



MOMENTUM

ELFA

64th Annual Convention

October 26-28, 2025 | Marco Island, FL

The *Momentum* is Building. Can You Feel It?

REGISTER NOW for the 2025 ELFA Annual Convention, Oct. 26-28 in Marco Island, Florida. Momentum is strong in the equipment finance industry! 2025 is a pivotal year, a quarter-century in, marked by a new administration, a dynamic workforce, and significant wins on Capitol Hill. Now is the time to seize the opportunity. Can you feel the energy shifting?

Join us at the 2025 ELFA Annual Convention, where we'll harness this incredible energy to drive even greater success. This is your chance to connect with industry leaders, gain fresh perspectives, and learn strategies to keep your business moving forward. We'll explore key topics such as:

- **Policy & Progress:** Capitalizing on Certainty. With the permanence of 100% expensing providing vital certainty, businesses are investing with confidence. This policy didn't just happen—it was earned through the collective advocacy of our industry, and it's a powerful growth engine we'll discuss how to leverage. We'll also examine the impact of the new administration and other legislative developments.
- **Workforce Evolution:** Adapting to changing expectations and cultivating a thriving, future-ready team.
- **Innovation & Growth:** Discovering new technologies and business models that fuel industry expansion.

Don't miss this unparalleled opportunity to learn, grow, and network with the best in the business. This is where you'll gain the competitive edge needed to thrive in a dynamic market and be part of the collective force driving our industry forward.

Why Attend?

The ELFA Annual Convention is the primary forum that industry leaders turn to with assurance when it comes to addressing critical issues and trends. It is the largest, most important annual gathering of equipment leasing and finance professionals. Whoever you need to see is likely to be there.

Register Early...

Reserve Your Hotel Accommodations...Save Money

Register for the convention AND reserve your accommodations at the JW Marriott Marco Island by Monday, August 18, 2025, and receive a discount on the convention registration fee.

Need More Information?

For complete details, including convention registration and hotel reservations, go to <https://www.elfaonline.org/education-networking/2025/annual-convention>.

Get Noticed! Become a Sponsor or an Exhibitor

The ELFA Annual Convention provides unmatched opportunities to increase exposure for your company, especially through sponsorships and the Convention Exhibition. To become a sponsor or an exhibitor, contact Steve Wafalosky at steve@cvmpmedia.com or (440) 247-1060.

Featured Speaker



JON GORDON

Leadership and Culture Expert

Jon Gordon's best-selling books and talks have inspired readers and audiences around the world. His principles have been put to the test by numerous Fortune 500 companies, professional and college sports teams, school districts, hospitals, and non-profits. He is the author of 30 books including 17 best sellers and 5 children's books. His books include the timeless classic *The Energy Bus* which has sold over 3 million copies, *The Carpenter* which was a top 5 business book of the year, *Training Camp*, *The Power of Positive Leadership*, *The Power of a Positive Team*, *The Coffee Bean*, *Stay Positive*, *The Garden*, *Relationship Grit* and his new release *The One Truth*. Jon and his tips have been featured on The Today Show, CNN, CNBC, The Golf Channel, Fox and Friends and in numerous magazines and newspapers. His clients include The Los Angeles Dodgers, In-N-Out Burger, The Los Angeles Rams, Campbell Soup, Dell, Publix, Southwest Airlines, The Chicago Bulls, Miami Heat, The Colorado Rockies, Truist Bank, Clemson Football, Northwestern Mutual, Bayer, West Point Academy and more.



The ELFA Hub is the best location to network and recharge. Included as part of an enhanced exhibit hall experience - meet with peers and industry providers in one space. All the people and brands you've been trying to connect with all year - together in one place, discussing the future's biggest opportunities.

TECH TALKS AND ELFA TALKS

Sit back, charge your phone and listen to speakers from our industry experts, or watch demos on the newest products hitting the market from our exhibitors.

NETWORK and CHILL

Enjoy unique spaces to work or connect with your colleagues. Refresh yourself with snacks and drinks.

EXHIBITOR PRIZES

Win prizes from our featured exhibitors!

Schedule of Events

Sunday, October 26

7:00 – 9:00 am

Transportation for Golf Players
Hammock Bay Golf & Country Club

7:00 am

Breakfast for Golfers
Hammock Bay Grill
(Off property)



8:30 am

Golf Tournament (Shotgun Start)
Hammock Bay Golf & Country Club
(Off property)

7:30 – 9:00 am

Breakfast for Community Service and Pickleball Players
(Off property, pre-registration required)

8:00 am

Transportation for Pickleball Players,
USOP National Pickleball Center
(Off property)

9:00 – 11:00 am

Community Service Project

Beach Clean Up:
Save the Turtles!
(Off property, pre-registration required)



11:00 am – 3:00 pm

ELFA Day at the Beach with Lunch and Games!
(Pre-registration required, limited to 60 attendees)



10:00 am – 8:00 pm

Convention Registration
(Attendees & Exhibitors)

1:00 – 2:00 pm

Luncheon for Golfers
Hammock Bay Grill

2:00 – 2:30 pm

Golf Transportation Back to the Hotel

2:00 – 4:00 pm

Community Service Project:

Build-a-Bear
(On property; pre-registration required,)



2:00 – 5:00 pm

Exhibitor Setup

4:00 – 5:00 pm

New Members & Leadership Reception

4:30 – 5:30 pm

Women's Council Reception

5:30 – 8:00 pm

Welcome Reception
Exhibits Open

Monday, October 27

6:00 – 7:00 am

Beach Fun Run



7:00 – 8:15 am

Breakfast with Puppies



7:00 am – 4:30 pm

Convention Registration

7:00 am – 5:00 pm

Exhibits Open

8:30 – 10:00 am

General Session

Chair's Address & Keynote Address



Speaker:
JAMES CRESS,
ELFA Board Chair
Vice President & General Manager
Flex Financial, Stryker



Speaker:
JON GORDON,
Leadership and Culture Expert

10:00 am – Noon

Refreshment Break in Exhibit Area and ELFA Hub

11:00 am – 3:00 pm

Spouse/Companion Event:

JW Marco Island Day at the Spa
(pre-registration required)

10:45 – 11:45 am

Issue Breakout Sessions

12:15 – 1:45 pm

Equipment Leasing & Finance
Foundation Luncheon



Keynote:
KELLI JONES NIENABER,
Executive Director
Equipment Leasing & Finance
Foundation

2:30 – 3:30 pm

Issue Breakout Sessions

2:00 – 4:00 pm

Refreshment Break in Exhibit Area and ELFA Hub

4:00 – 5:00 pm

People Power Reception

5:00 pm

Individual Company-Sponsored
Receptions and Events

Tuesday, October 28

7:00 am – 3:00 pm

Convention Registration

7:00 – 8:15 am

Breakfast with Puppies



7:00 am – 3:00 pm

Exhibits Open

7:30 – 8:00 am

Hub Experience:

Tech Talks and ELFA Talks

8:30 – 10:15 am

General Session

President's Report & Keynote Address



Speaker:
LEIGH LYTLE,
President and CEO
ELFA

10:15 am – 12:45 pm

Refreshment Break in Exhibit Area and ELFA Hub

11:00 am – Noon

Issue Breakout Sessions

12:15 – 2:00 pm

Outdoor Community Luncheon
for all Attendees

2:30 – 3:30 pm

Issue Breakout Sessions

5:00 – 8:00 pm

Closing Reception and Dinner
Beach Party

8:00 – 9:00 pm

After Glow Party

