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advertising message.

2025 Integrated Marketing Guide

Your guide to reaching decision makers in the equipment finance industry.

ELFA

EQUIPMENT LEASING AND FINANCE ASSOCIATION

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THE ELFA VALUE PROPOSITION

The Equipment Leasing and Finance Association is the trade association representing more than 575 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.

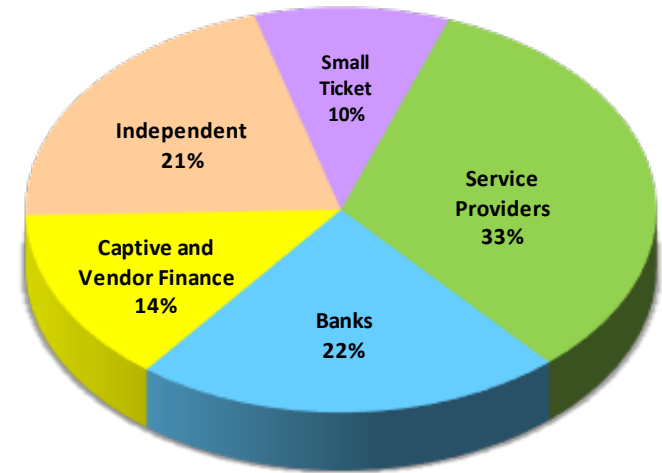
Through one-of-a-kind offerings, including cutting-edge industry information, popular conferences, targeted web-based courses, a powerful federal and state advocacy agenda, and information-packed communications, ELFA gives industry leaders the tools they need to succeed.

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.



ELFA Audience:

Members by Business Council



Top Functional Categories for Members:

1. Business Head or C-Level Executive
2. Sales and Business Development
3. Operations
4. Accounting and Finance
5. Legal
6. Risk Management
7. Asset Management
8. Information Technology
9. Marketing
10. Consulting and Research
11. Tax

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

EVENTS: 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.

ELFA Events with Sponsorship Opportunities:

- Equipment Management Conference & Exhibition
- Executive Roundtable
- National Funding Conference
- Bank Best Practices Roundtable
- Captive & Vendor Finance Best Practices Roundtable
- Independent Best Practices Roundtable
- Small Ticket Best Practices Roundtable
- Emerging Talent Networking Events
- Legal Forum
- Capitol Connections
- Credit and Collections Management Conference & Exhibition
- Power of People Summit
- Operations & Technology Conference & Exhibition
- Lease and Finance Accountants Conference
- ELFA Annual Convention

Go to the ELFA website for more information on each conference:

www.elfaonline.org



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EVENTS: Exhibits

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

ELFA Events with Exhibit Opportunities:

- **Equipment Management Conference & Exhibition**
Who Attends: Equipment management professionals representing equipment finance companies throughout the U.S.
- **National Funding Conference**
Who Attends: Principals in equipment 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**
Who Attends: 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**
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**
Who Attends: Accountants, CFOs, controllers, tax managers, treasurers, finance directors and others responsible for financial reporting activities.
- **ELFA Annual Convention**
Who Attends: A veritable Who's Who of equipment leasing and finance company executives. These are the movers and shakers: CEOs, COOs, Presidents and VPs from the most important equipment leasing and finance companies in the U.S. and across the world. Plus: Emerging talent representing the next generation of equipment finance.



For more information about ELFA exhibits, contact Steve Wafalosky (steve@cvmpmedia.com) at 440-247-1060.



WEB SEMINARS: Wednesday Webinars

ELFA's Wednesday Webinars bring industry professionals up to speed on current issues that impact their jobs and company performance. These virtual events are convenient, cost-effective channels for members to obtain crucial, high-quality information from industry experts.

Wednesday Webinar 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)



Wednesday Webinar sponsorship rate — \$2,000

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ONLINE RESOURCES: ELFA Engage App

Industry leaders stay connected with the ELFA Engage app! The app is the equipment finance industry's go-to source for information, events and collaboration 365 days a year.

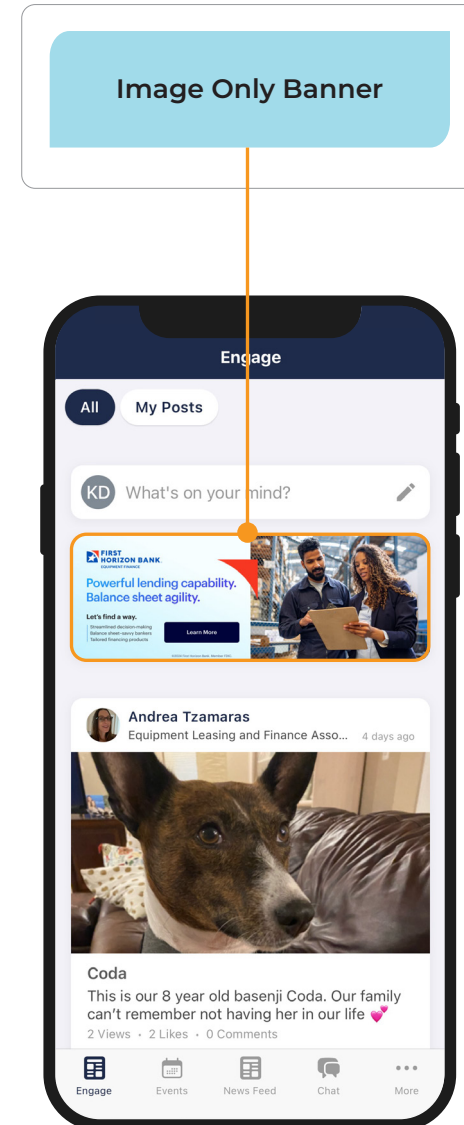
By sponsoring the ELFA Engage App you'll position your company as forward-thinking and place your message in front of a highly targeted, dedicated audience to gain greater results. The app provides access a range of benefits through your phone or tablet, including:

- Stay up-to-date with a continuously updated newsfeed.
- Navigate events and build a personalized event agenda.
- Share, like, bookmark and comment on posts.
- Connect and message with other members.
- Share news, pictures and links in the Engage tab.
- Access ELFAConnect online discussion groups.
- Access ELFA's podcast series Equipment Finance Matters.

Your 1032x360 pixels clickable display sponsor ad will appear at the top of the ELFA News feed.

Banner type: Image only

\$1,250 per 90 days



ONLINE RESOURCES: 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:

Your online Software Listing on the ELFA website for 12 months.
You may edit your online listing as your software is updated.

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 Software Listing is June 3.**



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



EQUIPMENT Leasing & Finance

THE MAGAZINE FOR INDUSTRY EXECUTIVES

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.

Equipment Leasing & Finance Reader Profile

The executives who receive *Equipment Leasing & Finance* six times each year are 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 work at the executive or senior management level.

Online Format:

You have a choice to advertise in the online magazine at www.elfaonline.org/magazine and/or the Equipment Leasing & Finance E-Newsletter.

Your Trusted Source

When you advertise in the *Equipment Leasing & Finance* Magazine, your message will reach the people and the companies you would like to influence—and you will align your brand with the Equipment Leasing and Finance Association, the trusted source for unbiased industry information.



PUBLICATIONS: 2025 *Equipment Leasing & Finance Magazine* Editorial Themes

| Issue | Editorial Themes | Conference Featured |
|---------------------|--|---|
| Jan/Feb | <ul style="list-style-type: none"> · State of the Industry 2025 · Equipment Management Trends · Meet the ELFA Board Chair | Equipment Management Conference & Exhibition |
| Mar/Apr | <ul style="list-style-type: none"> · State of Funding · Career Pathways | Executive Roundtable National Funding Conference Emerging Talent Networking Event |
| May/June | <ul style="list-style-type: none"> · Credit and Collections Trends | Legal Forum Capitol Connections Credit and Collections Management Conference & Exhibition |
| Jul/Aug/Sept | <ul style="list-style-type: none"> · Tech Innovation · Power of People · Software Listing | Operations & Technology Conference & Exhibition Lease and Finance Accountants Conference Power of People Summit Equity Forum |
| Oct | <ul style="list-style-type: none"> · Special Annual Convention Issue · Survey of Equipment Finance Activity | ELFA Annual Convention |
| Nov/Dec | <ul style="list-style-type: none"> · New Member Spotlight · Annual Convention Highlights | 2026 Calendar of Events |

2025 *Equipment Leasing & Finance Magazine* Advertising Deadlines

| Issue | Space Reservations | Ad Materials Due | Live Date |
|-----------------------|--------------------|------------------|----------------|
| January/February | Dec. 5, 2024 | Dec. 12, 2024 | Jan. 17, 2025 |
| March/April | Jan. 23, 2025 | Jan. 30, 2025 | Mar. 7, 2025 |
| May/June | Mar. 26, 2025 | April 2, 2025 | May 2, 2025 |
| July/August/September | June 11, 2025 | June 18, 2025 | July 18, 2025 |
| October | Aug. 19, 2025 | Aug. 27, 2025 | Sept. 26, 2025 |
| November/December | Oct. 1, 2025 | Oct. 8, 2025 | Nov. 7, 2025 |

(Live date is subject to change.)

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

PUBLICATIONS: *Equipment Leasing & Finance Magazine*

The redesigned online edition of *Equipment Leasing & Finance* magazine offers new opportunities to highlight your advertising message. Your leaderboard ad will display in one of two ad positions on the Table of Contents page and within two main feature articles.

Note: The website is completely responsive (mobile-friendly), so your ads will have maximum impact no matter what platform a reader is using.

Display Ad Specifications

| Ad Type | Dimension | Cost |
|-------------|----------------------|--|
| Leaderboard | 728W x 90H (desktop) | \$2,500 per quarter; \$9,000 per year |
| | 300W x 50H (mobile) | (included with purchase of desktop ad) |

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

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

EQUIPMENT Leasing & Finance
THE MAGAZINE FOR INDUSTRY EXECUTIVES

MAGAZINE 2023

VIEW FULL ISSUE | MEDIA KIT | MAGAZINE ARCHIVE

COVER STORY
Uncharted Territory
By Heidi Davis

"THERE'S CAUTION EVERYWHERE NOW BECAUSE THINGS COULD CHANGE QUICKLY," says Sarah Palmer, Underwriting and Asset Management Executive, Key Equipment Finance and Chair of ELFA's Credit & Collections Planning Committee.

Her words, applied a few weeks before the Silicon Valley Bank collapse and the fallout, underwrite the economic uncertainty that credit and collections professionals face going into the second quarter of 2023.

Right now, it's unclear whether the DTS issue will result in minor ripples, strong comments or a flood of course corrections, including new banking regulations.

"DTS is caused by multiple factors," says Tom Ware, President, Tom Ware Advisory Services. "But the root cause was funding long-term fixed rate assets with shorter term assets by floating rate liabilities. DTS was a huge bet that rates would never rise, and they lost the bet."

But it's not as though the credit and collections landscape lacked uncertainty before DTS. Expectations of a slowdown in business transactions in part because of higher interest rates and a subsequent slowing of originations of loans and leases in the equipment finance industry.

All of this has many believing a recession is coming. Many anticipate that one will see a recession in the next 12 months and the questions are around timing and impact, says Neil Singh, Head of Risk, Citi. "The recent banking turmoil is expected to put further pressure on economic growth."

Advertisement
LEADERBOARD 728 x 90

If that holds true, it presents credit and collections professionals with a puzzle.

"There hasn't been a recession since 2001," Ware points out. "There are people with 30-plus years of experience in this industry who haven't seen a recession yet."

"One challenge is the experience managing a portfolio through a real recession," Palmer says. Each recession is unique, with varying lengths and underlying reasons.

"While there is somewhat of an uncharted territory for credit teams across the industry," says Christine Houghlin, Industry Credit Lead, Fifth Third Bank, National Association. "Now is the time to know as clients, reactions and relationships."

“There are a lot of dials that can be turned to make things a little less risky.”
Tom Ware, President, Tom Ware Advisory Services

Post-Covid Getting into Focus
Professionals agree that the credit and collections landscape has become a bit clearer after the pandemic, especially as the Payroll Protection Program money has run its course.

Advertisement
LEADERBOARD 728 x 90

However, there are some who hope the pandemic's impact on company financials will linger, Houghlin says. "It's as if you might now be predicting future performance based on historical financials, but because there was a lot of noise due to Covid, you combine that with the economic growth and the decline in the stock market, and it's making it more difficult to determine a company's true run rate of ROIC and what the future looks like."

ADVERTISERS
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• Financial Partners Group
• Great American Insurance Group
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ADVERTISE

Leaderboard 728x90

EQUIPMENT Leasing & Finance
THE MAGAZINE FOR INDUSTRY EXECUTIVES

OCTOBER 2024

MEDIA KIT | MAGAZINE ARCHIVE

COVER STORY
Private Equity Expands Its Footprint in Equipment Finance
New investment helps the industry stay dynamic, well-capitalized and ready for the next decade of innovation
By Maria Goya

FEATURES
Next Level Success
October 27-29, 2024 • Austin, TX

6 Key Findings from ELFA's Survey of Equipment Finance Activity
By Diane Johnson

Annual Convention Preview
By Lisa Ramirez

Advertisement
LEADERBOARD 728 x 90

COLUMNS
ON THE PRESIDENT & CEO
A Shifting Landscape
By Leigh Lurie

FEDERAL NEWS
District Court Upholds CFPB's Section 1071 Rule: Implications for ELFA Members
By Andy Pataum

FINANCIAL WATCH
The New Sale and Leaseback Model
By Thomas Bosman

LEASING LAW
Transparency is Coming to Equipment Finance
By Stephen T. Whelan

REFLECTING ON 2024
Reflecting on 2024 Predictions
By Richard Ross

HOW ARE YOUR XENIAL LEADERS
How Are Your Xenial Leaders "Managing"?
By Maria H. DiPasquale, MBA, CLFP

Advertisement
LEADERBOARD 728 x 90

DEPARTMENTS
ELFA NEWS
What You Need to Know Now

BUSINESS COUNCIL UPDATE
Small-Ticket Council Eyes Economy, Regulation

EVENTS
Strength in Unity: 2024 Equity Forum

EVENTS
From Aspiration to Action: Emergence 2024

FOUNDATION NEWS
Where Are They Now? Foundation Scholarship Winner Update

PUBLICATIONS: *Equipment Leasing & Finance* E-Newsletter

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 online edition of the magazine. Advertise in this email push and maximize your exposure to 8,000 recipients.

Equipment Leasing & Finance E-Newsletter Specifications

| Ad Type | Dimension | Max File Size | Formats Accepted | Cost |
|---|---|---------------|------------------------------|-------------------|
| Leaderboard (Please submit two ad sizes): | (Desktop) 550 W x 75 H (Mobile) 275 W x 40 H | 40k | No Looping. JPEG/PNG only | \$1,500 per issue |
| Ad Spot #1 (Please submit two ad sizes): | (Desktop) 550 W x 75 H (Mobile) 275 W x 40 H | 40k | No Looping. JPEG/PNG only | \$1,250 per issue |
| Ad Spot #2 (Please submit two ad sizes): | (Desktop) 550 W x 75 H (Mobile) 275 W x 40 H | 40k | No Looping. JPEG/PNG only | \$1,000 per issue |

2025 Equipment Leasing & Finance E-Newsletter Advertising Deadlines

| Issue | Space Reservations | Material Deadline | Distribution Date |
|-------------------|--------------------|-------------------|-------------------|
| January/February | Dec. 6, 2024 | Dec. 13, 2024 | Jan. 15, 2025 |
| March/April | Jan. 24, 2025 | Jan. 31, 2025 | Mar. 5, 2025 |
| May/June | Mar. 27, 2025 | April 3, 2025 | May 7, 2025 |
| July/August/Sept. | June 12, 2025 | June 18, 2025 | July 22, 2025 |
| October | Aug. 21, 2025 | Aug. 28, 2025 | Sept. 30, 2025 |
| November/December | Oct. 9, 2025 | Oct. 16, 2025 | Nov. 18, 2025 |

(Distribution date is subject to change.)

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

Leaderboard
550 x 75

Ad Spot #1
550 x 75

Ad Spot #2
550 x 75

The screenshot shows the layout of the e-newsletter. At the top is a grey 'Leaderboard' ad spot (550 x 75) with the text 'LEADERBOARD 550 X 75'. Below this is the newsletter header with the title 'EQUIPMENT Leasing & Finance' and the tagline 'THE MAGAZINE FOR INDUSTRY EXECUTIVES'. Navigation links for 'OCTOBER 2024', 'ELFA WEBSITE', 'ADVERTISE', and 'MAGAZINE ARCHIVE' are present. The main content area features a 'COVER STORY' with a photo of two people shaking hands and a headline 'Private Equity Expands Its Footprint in Equipment Finance'. Below the cover story is another grey 'Ad Spot #1' (550 x 75). The 'FEATURES' section includes a 'NEXT LEVEL SUCCESS' graphic and two article teasers: '6 Key Findings from ELFA's Survey of Equipment Finance Activity' and 'ELFA Annual Convention Preview'. At the bottom, there are two more grey 'Ad Spot #2' (550 x 75) positions. Red callout boxes with white text point to each of these three ad spots.

PUBLICATIONS: ELFA QuickBrief E-Newsletter

Reach 10,000 equipment leasing and finance professionals each week through the ELFA QuickBrief E-Newsletter. 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.

ELFA QuickBrief Specifications

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

| Ad Type | Dimensions | Formats Accepted | Cost |
|-----------------------------|------------|------------------|-----------------------|
| Leaderboard | 728x90 | .GIF/.JPEG | \$5,399 for 13 issues |
| Lower Leaderboard | 728x90 | .GIF/.JPEG | \$4,950 for 13 issues |
| Box Ad | 300x250 | .GIF/.JPEG | \$3,950 for 13 issues |
| Top Banner | 728x90 | .GIF/.JPEG | \$4,799 for 13 issues |
| Middle Banner | 728x90 | .GIF/.JPEG | \$3,950 for 13 issues |
| Horizontal Product Showcase | 275x175 | .GIF/.JPEG | \$4,249 for 13 issues |
| Vertical Product Showcase | 300x125 | .GIF/.JPEG | \$3,250 for 13 issues |
| Sponsored Content | 240x185 | .GIF/.JPEG | \$4,399 for 13 issues |

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

For more information about advertising in the ELFA QuickBrief, contact MultiView Sales at 972.402.7070 or salesinquiries@multiview.com.

November 13, 2024

ELFA
QUICKBrief
A weekly newsletter for the equipment finance industry

Advertisement

Computers, transportation equipment show growth potential

The Foundation-Keybridge U.S. Equipment & Software Investment Momentum Monitor for November shows computers, aircraft and ships & boats indicate the strongest momentum for investment growth among 12 verticals over the next six months. Download your free copy for forward-looking intelligence. [Learn More](#)

Advertisement

CUSTOMIZED LEASING SOLUTIONS TO HELP YOUR BUSINESS GROW

ACQUISITION | EXPANSION | REFINANCE | WORKING CAPITAL

DIFFERENT APPROACH, BETTER RESULTS™

FIND YOUR SOLUTION

Wintrust Asset Finance is a subsidiary of Beverly Bank & Trust Company, N.A.

Act quickly: Preserve your membership benefits

ELFA membership runs from Jan. 1-Dec. 31. To maintain uninterrupted access to essential benefits—such as federal and state advocacy updates, targeted

CONTACTS and MISSION

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Mission:

The Equipment Leasing and Finance Association is the trade association representing financial services companies and manufacturers in the \$1 trillion U.S. equipment finance sector. ELFA's mission is provide member companies a platform to promote and advocate for the industry, including attracting and developing new and diverse talent; a forum for professional development and training; and a resource that develops information about, and for, the industry.



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