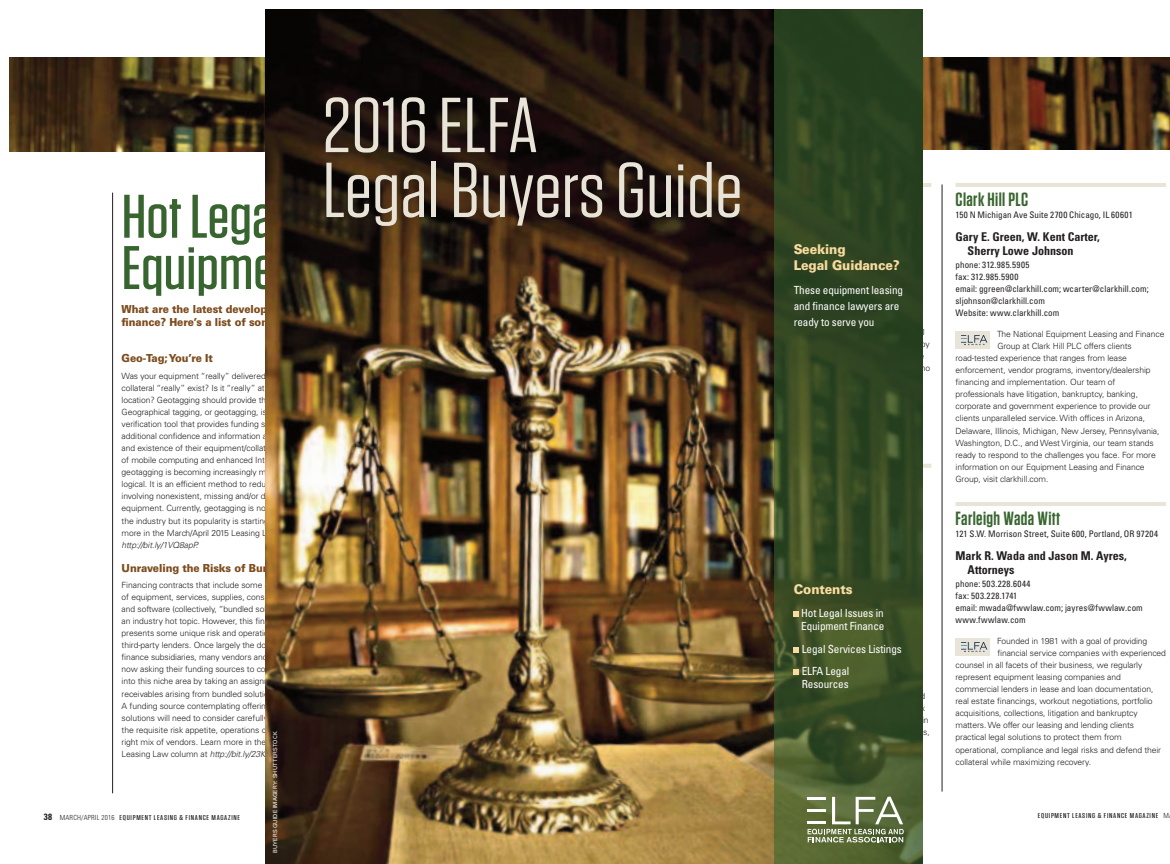
----- ONLINE Legal Buyers Guide

Law firms and lawyers are invited to participate in the ELFA Legal Buyers Guide, a special supplement to the March/April 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 print, digital and mobile app 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 2017 Legal Buyers Guide is January 30, 2017.

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



2016 ELFA Legal Buyers Guide

Hot Legal Equipment

What are the latest developments in equipment finance? Here's a list of some of the most interesting.

Geo-Tag: You're It

Was your equipment "really" delivered to the location? "Really" exist? Is it "really" at the location? Geotagging should provide the answer. Geographical tagging, or geotagging, is a verification tool that provides funding and additional confidence and information on the location and existence of their equipment/collateral. Geotagging is becoming increasingly popular. It is an efficient method to reduce the risk of involving nonexistent, missing and/or damaged equipment. Currently, geotagging is not the industry but its popularity is starting to grow. More in the March/April 2015 *Leasing & Finance* magazine. <http://bit.ly/1V08upP>

Unraveling the Risks of Bundled Solutions

Financing contracts that include some of equipment, services, supplies, parts and software (collectively, "bundled solutions") are an industry hot topic. However, the bundling of services and supplies into a financing contract presents some unique risk and opportunity for the parties involved. Once largely the domain of finance subsidiaries, many vendors are now asking their funding sources to co-fund into this niche area by taking an assigned receivables arising from bundled solutions. A funding source contemplating offering bundled solutions will need to consider carefully the requisite risk appetite, operations and creditworthiness of vendors. Learn more in the *Leasing & Finance* column at <http://bit.ly/239>

Seeking Legal Guidance?

These equipment leasing and finance lawyers are ready to serve you

Contents

- Hot Legal Issues in Equipment Finance
- Legal Services Listings
- ELFA Legal Resources

Clark Hill PLC
150 N Michigan Ave Suite 2700 Chicago, IL 60601
Gary E. Green, W. Kent Carter, Sherry Lowe Johnson
phone: 312.985.5905
fax: 312.985.5909
email: ggreen@clarkhill.com; wcarter@clarkhill.com; sjohnson@clarkhill.com
Website: www.clarkhill.com

ELFA The National Equipment Leasing and Finance Group at Clark Hill PLC offers clients road-tested experience that ranges from lease enforcement, vendor programs, inventory/dealership financing and implementation. Our team of professionals have litigation, bankruptcy, banking, corporate and government experience to provide our clients unparalleled service. With offices in Arizona, Delaware, Illinois, Michigan, New Jersey, Pennsylvania, Washington, D.C., and West Virginia, our team stands ready to respond to the challenges you face. For more information on our Equipment Leasing and Finance Group, visit clarkhill.com.


Farleigh Wada Witt
121 S.W. Morrison Street, Suite 600, Portland, OR 97204
Mark R. Wada and Jason M. Ayres, Attorneys
phone: 503.228.6044
fax: 503.228.1741
email: mwada@fwlaw.com; jayres@fwlaw.com
www.fwlaw.com

ELFA Founded in 1981 with a goal of providing financial service companies with experienced counsel in all facets of their business, we regularly represent equipment leasing companies and commercial lenders in lease and loan documentation, real estate financings, workout negotiations, portfolio acquisitions, collections, litigation and bankruptcy matters. We offer our leasing and lending clients practical legal solutions to protect them from operational, compliance and legal risks and defend their collateral while maximizing recovery.

ELFA
EQUIPMENT LEASING AND
FINANCE ASSOCIATION

38 MARCH/APRIL 2016 EQUIPMENT LEASING & FINANCE MAGAZINE

EQUIPMENT LEASING & FINANCE MAGAZINE MARCH



----- ONLINE 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

**Each job will run online for 30 days.*





IN PERSON 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.

2017 Conferences

Conference Sponsorship Opportunities:

- Equipment Management Conference & Exhibition (Feb. 26-28, Houston, TX)
- Executive Roundtable (March 12-14, Naples, FL)
- 29th Annual National Funding Conference (April 4-6, Chicago, IL)
- Legal Forum (May 7-9, St. Petes Beach, FL)
- Capitol Connections (May 17-18, Washington, DC)
- Credit and Collections Management Conference & Exhibition (June 4-6, Baltimore, MD)
- Operations & Technology Conference & Exhibition (Sept. 11-13, Charlotte, NC)
- Lease and Finance Accountants Conference (Sept. 11-13, Charlotte, NC)
- ELFA 56th Annual Convention (Oct. 22-24, Orlando, FL)

Conference Sponsorship Benefits:

- 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 onsite at the Opening General Session
- Signage at the conference
- Pre/Post roster in PDF format
- Sponsor ribbon
- Right of "first refusal" for the same event/item the following year (good for one year)
- Event sponsorships of \$5,000 or more receive one complimentary guest passes to the event they sponsor
- Event sponsorships of \$10,000 or more receive two complimentary conference registration

Best Practices Roundtables

Best Practices Sponsorship Opportunities:

- Bank Best Practices Roundtable (April 4, Chicago, IL)
- Captive and Vendor Finance Best Practices Roundtable (April 4, Chicago, IL)
- Independent Best Practices Roundtable (April 4, Chicago, IL)
- Tax Best Practices Roundtable (June 20-21, Nashville, TN)
- Human Capital Roundtable (Sept., Washington, DC)

Best Practices Roundtable Sponsorship Benefits:

- Recognition as exclusive and sole sponsor of the roundtable
- 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 onsite during the welcome remarks
- Signage at the roundtable; Sponsor ribbon
- Receive one complimentary conference registration to the roundtable
- Sponsoring company may provide promotional items (brochure, USB drive, gift, etc.) at roundtable
- Pre/Post attendee roster in PDF format
- Right of "first refusal" for the same event/item the following year (good for one year)

Web Seminars

ELFA's web seminars bring industry professionals up to speed on current issues that impact job and company performance. They are convenient, cost-effective channels for members to obtain crucial information.

Web Seminar 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)



----- EXHIBITS

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

2017 ELFA Events with Exhibit Opportunities:

• Equipment Management Conference & Exhibition

February 26-28, Houston, TX

Who Attends: Over 250 equipment managers representing leasing companies throughout the U.S.

• 29th Annual National Funding Conference

April 4-6, Chicago, IL

Who Attends: Over 350 principals in leasing and 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

June 4-6, Baltimore, MD

Who Attends: Over 100 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

September 11-13, Charlotte, NC

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

September 11-13, Charlotte, NC

Who Attends: Accountants, CFOs, controllers, tax managers, treasurers, finance directors and others responsible for financial reporting activities.

• ELFA 56th Annual Convention

October 22-24, Orlando, FL

Who Attends: A veritable Who's Who of equipment leasing and finance company executives. These are the movers and shakers: more than 900 CEOs, COOs, Presidents and VPs from the most important equipment leasing and finance companies in the U.S. and across the world.

For more information about ELFA exhibits, contact Steve Wafalosky at steve@larichadv.com or 440-247-1060.





---- SAMPLE INTEGRATED MARKETING APPROACH

Grow Your Business

ELFA can create an integrated marketing package for you that includes print, online and in-person opportunities to reach the ELFA audience. Following is a sample integrated approach:

IN PRINT

Equipment Leasing & Finance Magazine:

Ad Unit: Full page, 4-color ad

Issue: May/June; July/August/September; October (*ELFA Annual Convention issue*); November/December

Cost: \$4,010 per insertion (4 full-page, 4-color ads in *Equipment Leasing & Finance Magazine*)

ONLINE

ELFAonline.org Banner Advertising:

Ad Unit: 180 W x 150 H Banner

Position: Run of site

Specs: 15K max file size; GIF/JPEG (72 DPI)

Timing: Quarterly (4x in 2017)

Cost: \$3,200 (full year)

ELFA Events E-Newsletter Advertising:

How to get the most out of the 56th ELFA Annual Convention
(Oct. 22-24 • Orlando, FL)

Target Audience: Equipment leasing and finance company executives registered for the convention

Circulation: Approximately 800

Ad Unit: 180 W x 150 H Rectangle Banner

Position: Right-hand side of e-newsletter

Specs: 40K max file size; GIF/JPEG; no looping (static)

Timing: Sent in advance of the Annual Convention

Cost: \$1,000

IN PERSON

56th ELFA Annual Convention Exhibit Space:

Oct. 22-24, 2017 • Orlando, FL

Cost: ELFA Member Rate - \$6,500 Per 8' x 10' Exhibit

IN PRINT



ONLINE



IN PERSON



Total Integrated Marketing Program Cost: \$26,740

**Contact Steve Wafalosky (steve@larichadv.com)
at 440-247-1060 to develop an Integrated Marketing
Program tailored to your goals and budget.**

The Equipment Leasing and Finance Association, founded in 1961, is the trade association representing financial services companies and manufacturers in the U.S. equipment finance sector. ELFA's mission is provide member companies a forum for industry development; a platform to promote and to advocate for the industry; and a resource that maintains and develops information about, and for, the industry.



----- Contacts

Integrated Media Sales:

Steve Wafalosky
LaRich and Associates
steview@larichadv.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

Ad Materials and Technical Correspondence:

Print Ads:
Sandra Winkler, *ELFA Production Manager*
swinkler@elfaonline.org,
office: 703-878-7018

Online Ads:
Amy Vogt, *ELFA VP of Communications and Marketing*
avogt@elfaonline.org,
office: 202-238-3438



Equipment Leasing and Finance Association
1825 K Street NW, Suite 900
Washington, DC 20006
ELFA Headquarters: 202-238-3400
www.elfaonline.org

