



Equipment Management Conference & Exhibition

April 3-5, 2011

Renaissance Vinoy • St. Petersburg, Florida

GREAT SESSIONS that bring you up-to-date on a variety of asset classes

LIVE INSPECTIONS of equipment, guided by qualified professionals

OFF-SITE EQUIPMENT TOURS featuring a computer recycling and refurbishing facility, a construction equipment facility, and a medical equipment refurbishing facility

FIRST CLASS EXHIBITION of equipment appraisers, remarketers, and others you need to meet

UNMATCHED NETWORKING OPPORTUNITIES with your peers in the industry

*Conference Qualifies for
A.S.A. Re-Certification*

Moving Back Into the Sun...



A must-attend event for all equipment management professionals wishing to impact the performance of their portfolios, now and in the future.

Equipment Management Conference & Exhibition

April 3-5, 2011 • Renaissance Vinoy • St. Petersburg, Florida

There is no better
place to evaluate
current market
conditions, portfolio
quality and residual
values for a
variety of equipment
segments than this
conference.

Who Should Attend?

Equipment management professionals, including senior managers and their staff, and service providers to the industry.

Get Maximum Exposure for Your Company...

Become a Sponsor!

Sponsoring events and functions at ELFA meetings provides excellent exposure for your company. Contact Nick LaRich at nlarich@larichadv.com or 440-247-1060 if you are interested in becoming a sponsor of this important event.

Become an Exhibitor at the 2011 Equipment Management Conference & Exhibition

Do you want to reach over 300 Asset Managers? For information on how your company can exhibit at this conference, contact Nick LaRich at nlarich@larichadv.com or 440-247-1060.

Exhibitors as of March 14, 2011

Action Machinery
Alternative Collection Solutions
APT/Thomas
Asset Control Services, Inc.
Asset Management Group, LLC
Asset Marketing Solutions
Asset Recovery Corp.
AuctionTime.com
Authorized Acquisitions, LLC
Belmont Technology Remarketing
Bulldog Asset Management
Centurion Service Group
Coldiron Companies
Equipment Placement Services, Inc.
Hunyady Auction Company
Innovative Recovery Group
International Capital Equipment
IronPlanet
Irontrax
Lifespan Technology Recycling
Monitor, Inc.
Nassau Asset Management
Nationwide Imaging Services, Inc
Novastar Solutions.
PanPac, LLC
PN California, Inc.
Perfection Machinery Sales, Inc.
RCI Wholesale Copiers, LLC
Resolvion
Ritchie Bros. Auctioneers
RTR Services
Supply-Chain Services, Inc.
Taylor & Martin, Inc.
The Ross Group
Truckcenter.com

SCHEDULE OF EVENTS

Sunday, April 3, 2011

7:30 – 8:30 am

ELFA Golf Tournament Registration

8:30 – 1:30 pm

ELFA Golf Tournament

2:00 – 8:30 pm

Attendee Registration

Online Attendee Handouts sponsored by



2:30 – 5:00 pm

On-Site Live Inspection – Equipment Showcase

Showcase coordinated by

CHRISTOPHER J. CONDON

President

Dover Management Group, Inc.



DOVER MANAGEMENT GROUP, INC.
Consulting • Appraisals • Remarketing

Equipment Provided by:

Decker Forklifts, IronPlanet, Nationwide Equipment Co., LLC,
Ritchie Bros. Auctioneers and Taylor & Martin

Showcase sponsored by



On-Site Live Inspection includes guided professional inspections by qualified service providers. Inspection will consist of the following:

- Overview of market and industry position
- Identify key specifications
- Uncover critical areas of maintenance
- Discuss potential risk and reward aspects
- Review lease return language and residual values

Showcase attendees are eligible to win cash prizes.
Must attend each vehicle showcase to qualify.

Past showcases have included Crawler Dozers, Wheel Loaders, Forklifts, Cement Pump Trucks, Hybrid Ramp Trucks, Dry and Refrigerated Van Trailers, Lowboys, Rough Terrain Cranes, and more.

6:00 – 8:30 pm

Opening Reception/Exhibits Open

Reception partially sponsored by **RITCHIE BROS.**
Auctioneers

Monday, April 4, 2011

7:15 – 8:30 am

General Breakfast

Exhibits Open

8:30 – 8:45 am

Welcoming Remarks

JOHN GOUGEON

Chair, ELFA Equipment Management Committee
National Accounts Manager, Commercial Finance
IronPlanet

8:45 – 10:15 am

GENERAL SESSION

State of the Association and State of the Industry Report

Presenters:



William G. Sutton, CAE

President and CEO
Equipment Leasing and
Finance Association



David A. Merrill

ELFA Chairman
President
Fifth Third Leasing Co.

What's Hot, What's Not in Equipment Leasing and Finance for 2011

Most equipment markets are recovering from the worst economic recession in post WWII times. The recession, in conjunction with uncertainty related to financial reform, tax policy and other government regulation, caused new equipment manufacturing to plunge in 2009. This in turn led to recent shortages and price increases in certain equipment categories. This session will address questions such as: "How can my firm benefit from current conditions? What are the best equipment types to lease or finance? Where is the risk? What types of equipment should be avoided and why? This presentation will also highlight the results of a survey of more than 140 equipment managers and industry experts. Insights and outlooks for various equipment markets will be discussed with an emphasis on: regulation, legislation, technology, and valuation issues, as well as various current and future residual challenges and opportunities. The opinions of survey participants relating to secondary market concerns including: current economic conditions; equipment markets; and near-term trends in residual values will also be summarized.

Presenter:

CARL C. CHRAPPA

President
Independent Equipment Company

10:15- 10:30 am

Break

10:30 am - 12:30 pm

GENERAL SESSION

Ask the Experts: What are the Changes in Lease Accounting Standards and How will They Affect Asset Managers?

This session will discuss the impact of the changes to lease accounting standards on business processes and products of lessors & lessees; will analyze the affect these changes have on Captive, Bank and Independent Lessors, including who might benefit from the accounting changes; and will highlight the equipment management issues that might be impacted related to operations, residual/risk analysis, reporting, applications and third party service providers.

Moderators/ Panelists:

MARK BELEC

President
Advanced Portfolio and Application Services

JOHN L. GOUGEON

National Accounts Manager, Commercial Finance
IronPlanet

ROD W. HURD

Managing Director
Bridgeway Capital Advisors

SHAWN HALLADAY

Managing Director
The Alta Group

JANE RETHMEIER

SVP - Remarketing
Mishawaka Leasing

DONALD E. ORAM

Vice President
Wells Fargo Equipment Finance, Inc.

STEVEN M. ROBBINS

VP - Asset Management
Capital One Equipment Leasing & Finance

Noon - 12:30 pm

Exhibits Open

12:30 - 1:00 pm

Buses Load for Off-Site Tours

Box Lunches for All Attendees

1:00 - 5:00pm

Off-Site Tours

Pre-Registration Required; Proper Attire Required

• **LifeSpan Technology**

LifeSpan Technology provides IT asset management and electronics recycling services. This tour will focus on their computer recycling and remarketing center. Limited to 50 attendees.

• **Ring Power Corporation**

Ring Power is the Caterpillar dealer for Northern and Central Florida, offering equipment sales, service, parts and rentals. This tour will focus on construction equipment. Limited to 50 attendees.

Transportation provided by 

• **Nationwide Imaging Services, Inc.**

Nationwide Imaging Services is a leader in providing pre-owned, diagnostic imaging equipment to the health-care community including hospitals, imaging centers, and private medical practices. This tour will focus on CT scanners, MRIs gamma cameras, mammography, ultrasound, PET scanners, etc. Limited to 50 attendees.

Transportation provided by 

5:00 - 5:30 pm

Buses Return from Off-Site Tours

6:00 - 8:00 pm

Hosted Reception

Exhibits Open



Tuesday, April 5, 2011

7:30 – 8:30 am

Continental Breakfast

Exhibits Open

8:30 – 8:45 am

GENERAL SESSION

Review of First Day/Announcements

Presenter:

JOHN GOUGEON

8:45 – 9:45 am

Winning Negotiation Strategies

Negotiation is a dialogue intended to resolve disputes, to produce an agreement upon courses of action, to bargain for individual or collective advantage, or to craft outcomes to satisfy various interests. Negotiations is a critical skill required of every asset manager and remarketing expert. This presentation will review what it takes to be a skillful negotiator today.



Presenter:

Greg Williams

The Master Negotiator

Greg Williams has an extensive background in management and business operations. He is an author and presenter, with a background in politics, (having run for political office), who has mastered the art of negotiation and is a recognized public speaker and trainer on that subject matter. Greg has spoken before and trained countless numbers of people on how to become savvier negotiators. He has negotiated many multi-million dollar deals on behalf of his clients.

9:45 – 10:00 am

Break

10:00 – 11:00 am

Concurrent Tracks

The concurrent sessions follow one of four tracks: Industrial, Technology, Transportation and Education

Track 1: Industrial

• Construction

Moderator:

DONALD E. ORAM

Vice President

Wells Fargo Equipment Finance, Inc.

Speaker:

To be announced

Track 2: Technology

• Healthcare

Moderator:

ROBERT J. MERCOGLIANO

VP, Asset Management

Siemens Financial Services, Inc.

Speaker:

RICK STOCKTON

Vice President

Nationwide Imaging Services, Inc.

Track 3: Transportation

• Marine and Intermodal

This session will discuss the following issues:

- Are the economies of scale going in both directions?
- What is the impact of trans-ocean ship size change?
- What is the status of ports and deluge deliveries
- Is the use of small tug/barge feeder service the answer?

Moderator:

KIMBERLY ESPOSITO

Asst. Vice President, Asset Management

M&T Bank, Commercial Equipment Finance

Presenters:

NORM LASKAY

Partner

Dufour, Laskay & Strouse, Inc.



Track 4: Education

• Pricing and Portfolio Management

What are the economics of the new proposed accounting standards and how do they impact financial products vs. current capital and operating lease structures? How do the new standards impact residuals both on new transactions and portfolios from an income standpoint? How do the new standards impact my current business, operations, processes and policies. The session will help answer those questions along with a discussion on the proposed timeline.

Presenters:

MARK BELEC

President

Advanced Portfolio and Application Services

JOSEPH MOORE

Director, Sales & Marketing

Ivory Consulting Services

SHAWN HALLADAY

Managing Director

The Alta Group

11:00 am – Noon

Concurrent Tracks

The concurrent sessions follow one of four tracks: Industrial, Technology, Transportation and Education

Track 1: Industrial

• Material Handling

Moderator:

JANE RETHMEIER

SVP – Remarketing

Mishawaka Leasing

Speakers:

ANDREW DECKER

President

Decker Forklifts

PATRICK O'BRIEN

Manager, Business Development

Crown Battery Manufacturing Company

Track 2: Technology

• IT Equipment - Recycling and Compliance

Gone are the days of simple remarketing of information technology assets during the lease return process. Attend this session and learn best practices and how new industry certifications are addressing compliance issues around data privacy and recycling, while maximizing value recovery.

Moderator:

CHRISTOPHER NUGENT

VP, Asset Management

Key Equipment Finance

Speaker:

DAG ADAMSON

President

LifeSpan Technology

Track 3: Transportation

• Helicopters

This session will provide a current look at the helicopter resale market: which models survived the recession in good health and which did not; which market segments are resuscitating; how the market crash affected residual values, both long- and short-term. This session will also include a long-term look at several models and how their markets have changed over time, both with and without inflation. Finally, the session will include a “crystal ball” effort to choose the best models and market segments going forward in the near- and mid-term.

Moderator:

ROBERT J. MERCOGLIANO

VP, Asset Management

Siemens Financial Services, Inc.

Presenters:

SHARON DESFOR

President

Helivalue\$, Inc.

Track 4: Education

• Equipment Financing Fraud: Identifying Fraudulent Lease Transactions

Attendees will be presented with publicly available data from recently acknowledged equipment frauds for forensic evaluation. Participants will be introduced to the common traits, indicators, and “red-flags” of equipment based fraud in leasing, as well as the profile of companies that are most likely to engage in fraudulent financing. An interactive case will be included that requires attendees to assess the probability of fraud on sample transactions

Presenter:

WILLIAM H. TEFFT

SVP, Asset Management

CapitalSource

Noon – 1:30 pm

General Luncheon

Senior Management Luncheon

(pre-registration required)

Moderator:

JOHN GOUGEON

1:30 – 2:30 pm

Concurrent Tracks

The concurrent sessions follow one of four tracks:
Industrial, Technology, Transportation and Education

Track 1: Industrial

• State of the Oil and Gas Industries

The energy industry is not any different than most commodity-based industries in that it typically exhibits long periods of boom and bust. Contrary to these trends, recent years have been volatile and proven more unpredictable due to changes in global economic conditions, government policies, and the impact of environmental issues. Mr. Schermerhorn will discuss the current state of the oil and gas industries and provide current value trends for today's most actively leased energy related assets, such as: drilling rigs, well fracturing machinery, gas compression equipment, and related marine assets.

Moderators:

KEVIN J. SENSENBRENNER

Senior Asset Manager
AIG Commercial Equipment Finance

MARK CRAIG

Principal
Craig & Associates

Presenters:

PETER W. SCHERMERHORN, A.S.A.

President
ARC International

Track 2: Technology

• Positive Trends in Plastics Machinery and Equipment Values

This session will address the dramatic recovery of Injection Molding Machinery values in the secondary market and emerging trends in flexible packaging, rigid packaging, and PET bottle recycling.

Moderator:

WILLIAM A. TEFFT

SVP, Asset Management
CapitalSource

Presenters:

KENNETH M. HEYSE

Managing Partner
Plastics One Asset Advisors

Track 3: Transportation

• Truck/Trailer

This breakout session will use appraisal examples of trucks and trailers to demonstrate and stimulate discussion of current equipment market conditions and the

impact of equipment specification options on value and trends in new equipment products and options.

Moderator:

CHRISTOPHER J. CONDON

President
Dover Management Group, Inc.

Presenters:

THOMAS WALTHER

Owner
Nationwide Equipment Company

MICHAEL E. WINTERFELD

Director, Appraisal Services
Taylor & Martin, Inc.

Track 4: Education

• Vendor Finance

Moderators:

MARK LOKEN

VP, Equipment Finance
TCF Equipment Finance

CHRISTOPHER NUGENT

VP, Asset Management
Key Equipment Finance

Presenters:

To be Announced

2:30 – 3:00 pm

Break

3:00 – 4:00 pm

Concurrent Tracks

The concurrent sessions follow one of four tracks:
Industrial, Technology, Transportation and Education

Track 1: Industrial

• Landscaping/Golf

Moderator:

MARK LOKEN

Vice President – Equipment Management
TCF Equipment Finance

Presenters:

To be announced

Track 2: Technology

• An Inside Look at the End of Term in Office Imaging

This session will report on used copier trends, pricing, and sales performance. With the proliferation of color copiers, introduction of software-controlled accessories and the focus on data security, the world of copiers has changed once again. Attendees will review detailed trends in copier re-marketing along with some surpris-

ing findings on volumes and recoveries in the past 12 months. Come prepared to participate and contribute.

Moderator:
CHRISTOPHER NUGENT

VP, Asset Finance
Key Equipment Finance, Inc.

Presenters:
DENNIS BROWN

VP, State Government Affairs
Equipment Leasing and Finance Association

RAJ THADANI

Owner
Mars International

PAUL YOUNGBERG

VP, Marketing
Ross International

Track 3: Transportation

• Rail

This session will discuss the following issues:

- What are the current issues facing the railroads and how will this impact leasing and finance companies and their investment?
- What are the current issues impacting shippers?
- Government Regulation – Are there any “game changers” under consideration?
- Equipment – What is sizzling and what would you wish upon your competition?
- The Future – How should you position your portfolio for the future? What are the pitfalls?

Moderator:
KIMBERLY ESPOSITO

Assistant Vice President
M&T Bank, Commercial Equipment Finance

Presenter
ROBERT BLANKEMEYER

Manager
First Union Rail

Track 4: Education

• Residual Valuation

Moderator:
DONALD ORAM

Vice President
Wells Fargo Equipment Finance

Presenters:
To be announced

6:00 – 8:30 pm

Closing Dinner and Auction

Sponsored by Ritchie Bros. Auctioneers
AIG Commercial Equipment Finance,
and RTR Services



Auction coordinated by

STEVEN M. ROBBINS

VP, Asset Management
Capital One Equipment Leasing & Finance

Auction items provided by: Advanced Print Technology, Capital One Equipment Leasing & Finance, Coldiron Companies, Equipment Exchange Company of America, Global Equipment Management Services, Hunyady Auction and Appraisal Services, Innovative Recovery Group, IronPlanet, Resolvion, Ritchie Bros. Auctioneers, and Taylor & Martin, Inc.



Bid on valuable prizes and in-kind services from a variety of appraisers, remarketers and auctioneers.

Money raised will be donated to the Leukemia and Lymphoma Society.

2011 ELFA Equipment Management Committee

JOHN GOUGEON, Committee Chair
IronPlanet

MARK A. BELEC
Advanced Portfolio and Application Services

MARK NICOTERA
Somerset Capital Group

CARL C. CHRAPPA
Independent Equipment Company

CHRISTOPHER NUGENT
Key Equipment Finance

CHRISTOPHER J. CONDON
Dover Management Group

DONALD E. ORAM
Wells Fargo Equipment Finance

MARK A. CRAIG
Craig & Associates

JANE RETHMEIER
Mishawaka Leasing

KIMBERLY ESPOSITO
M&T Bank, Commercial Equipment Finance

STEVEN M. ROBBINS
Capital One Equipment Leasing & Finance

MARK LOKEN
TCF Equipment Finance

KEVIN SENSENBRENNER
AIG Commercial Equipment Finance

ROBERT J. MERCOGLIANO
Siemens Financial Services

WILLIAM H. TEFFT
CapitalSource



GENERAL INFORMATION

Please register as far in advance as possible. Register by **Monday, March 28, 2011** to ensure that your name appears on the list of attendees. Please note: you may also register for this conference via the Internet at ELFA Online – <http://www.elfaonline.org/pub/events/2011/EMC/>

Registration Fees

Individual: ELFA Member (<i>1st Person</i>):	\$1,095
Each additional ELFA Member representative:	\$985
Non-Members:	\$2,190
Spouse/Companion Fee:	\$250
Committee Member or Speaker Fee: (<i>attending entire conference</i>)	\$550
Speaker Fee: (<i>if attending day of presentation/one day only</i>)	waived
Golf:	\$195

Non-Members: Please read carefully

Non-members are welcome to attend this conference and must register at the non-member rate. Please note: if you are employed by a company that was an ELFA member in 2010 that has not renewed its membership in the ELFA in 2011, you must wait until 2012 to attend this conference as a non-member.

Speaker/Committee Registration Fee and Fee Policy

All speakers and committee members must complete and return the registration form. Speakers attending the entire conference pay half the registration fee (In this case \$550). The fee is waived for speakers who are attending only on the day of their presentation. Committee members, regardless of length of stay at the conference, pay half the registration fee (\$550). Please make sure you check the appropriate box on the registration form. If you have questions regarding these policies, please contact Racquel Codling at (202) 238-3414 or rcodling@elfaonline.org

Spouse/Companion Fee

A spouse/companion attending any portion of the conference or social functions must be registered and must pay the spouse/companion fee (\$250). Please mark the appropriate box on the registration form. If your spouse/companion is employed in leasing and wishes to attend any portion of the conference, the full attendee (member/nonmember) registration fee is due.

Get Credit Towards Your ASA Re-Accreditation

Attendees to this conference may obtain credit toward their American Society of Association (ASA) re-accreditation requirements. Please contact Janet Fianko a (202) 238-3420 or jfianko@elfaonline.org for more information.

Golf

There will be a golf tournament on Sunday, April 3, 2011 beginning at 8:30 am. If you are interested in playing in the golf tournament, please check the appropriate box on the registration form and include your \$195 tournament fee. The fee includes green fees, cart, and taxes. Note: **No refunds for golf cancellations will be made after Friday, March 18, 2011.** To put together or join a foursome, visit the online registration page at www.elfaonline.org/pub/events/2011/EMC/Golfpairings.cfm

Off-Site Tours

Monday, April 4, 2011

1:00 – 5:00 pm

A unique opportunity to visit with the experts and experience the equipment in a real-world setting. Three tours have been planned: a computer refurbishing and remarketing facility, a medical equipment refurbishing and remarketing facility and a construction facility. Complete descriptions of each tour can be found in the Schedule of Events of this brochure. A box lunch will be provided with each tour.

Important Information about the Off-Site Tours

Every tour requires that you have with you a photo ID, either a driver's license or valid passport. Please wear comfortable clothing and footwear. *Each tour has limited capacity, so pre-registration is mandatory.* Should a tour become full, a wait list will be maintained on a first-come, first-served basis. Be sure to check the box of the tour you wish to attend on the attached registration form.

Senior Management Luncheon (pre-registration required)

Tuesday, April 5, Noon – 1:30 pm. A luncheon is planned for senior asset managers, appraisers and remarketers. Please register in advanced on the registration form.

Mail-In-Address – Please Review Carefully

- 1) For check or credit card payments, mail to: Equipment Leasing and Finance Association, Inc. PO Box 34733, Alexandria, VA 22334-0733
- 2) If you are using express mail to register for this conference, please mail to: ELFA, 1825 K Street, NW, Suite 900, Washington, DC 20006-1203

Register On-Line

Visit ELFA Online at www.elfaonline.org for information about this and other educational programs. Go to the Events & Training section for details on the agenda, speakers, location and registration information. You can register directly on-line via American Express, MasterCard, Discover, Diners Club or VISA on our secure server. You will receive a confirmation from the website.

Register By Fax

You may also fax your completed registration form to ELFA at (202) 478-0980. Please be sure to include the appropriate credit card information. An email confirmation will be sent to you.

Cancellations & Substitutions

Cancellation Policy

- **Refund minus \$100:** Should you need to cancel, refunds will be processed less a \$100 administrative fee.
- **No refund:** No refunds of registration fees will be given for cancellations received on or after Monday, March 28, 2011
- **No golf fee refund** after Friday, March 18, 2011

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 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 Equipment Management Conference and Exhibition.

Membership Information

If you are interested in joining ELFA, please call ELFA Member Services at (202) 238-3429, or check the appropriate box on the registration form.

Exhibitor Opportunities

An exhibition is held in conjunction with this conference. If you would be interested in obtaining more information about exhibiting, please contact Nick LaRich at (440) 247-1060 or nlarich@larichadv.com

Sponsorship Opportunities

Sponsoring events and functions at ELFA meetings provides excellent exposure for your company. Contact Nick LaRich at (440) 247-1060 or nlarich@larichadv.com

Inquiries

If you have a question about this conference not related to registration, please call ELFA Professional Development at (202) 238-3400.

Email for registration inquiries: jfianko@elfaonline.org

(Note: no registrations can be made by telephone)

Email for conference brochure: rscoggins@elfaonline.org

Hotel Information

A block of rooms is being held for attendees of the 2011 Equipment Management Conference at the Renaissance Vinoy 501 5th Avenue N.E., St. Petersburg, FL 33701. A special conference rate of \$199 plus tax, single/double occupancy, is offered to attendees. Check in time is 4:00 pm, and check-out time is 11:00 am. **Please call Reservations at 888-303-4430** and mention "ELFA Equipment Meeting" in order to get the ELFA group rate. Reservations made after the **Friday, March 4, 2011** cut-off date are based on availability and may be at a higher rate.

To make hotel reservations online, please use this link:

<http://www.marriott.com/hotels/travel/tpasr?groupCode=elfelfa&app=resvlink&fromDate=4/1/11&toDate=4/6/11>

Getting There

The Renaissance Vinoy is 25 minutes, 20 miles from Tampa International Airport. SuperShuttle Tampa Bay, Inc. is a 24-hour airport shuttle service. All guests utilizing this method of transportation will be taken to the hotel front entrance. Advance reservations are strongly encouraged. Call 800-258-3826. Courtesy desks are located at all baggage claim areas; the current charge is \$26.00 per person one-way and \$48.00 round trip. Taxi services are available at the airport or arranged through the hotel concierge desk. Hertz Rent-a-Car has a direct phone line located next to the hotel concierge desk to accommodate your car rental needs. Both self-parking and valet parking are available at the hotel. Self parking is \$12.00 per day and valet parking is \$18.00 per day.

For further information about this property, including driving directions, visit their web site at

<http://www.marriott.com/hotels/travel/tpasr-vinoy-renaissance-st-petersburg-resort-and-golf-club/>





Equipment Management Conference & Exhibition

April 3-5, 2011 • Renaissance Vinoy • St. Petersburg, Florida

Conference Registration Form

Please complete and return this registration form and mail with payment to: Equipment Leasing and Finance Association, Inc. PO Box 34733, Alexandria, VA 22334-0733. If you are registering using Express Mail, send completed conference registration form and check to ELFA, 1825 K Street, NW, Suite 900, Washington, DC 20006-1203.

Please note: Please use one form per registrant: copy form for additional registrants. To be sure your name appears on the list of attendees, ELFA must receive your registration form and payment no later than **Monday, March 28, 2011**. You may also register for this conference via the Internet at ELFA Online at <http://www.elfaonline.org/pub/events/2011/EMC/>

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Each additional ELFA member representative:	\$985
Non-Member:	\$2,190
Spouse/companion fee:	\$250
Golf:	\$195
Speaker Fee—attending entire conference:	\$550
Speaker Fee—if attending day of presentation/one day only	waived
Committee fee:	\$550

Non-Members: Please read carefully.

Non-members are welcome to attend this conference and must register at the non-member rate. Please note: if you are employed by a company that was an ELFA member in 2010 that has not renewed its membership in the ELFA in 2011, you must wait until 2012 to attend this conference as a non-member.

NAME _____

NICKNAME FOR BADGE _____

TITLE _____

COMPANY _____

ADDRESS _____

CITY/STATE/ZIP _____

TELEPHONE _____ FAX _____

E-MAIL ADDRESS _____

Spouse/Companion Option

Yes, I would like to bring a Spouse/Companion for an additional fee of \$250

Spouse Name: _____

Spouse Nickname for Badge: _____

Off-Site Tour, Monday, April 4, 2011 (1:00-5:00 pm)

Space limited! Pre-registration is mandatory. Should a tour become full, a wait list will be maintained on a first come, first served basis. Please check the box of the tour you wish to attend. Do not select more than one tour. For complete details on each tour, please refer to the General Information section of this brochure.

- LifeSan Technology (IT recycling and refurb) (limited to 50 people)
- Ring Power (construction equipment) (limited to 50 people)
- Nationwide Imaging Services (recycling and refurb imaging equipment) (limited to 50 people)

- Yes, I'm interested in becoming a **sponsor** at this conference. Please contact me.
- Yes, I'm interested in **exhibiting** at this conference. Please contact me.
- Yes, I would like information about my company becoming a **member of ELFA**

Golf

Yes, I will be participating in the ELFA Golf Tournament on Sunday, April 3, 2011 beginning at 8:30 am (shotgun start). I am enclosing \$195 with my registration fee for this purpose. **No refunds for golf cancellations will be made after Friday, March 18, 2011.** To put together or join a foursome, visit the online registration page at www.elfaonline.org/pub/events/2011/EMC/Golffairings.cfm

Senior Management Luncheon

Yes, I will be attending the Senior Management Luncheon on **Tuesday, April 5, 2011** at 12:00 noon.

Please note the following: By registering for this conference you authorize ELFA the right to use any photographs taken of you during the course of the Equipment Management Conference and Exhibition. Photographs may be used in promotional materials or stories that appear in professional publications.

For 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"/> 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 #4110-0305000

Date _____ Approval Code _____ Amount _____