

The National Funding Conference

April 21-23, 2015 • Fairmont Hotel • Chicago, Illinois

Connect in Chicago!



27 Years Helping the Industry Meet Its Funding Needs

ATTENDEE INFORMATION

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

For a quarter of a century, 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.

2015: A Good Year for Funding

According to the economists at Keybridge Research, who provide the annual *Equipment Leasing & Finance U.S. Economic Outlook* on behalf of the Equipment Leasing & Finance Foundation, 2015 is poised to be a breakout year for the U.S. economy, with growth expected to top 3%. The steadily improving economy continues to alleviate financial stress and encourage greater borrowing by businesses.

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.

How It Works: Create Your Profile, then Schedule Appointments in Advance and Online

Once you have registered as an attendee with ELFA, you must enter or edit your company profile online. You will then be able to view the profiles of all the funding sources that are exhibiting and select those with whom you would like to schedule an appointment. Funding Sources have 5 days to accept your appointment if they believe your business is a good fit, or reject your appointment if they believe it doesn't fit their business objectives.

Appointments with Funding Source Exhibitors are in 20-minute increments. Be one of the first to get the best ap-

pointment times with Funding Source exhibitors of your choice! Member attendees who register online at the ELFA website: www.elfaonline.org/events/2015/NCF/ will be able to view exhibitor profiles and set up appointments with Funding Sources in advance online.

Remember: Your time is valuable and you don't want to spend it meeting with funding sources that do not fit your profile, or worse, get your appointment request rejected by a funding source for lack of adequate information! To create your profile, go here: www.elfaonline.org/events/2015/NFC/

NOTE: All member attendees not registering online will need their user IDs and passwords 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!

So, what are you waiting for?
Log onto www.elfaonline.org/events/2015/NFC/,
click on Attendee Registration and simply
follow the instructions.

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)

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

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: In 2014, the following companies participated as funding source exhibitors. We expect most to return and anticipate additional funding sources to register.

Alliance Partners, LLC

ATEL Capital Group

Banc of America Leasing

Banc of California

Bank of the West

Barnett Capital Ltd.

BB&T Equipment Finance

Boston Financial & Equity Corporation

BMO Harris Equipment Finance Company

Bridge Capital Leasing, Inc.

Capital One Equipment Leasing & Finance

CapitalSource, Inc.

CIT

Cole Taylor Equipment Finance

EverBank Commercial Finance, Inc.

Financial Pacific Leasing, Inc.

First American Equipment Finance, a City National Bank Company

First Bank of Highland Park

First Eagle Bank

Fifth Third Equipment Finance Company

Fuyo General Lease (USA) Inc.

GE Capital Markets Group

Huntington Equipment Finance

HVB Equipment Capital LLC

Key Equipment Finance

Lease Corporation of America

MB Financial Bank

Nations Equipment Finance

NXT Capital

People's Capital and Leasing Corp.

PNC Equipment Finance LLC

RBS Citizens Asset Finance

SCG Capital Corporation

Securcor Financial Group

Signature Financial

Societe General Equipment Finance

Stearns Bank NA-Equip. Finance Division

Sterling National Bank Equipment Finance Division

SunTrust Robinson Humphrey Equipment Finance Group

TCF Equipment Finance

Varilease Finance, Inc.

Wells Fargo Equipment Finance, Inc.

Wintrust Equipment Finance, a division of Beverly Bank

2. Booths are large (15' x 10') 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 21, followed by a full day of meetings on April 22 concluding with a half day of meetings on April 23.

5. Half-Day Best Practices Roundtables for Senior Execs from Banks, Captives and Independent Finance Companies. These invitation-only events immediately precede the start of the National Funding Conference on April 21. See Schedule of Events for more details.

Impromptu Gatherings? We've Got You Covered!

We know you want more places to meet with potential funding sources. This year's exhibit hall and foyer area is spacious, which will allow ELFA to provide more seating areas for attendees and exhibitors for more impromptu meetings.



Breakfast Meetings? Not to Worry!

Once again, the ELFA has planned for complete sit-down breakfasts to facilitate networking. These breakfasts are scheduled for Wednesday and Thursday, April 22 and 23 from 7:00 – 8:30 am in the Moulin Rouge Room. Tables of 4, 6 and 8 will be available for private conversations. No need to make a reservation at the hotel restaurant and waste valuable time waiting in line for a table.

Schedule of Events

Tuesday April 21

11:00 am – Noon

Best Practices Roundtable Registration

- Bank Best Practices Roundtable
- Independent Best Practices Roundtable
- Captive and Vendor Best Practices Roundtable

Roundtables are by invitation only for senior executives from bank leasing companies, independent finance companies and captive and vendor finance companies respectively. Attendees must be from ELFA member companies. 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. To receive more information on any of these Roundtables, please contact Alexa Carnibella at acarnibella@elfaonline.org.

Noon – 4:30 pm

Bank Best Practices Roundtable

Sponsored by PayNet, Inc.



Independent Best Practices Roundtable

Captives & Vendor Best Practices Roundtable

Sponsored by PayNet, Inc.



2:30 – 7:00 pm

Funding Conference Registration

Conference Bags and Lanyards

Sponsored by MB Financial Bank



2:30 – 4:30 pm

Exhibitor Set Up

5:30 – 7:00 pm

Opening Reception

Wednesday, April 22

7:00 – 8:30 am

Complete Sit-Down Breakfast to Facilitate Networking

8:30 am – Noon

Individual Appointments with Funding Source Exhibitors

Noon – 2:00 pm

Hosted Luncheon

Sponsored by PayNet, Inc.



2:00 – 5:00 pm

Individual Appointments with Funding Source Exhibitors

5:00 – 6:30 pm

Hosted Reception

Thursday, April 23

7:00 – 8:30 am

Complete Sit-Down Breakfast to Facilitate Networking

8:30 am – Noon

Individual Appointments with Funding Source Exhibitors

Noon – 3:00 pm

Exhibitor Tear Down

Deadline Dates at a Glance

Hotel cutoff for room reservations (after this date, based on availability)

Thursday, March 26

Last day to cancel registration and receive a refund

Thursday, April 9

Last day for mail-in registration (to be included on the list of attendees)

Monday, April 13

Registration and General Information

Fees: \$795 ELFA members
\$745 each additional ELFA Member
\$1590 Nonmembers*
\$390 Funding Planning Committee Members

***Non-Members: Please Read Carefully**

1. A non-renewing, Regular Member organization will be permitted to attend one ELFA conference as a non-member and pay the applicable non-member registration fee. If the company wishes to attend another ELFA conference thereafter, it must join as a Regular Member.

2. An organization that has never been a member of the ELFA, and is qualified to be a Regular Member, is subject to the same attendance policy that applies to the non-renewing ELFA Regular Member: i.e., they will be permitted to attend one ELFA conference as a non-member and pay the applicable non-member registration fee. If the company wishes to attend another ELFA conference thereafter, it must join as a Regular Member.

3. New members will receive a discount (the difference between the non-member and member registration fee) towards their dues if they attend a conference as a non-member, pay the non-member registration fee, and subsequently join the ELFA within 60 days.

To learn more about ELFA membership and its benefits, please contact Julie Benson at jbenson@elfaonline.org or 202-238-3432.

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 **Monday, April 13, 2015**. To register after this date, bring the registration form and payment to the conference. ELFA cannot guarantee receipt of any payments mailed after Monday, April 13, 2015.

In order to be included in the **final** list of attendees, registration and payment must be received by **Monday, April 13, 2015**.

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/2015/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 online and send the registration fee and the completed registration form to: ELFA, Attn: Accounts Receivable, 1825 K Street, NW, Suite 900, Washington, DC 20006. You may use this address for express mail as well.

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 **Thursday, April 9, 2015**.

Please Note: Cancellations by telephone will be accepted, but must be followed 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 Julie Benson, Director of Membership (202) 238-3432, 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.

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:

Wifi in Exhibit Area	\$5,000	
Re-Charging Station (for tech devices)	\$5,000	
Attendee Roster	\$5,000	
Attendee Bag	\$5,000	Sold!
Lanyard with Company Logo	\$5,000	Sold!
Hotel Key Card	\$5,000	
Pens with logo	\$3,000	
Coffee sleeves	\$3,000	Sold!
Napkins with logo	\$3,000	
Complete Sit-Down Networking Breakfast		
Wed., April 22	\$3,000	
Thurs., April 23	\$3,000	
Luncheon	\$5,000	Sold!
Opening Reception	\$7,000	
Closing Reception	\$5,000	

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 \$299 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/elfafunding2015>
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 and Email 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 Thursday, March 26, 2015**. 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.

2015 Funding Exhibition Planning Committee

DAVID DRURY, (Committee Chairman)
Cole Taylor Equipment Finance

RICHARD ANDERSEN
Key Equipment Finance

MICHAEL J. ASH
Signature Financial

ROBERT BLEE
GE Capital Markets Group

DAVID R. CARDEW
Element Financial Corporation

DAN FLUHARTY
Huntington Equipment Finance

HENRY FROMMER
Wells Fargo Equipment Finance, Inc.

SCOTT KILEY
Fifth Third Equipment Finance Company

TODD LEAVEY
First Financial Corporate Services Inc.

LINDSEY MCLORG
Bank Of The West

GERALD MOHR
Affiliated Financial Services

JOE NEUBERGER
Creekridge Capital LLC

THOMAS PAGANO
EverBank Commercial Finance, Inc.

FRANK SOUDER
Susquehanna Commercial Finance, Inc

Attendee Registration Form

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

Fees:

ELFA members:	\$795
Each additional ELFA member:	\$745
Nonmembers*:	\$1,590
Funding Planning Committee Members:	\$390

*Please review non-member policy described in the General Information Section of this brochure.

Note: In order to appear on the FINAL LIST OF ATTENDEES, you must register by Monday, April 13, 2015. 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 _____

OFFICE PHONE _____ FAX _____

MOBILE PHONE _____

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, Attn: Accounts Receivable, 1825 K Street, NW, Suite 900, Washington, DC 20006. If you are using express mail to register for this conference, please mail to this address as well.

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 _____ CVV _____

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 | <input type="checkbox"/> OP – Operations (Administrative/
Documentation) |
| <input type="checkbox"/> CM – Capital Markets
(Securitization/Funding/Investing) | <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 _____