



The Equipment Leasing and Finance Association

Presents

The 20th Annual National Funding Exhibition

April 16-17, 2008 • Fairmont Hotel • Chicago, Illinois

Funding Source Information

STILL the best place for doing business:

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

20 Years of Business Connections

For two decades, companies like yours have been profiting from relationships first established at ELFA's annual National Funding Exhibition. They've met, talked and done business with some of the finest organizations in the equipment finance industry, and they've enjoyed excellent return on their investments. And the Exhibition just keeps getting better (after all, we've had 20 years to tweak it), offering Funding Sources more choices about how you participate and whom you meet with. For a Funding Source exhibitor, there's more value than ever.

Who Are the Attendees?

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

Why be a Funding Source?

Simple: Broad opportunity and focused efficiency! If you're in the business of investing in equipment leasing and finance transactions and companies, the Funding Exhibition is a unique opportunity to meet and do business with diverse companies from across the industry. At the same time, the Exhibition is structured so that you get face time with the people you want, and consider the deals attractive to you. To help Funding Sources conduct business your way, and to allow you to make the most of your time during the exhibit, we offer several participation options:

1. **Exhibit Booth(s) in the Hall**—where the action is. This is still the best place to be and be seen by all attendees.
2. **Exhibit Booth and a Hotel Suite**—gives you the flexibility to hold initial meetings in the exhibit hall and extensive meetings in more private surroundings.
3. **Hotel Suite**—schedule all your own appointments, but still be listed as a Funding Source of the conference. (Electronic scheduling will not be available to those companies purchasing only hotel suites.)

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

More Value for You:

- All attendees must fill out a detailed profile BEFORE they can schedule appointments with Funding Sources. This allows the Funding Sources to better “match” potential customers.
- Funding Sources will be able to decline, as mismatches, up to FIVE requests for appointments that are scheduled with them online.
- Funding Sources may block up to five appointment periods for use to invite select “seller” companies.

The logo for Liquidity Lounge features the word "Liquidity" in a large, green, cursive font above the word "Lounge" in a smaller, green, cursive font. The text is set against a light green, textured background.

Enjoy the added convenience of a cyber café.

Have a last minute or extra meeting? Why trek down to the hotel lobby bar when the newly expanded Liquidity Lounge is right outside the exhibit hall? It's convenient, comfortable and close to the action, with plenty of seating with a view of Chicago, a friendly wait staff serving refreshments and Internet stations for your convenience.

TENTATIVE SCHEDULE OF EVENTS

Wednesday, April 16

10:00 am – Noon

Funding Source Set Up

10:00 am – 1:00 pm

Registration

1:00 – 5:00 pm

Scheduled Appointments

5:00 – 7:00 pm

Hosted Reception

(sponsorship opportunity)

Thursday, April 17

8:00 – 8:30 am

Continental Breakfast

(sponsorship opportunity)

8:30 – 11:00 am

Scheduled Appointments

11:00 am – 12:30 pm

Open Exhibit (no scheduled appointments)

AGAIN this year, there will be an open exhibit, extended to one and one-half hours, where the "Suite-only" exhibitors will be also available in an area adjacent to the exhibit hall for meetings.

12:30 – 2:00 pm

Hosted Lunch

Speaker: JOHN FEINSTEIN

(sponsorship opportunity)

2:00 – 5:00 pm

Scheduled Appointments

5:00 – 6:30 pm

Hosted Reception

(sponsorship opportunity)

5:00 – 11:00 pm

Funding Source Exhibitor tear down completed

Note: There will be no teardown on Friday, April 18

REGISTRATION AND GENERAL INFORMATION

Funding Source Information

There are three different options to participate as a Funding Source:

1. Exhibit Booth(s)
2. Exhibit Booth and a Hotel Suite*
3. Hotel Suite-Only*: This option allows you to be listed as a Funding Source, but free to schedule your own appointments.

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

Costs per 10'x10' booth (Options 1&2)

Member Funding Source: \$4,000

(+ cost of suite, if option 2)

Nonmember Funding Source: \$8,000

Costs for Hotel Suite Only (Option 3)

Member Only Funding Sources: \$3,000 + cost of the suite (sizes/prices vary)

Requirements for "Suite Only" Exhibitors

To enhance the experience of the Funding Exhibition for all, we ask that "suite-only" exhibitors follow these requirements:

- Arrange your appointments as closely as possible according to the same schedule used in the Exhibit Hall.
- Have at least one representative from your company participate in the "open exhibit" on Thursday, April 17, 11:00 am – 12:30. Tables, chairs, and signage will be provided for your company in the GOLD ROOM, which is adjacent to the main exhibit hall.
- Allow ELFA to provide your suite number to individuals who have an appointment with you and need the information.

Cost Includes

1. Space rental
2. Full exhibition registration for TWO people per funding source fee. (Additional individuals from registered funding source companies may register for \$625 each.)
3. Your name in the online attendee brochure
4. A one-year listing in FundingSource™. The ELFA Funding Database contains the most comprehensive listing of funding sources in the equipment leasing and finance industry. Each listing allows you to detail your



company's funding programs, desired credit criteria, the size of transactions you prefer and finally, to describe your company core business focus. The Funding-Source™ database is used daily by member leasing companies seeking funding partners.

5. 10-1/2 HOURS of scheduled appointment time for each Funding Source/attendee (appointments last 20 minutes).
6. Identification sign for each booth purchased.
7. Piping, draping, table and chairs for each booth.

Due to the nature of the conference, no Funding Source booth registration fees will be refunded after March 7, 2008.

Assignment of Space

Booths will be assigned alphabetically.

Hotel Reservations

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 \$239 single/double (Standard Room) is available for attendees. You can make your hotel reservations on line. Follow these simple instructions:

Log on to: <http://www.fairmont.com/chicago>
Enter: Arrival and Departure Dates
Enter: Promotional Code: **GRFUN1**
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 25, 2008. After the cut-off date, rooms are on a first-come, first-served basis and possibly at a higher rate.

2008 Funding Exhibition Planning Committee

Dennis T. Roesslein, Committee Chairman
MB Financial Bank
Chicago, IL

Richard Anderson
Silvermark Capital
A Division of Sterling Bank
Houston, TX

Louis P. Brill
Vision Financial Group, Inc.
Pittsburgh, PA

David R. Cardew
PHH First Fleet
Fort Lauderdale, 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

Donald V. Kincaid
Goldleaf Leasing, LLC
f.k.a. KVI Capital
Brentwood, TN

Tom C. Martin
CFI Financial Services
Hackensack, NJ

Herbert Reeder
Huntington Bank Equipment Finance
Cincinnati, OH

Katrina J. Slattery
Insight Investment Corp.
Sausalito, CA

Jim Vlk
Bank of America
Towson, MD

Funding Source Registration Form

OPTION 1:

Booth(s) only: Member \$4,000/per booth
 Nonmember \$8,000/per booth
 Number of booths: ___1___ ___2___

OPTION 2:

Booth & Suite Member \$4,000/per booth
 + cost of suite
 Nonmember \$8,000/per booth
 + cost of suite

OPTION 3:

Suite Only: Members Only: \$3,000 + cost of suite

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

Booth Selection: *Booths will be arranged alphabetically.*

Company _____

Address _____

City/State/Zip _____

Telephone _____ Fax _____

Website address (if applicable) _____

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

Booth #1

1. NAME _____

Nickname for badge _____

Title _____

E-mail _____

2. NAME _____

Nickname for badge _____

Title _____

E-mail _____

Booth #2 (if applicable)

1. NAME _____

Nickname for badge _____

Title _____

E-mail _____

2. NAME _____

Nickname for badge _____

Title _____

E-mail _____

Additional Registrations

Each funding source registration fee includes full registration for two people. For additional individuals, the cost is \$625 each. Please register the following additional individuals. The fee of \$625 each is included.

NAME _____

Nickname for badge _____

Title _____

E-mail _____

NAME _____

Nickname for badge _____

Title _____

E-mail _____



Contact Person

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

Name _____

Phone _____ Fax _____

Address (if different) _____

E-mail _____

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

Please note: Due to the nature of the conference, no Funding Source booth registration fee will be refunded after March 7, 2008.

Mail-In Address – PLEASE READ CAREFULLY

1. For check or credit card payments, mail with form to:
Equipment Leasing and Finance Association
P.O. Box 34733, Alexandria, VA 22334-0733
2. If you are using express mail to register for this exhibition, 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 American Express Discovery

Total Amount to be charged _____

Card Number _____

Expiration Date _____

Name on Card (please print) _____

Signature _____

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 or (202) 238-3427 if you are interested in sponsoring any of the events/items listed below:

| | |
|-----------------------|---------------|
| Attendee Bag | \$5,000 |
| Continental Breakfast | \$3,500/each |
| Luncheon | \$7,500 |
| Reception | \$10,000/each |
| Keynote Speaker | \$8,000 |

Sponsorship Benefits

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

- Recognition (your logo) in the final program
- Recognition (your logo) on the ELFA website with a link to sponsor’s web site
- Pre/Post roster in Excel form
- 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