

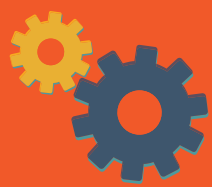
# 2018 ELFA INTEGRATED MARKETING GUIDE

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



The trusted source for your integrated advertising message: in print, online and in person.

**ELFA**



**Welcome.**

The Equipment Leasing and Finance Association is pleased to present our 2018 Integrated Marketing Guide.

This guide presents the opportunities available – in print, online and in person – to share your message with the leaders in the equipment finance industry.

In 2018, our association will begin its 57th year as the most trusted and respected information source for industry professionals. As highlighted in this guide, ELFA is committed to providing the best information and resources to serve industry executives, from our newly redesigned website and award-winning *Equipment Leasing & Finance* magazine, to our one-of-a-kind networking and professional development events, and much more.

I invite you to review the contents of this guide, and to contact Steve Wafalosky ([steve@larichadv.com](mailto:steve@larichadv.com)) for more information.

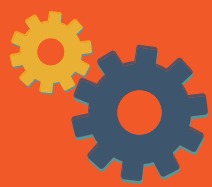
Sincerely,

Ralph Petta  
ELFA President and CEO



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# ----- THE ELFA VALUE PROPOSITION

The Equipment Leasing and Finance Association is the trade association representing more than 580 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 face-to-face conferences, targeted web-based courses, a powerful federal and state advocacy agenda, and information-packed print and electronic 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.

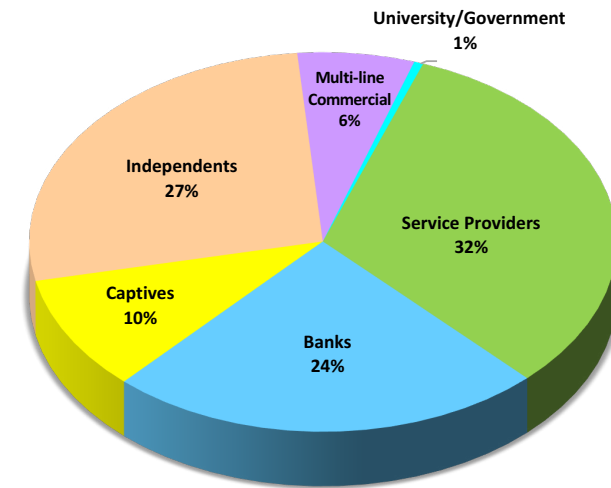
**Share your message today:**

**In Print. Online. In Person.**



## ELFA Audience:

*Top company types of members:*



*Top 3 positions for members:*

- Corporate Executive
- Sales & Business Development
- Operations

*Top five reasons companies join ELFA:*

- To network with others in the industry
- To stay informed about the latest developments and trends impacting the industry
- To attend ELFA meetings and events
- To access ELFA's research and statistics
- To support ELFA's advocacy and legislative efforts

*(Source: 2018 ELFA Member Impact Study)*

**For more information about advertising, sponsorship or exhibiting opportunities, contact Steve Wafalosky ([steve@larichadv.com](mailto:steve@larichadv.com)) at 440-247-1060.**

*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

More than 8,000 executives receive *Equipment Leasing & Finance* six times each year. They're 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.

### Readers give the magazine top marks:

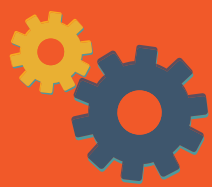
- 98% say it "Strengthens my knowledge of the industry."
- 97% say it "Keeps me up-to-date on industry trends."
- 96% say it "Addresses topics of interest to me."

Source: 2018 *Equipment Leasing & Finance* Magazine Reader Survey



*Equipment Leasing & Finance* magazine is available in print and digital formats.





----- IN PRINT

# EQUIPMENT Leasing & Finance

THE MAGAZINE FOR INDUSTRY EXECUTIVES

## 5 Reasons to Advertise!

Equipment Leasing & Finance magazine is the No. 1 publication serving the equipment leasing and finance market. Here are 5 reasons to secure your ad now:

- 1 Your message will reach the people and the companies you would like to influence.** *Equipment Leasing & Finance* has the largest circulation of any magazine in the equipment finance industry.
- 2 You will enjoy cost-effective rates.** No other publication provides you a lower cost per thousand. Plus, an extensive list of value-added services will help you exceed your advertising goals.
- 3 Your ad will reach our active readership** in print and online.
- 4 You will align your brand** with the Equipment Leasing and Finance Association, the trusted source for unbiased industry information.
- 5 Equipment Leasing & Finance is more than a magazine.** It is part of an integrated marketing package that includes recognition online, in print and in person. We tie it all together for your benefit.

To develop a media buy that serves all your needs – in print, in person and online – contact Steve Wafalosky ([steve@larichadv.com](mailto:steve@larichadv.com)) at 440-247-1060.

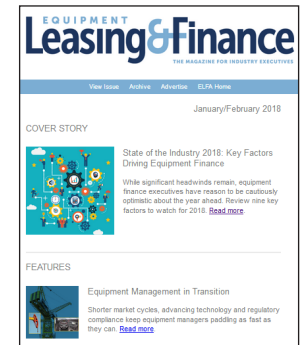
Print Magazine



Online Edition



E-Newsletter



Mobile Optimized





IN PRINT

# 2018 *Equipment Leasing & Finance Magazine*

<i>Issue</i>	<i>Editorial Themes</i>	<i>Bonus Distribution</i>
<b>Jan/Feb</b>	<ul style="list-style-type: none"> <li>• State of the Industry 2018</li> <li>• Equipment Management</li> <li>• Meet the Leadership</li> </ul>	Equipment Management Conference & Exhibition (Feb. 25-27, St. Petersburg, FL) Executive Roundtable (March 11-13, Miami, FL)
<b>Mar/Apr</b>	<ul style="list-style-type: none"> <li>• State of Funding</li> <li>• Credit and Collections Trends</li> <li>• Legal Buyers Guide</li> </ul>	ELFA/IMN Investors Conference (March 20, New York, NY) 30th Annual National Funding Conference (April 10-12, Chicago, IL) Women's Leadership Forum (April 23-24, Washington, DC) Legal Forum (May 6-8, Washington, DC)
<b>May/June</b>	<ul style="list-style-type: none"> <li>• Industry Future Spotlight</li> <li>• Trends in Equipment Finance</li> </ul>	Capitol Connections (May 16-17, Washington, DC) Credit and Collections Management Conference & Exhibition (June 4-6, New Orleans, LA) EMERGENCE2018 (July 18-19, Washington, DC)
<b>Jul/Aug/Sept</b>	<ul style="list-style-type: none"> <li>• Operations and Technology</li> <li>• Survey of Equipment Finance Activity</li> <li>• ELFA Beige Book</li> <li>• Software Guide</li> </ul>	Operations & Technology Conference & Exhibition (Sept. 17-19, Philadelphia, PA) Lease and Finance Accountants Conference (Sept. 17-19, Philadelphia, PA)
<b>Oct</b>	<ul style="list-style-type: none"> <li>• ELFA Annual Convention Preview</li> <li>• Operations and Technology Award Winners</li> </ul>	ELFA 57th Annual Convention (Oct. 14-16, Phoenix, AZ)
<b>Nov/Dec</b>	<ul style="list-style-type: none"> <li>• New Member Spotlight</li> <li>• ELFA Annual Convention Highlights</li> </ul>	

## 2018 *Equipment Leasing & Finance Magazine* Print Advertising Deadlines

<i>Issue</i>	<i>Space Reservations</i>	<i>Ad Materials Due</i>	<i>Print Date</i>	<i>Mail Date</i>
January/February	Dec. 8, 2017	Dec. 14, 2017	Jan. 18, 2018	Jan. 25, 2018
March/April	Feb. 8, 2018	Feb. 14, 2018	Mar. 6, 2018	Mar. 13, 2018
May/June	April 9, 2018	April 13, 2018	May 7, 2018	May 14, 2018
July/August/September	June 26, 2018	July 10, 2018	July 24, 2018	July 31, 2018
October	Aug. 21, 2018	Aug. 29, 2018	Sept. 17, 2018	Sept. 24, 2018
November/December	Oct. 2, 2018	Oct. 9, 2018	Nov. 2, 2018	Nov. 9, 2018



## Standard Display Rates

Effective with the January 2018 issue

### Inside Rates-Black and White

SIZE	1X	3X	6X
Spread	\$4,690	\$4,425	\$4,150
Full page	3,195	3,060	2,895
Island 1/2 pg	2,450	2,320	2,140
1/2 page	1,510	1,380	1,340
1/3 page	1,100	1,040	995
1/4 page	760	721	700
SPECIAL POSITIONS*			
1X	3X	6X	
Covers 2 & 3	\$3,615	\$3,502	\$3,451
Cover 4	3,739	3,667	3,615

\*Add 10% for other guaranteed positions or consecutive right-hand pages.

### Color

Second and third colors:	Each \$500 per page (metallic rates upon request)
4-color process	Add \$950

### Commissions and Discounts

Agency commission: 15% of gross billing for space, color and special position.

Benefits of discounts are secured only by contracts signed in advance. Multiple ads in a single issue are billed at the lowest collective rate. For example, three 1/3 page ads in a single issue are billed at the full-page rate.

## Mechanical & Printing Specifications

Trim Size: 8.375" wide x 10.875" deep

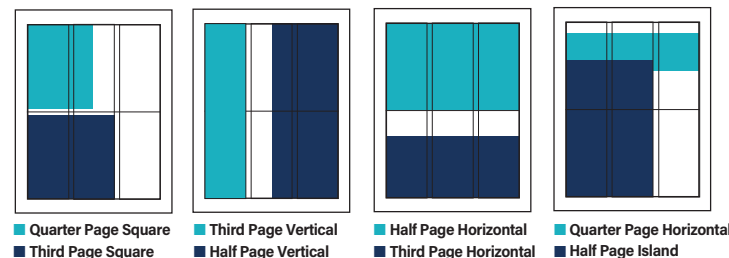
	Width x Depth of Live Area
Full page	7.25" x 9.5"
Island Half page	4.75" x 7.25"
Half page horizontal	7.25" x 4.5"
Half page vertical	3.5" x 9.5"
Third page horizontal	7.25" x 3.25"
Third page vertical	2.25" x 9.5"
Third page square	4.75" x 4.75"
Quarter page horizontal	7.25" x 2.5"
Quarter page square	3.5" x 4.75"

- **Binding**—Magazine is saddle-stitched. For bleeds, allow 1/8" larger than trim size, but keep live matter at least 1/4" from trim.
- **Printing**—Web. Magazine is coated enamel stock.
- **File Submissions**—High-res PDFs are preferred. However, if submitted via native file please be sure all fonts, photos, tifs, eps', logos and other images used in the file are included.

- **Resolution**—Ads MUST be submitted at 300 dpi resolution or higher.
- **Halftones**—A 150-line screen is preferred.
- **Proofs**—A color proof is required for the printing of all 2-, 3- and 4-color ads unless the ad was submitted via high-res PDF.
- **Returns**—Advertising material will be returned upon request. Materials will be held for 12 months from date of publication.

### Address copy, materials and technical correspondence to:

Sandra Winkler  
 Advertising Production Manager  
 Equipment Leasing and Finance Association  
 1625 Eye Street NW, Suite 850  
 Washington, DC 20006  
 (202) 238-3437  
 e-mail: [swinkler@elfaonline.org](mailto:swinkler@elfaonline.org)







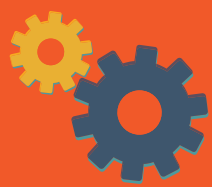
----- IN PRINT

# General Advertising Conditions

- Advertising copy and illustrations are subject to approval of the publisher.
- Advertisers and their agencies assume responsibility for all content of advertisements and for any claims arising therefrom made against the publisher.
- Publisher's liability for any error will not exceed the cost for the advertisement's space.
- No conditions appearing on the contract order or copy that conflict with the publisher's policies will be binding on the publisher.
- Notice of cancellation must be received by the space closing deadline noted in the editorial calendar.
- The publisher is not responsible for failure to publish or to circulate all or part of any issues because of strikes, work stoppages, accidents, fires, acts of God, or any other circumstances outside the publisher's control.
- Advertisers will be shortrated if, within 12 months of their first insertion, they do not use the amount of space upon which their billings have been based. Advertisers will receive a rebate if, within 12 months of their first insertion, they have bought enough additional space to warrant a lower rate than that at which they have been billed.
- Advertisers with accounts outstanding 90 days by space closing date will be restricted from advertising until account is brought up to date. Additionally, all 90-day overdue accounts will incur an additional 1.5% penalty per month on the outstanding balance.

For more information about advertising, sponsorship or exhibiting opportunities, contact Steve Wafalosky ([steve@larichadv.com](mailto:steve@larichadv.com)) at 440-247-1060.

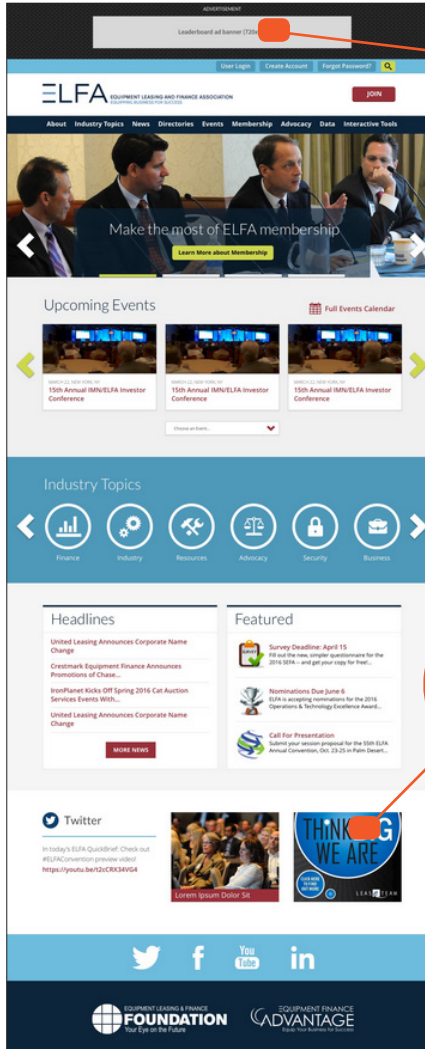




# ONLINE Banner Ads

ELFA offers banner advertising on [www.elfaonline.org](http://www.elfaonline.org), the online hub for the equipment finance industry. Ads are placed per quarter or per year to ensure maximum exposure for your message. Your ad will display on both the desktop and mobile versions of the site. All leaderboard advertisers must submit two ads: one for desktop and one for mobile.

ONLINE



Leaderboard  
728x90

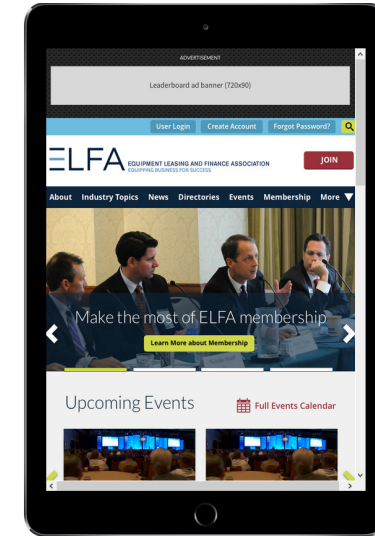
Medium Rectangle  
300x250

MOBILE



Leaderboard  
300x50

TABLET



## 2018 Banner Ad Specifications

Ad Type	Dimension	Max File Size	Formats Accepted	Cost
Medium Rectangle	300 W x 250 H	40k	.Gif/.JPEG only	\$1,250 per quarter; \$4,500 per year
Leaderboard	728 W x 90 H (desktop) 300W x 50H (mobile)	40k	.Gif/.JPEG only	\$1,250 per quarter; \$4,500 per year

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



# ONLINE ELFA QuickBrief E-Newsletter

Reach 12,000 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.

## 2018 ELFA QuickBrief Specifications

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

Ad Type	Max File Size	Formats Accepted	Cost
Leaderboard	40k	.GIF/JPEG	\$4,500 for 13 issues
Lower Leaderboard	40k	.GIF/JPEG	\$4,000 for 13 issues
Top Banner	40k	.GIF/JPEG	\$3,500 for 13 issues
Bottom Banner	40k	.GIF/JPEG	\$1,700 for 13 issues
Horizontal Product Showcase	40k	.GIF/JPEG	\$3,100 for 13 issues
Vertical Product Showcase	40k	.GIF/JPEG	\$2,200 for 13 issues

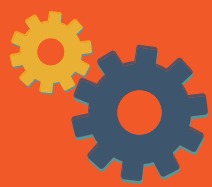
See all sample ad sizes and learn more about the benefits of advertising in the ELFA QuickBrief at <http://mk.multibriefs.com/MediaKit/Audience/elfa>

**For more information about advertising in the ELFA QuickBrief, contact Grant Connell, Director of Advertising ([gconnell@multiview.com](mailto:gconnell@multiview.com)) at 972-910-7387.**

The screenshot shows the ELFA QuickBrief e-newsletter interface. At the top, there are logos for Linedata and Linedata Capitalstream. Below that, it says "End to End solutions for all types of Equipment Finance Lending". The date is August 2, 2017, and there are social media icons for Facebook, YouTube, Twitter, and LinkedIn. The main title is "ELFA QuickBrief" with the subtitle "A weekly newsletter for the equipment finance industry". Below the title is a navigation bar for "EQUIPMENT LEASING AND FINANCE ASSOCIATION" with links for "About", "Industry Topics", "Directories", "Events", "Advocacy", "Data", "Interactive Tools", "Archive", and "Advertise". There is a search bar and a "View Web Version" link. A prominent advertisement for "MERSET capital group" and "LESSOR FUNDING SOLUTIONS" is displayed. Below this is a section titled "IN THE SPOTLIGHT" with the article "Are you ready for disruption?". The article text says: "Don't wait for exponential technologies to disrupt your business. Start the process yourself, advises the Summer issue of *Equipment Leasing & Finance Magazine*. Also in this issue:" followed by a list of bullet points:

- E-leasing: Competition's next big step
- Members weigh in on the state of the industry
- Comparing the new lease accounting standards
- Five reasons equipment financing remains strong for the second half of 2017
- Leasing Law: The "as-is, where-is" disclaimer

A "READ MORE" link is provided. Below the article is another advertisement for "More Visibility, More Revenue" by "CLOUD LENDING SOLUTIONS" with the tagline "Comprehensive, end-to-end, cloud-based lease servicing." and a "GET MORE" link. At the bottom, there is a section for "ELFA HEADLINES" with a link to "2017 Software Guide helps you innovate" and social media icons.



# ONLINE 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 5,000 recipients.

## 2018 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	40k	No Looping. Static .Gif/JPEG only	\$750 per issue
	(Mobile) 275 W x 40 H			
Text Ad	30 words max + logo (75x75 max)	40k	No Looping. Static .Gif/JPEG only	\$750 per issue

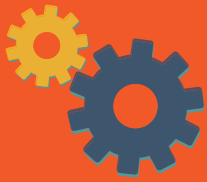
## 2018 Equipment Leasing & Finance E-Newsletter Advertising Deadlines

Issue	Space Reservations	Material Deadline	Distribution Date
January/February	Jan. 16, 2018	Jan. 23, 2018	Jan. 30, 2018
March/April	Mar. 2, 2018	Mar. 9, 2018	Mar. 16, 2018
May/June	May 3, 2018	May 10, 2018	May 17, 2018
July/August/Sept.	July 20, 2018	July 27, 2018	Aug. 3, 2018
October	Sept. 14, 2018	Sept. 21, 2018	Sept. 28, 2018
November/December	Nov. 2, 2018	Nov. 9, 2018	Nov. 16, 2018

**Leaderboard  
550 x 75**

**Text Ad  
30 words  
max + logo**

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



# ---ONLINE Event E-Newsletters

ELFA sends out special e-newsletters prior to selected conferences to provide targeted recipients with more information about the event. By advertising in a conference e-newsletter, you share your message with targeted audiences and, for events featuring an exhibit hall, you can let potential or registered attendees know that your company will have an exhibit and increase traffic to your booth.

**For more information about advertising, sponsorship or exhibiting opportunities, contact Steve Wafalosky ([steve@larichadv.com](mailto:steve@larichadv.com)) at 440-247-1060.**



**Equipment Management Conference**  
February 21-23, 2016  
Hyatt Regency Gainey Ranch • Scottsdale, AZ



### Just One Week to Go!

There's a lot in store for you at the [Equipment Management Conference](#), Feb. 21-23 in Scottsdale. Get ready for high-quality educational sessions, one-of-a-kind equipment tours, unparalleled networking opportunities, and a first-rate exhibit. Review the tips below for getting the most out of your participation.

### Hotel Information

The conference hotel is the Hyatt Regency Gainey Ranch. The hotel deadline has passed but you may check for availability by calling 1-(480) 444-1234.

### Access Handouts

Attendees will receive free access to all electronic materials via the ELFA Conference Resource Center (CRC). Download the handouts or access them on-site via the new [ELFA Events App!](#) Session recordings will be available on the CRC after the meeting is over. [Visit the CRC](#) (you will need your username/password to log in). For complete information about the CRC, contact Alexa Carnibella at 202-238-3416 or [acarnibella@elfaonline.org](mailto:acarnibella@elfaonline.org).

### Network with Industry Colleagues

Get ready to grow and solidify relationships with



### Tweet about this event!

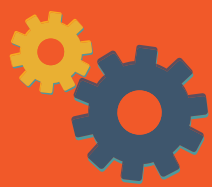
You can help spread the word about the Equipment Management Conference by tweeting about it using the hashtag #ElfaEMC. [Learn more.](#)



### Thank you to our sponsors

Big Iron

BMO Harris  
Equipment Finance  
Company



# ONLINE 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:

1. Your listing in the Software Listing on the ELFA website for 12 months. You may edit your online listing as your software is updated.
2. Your listing in the Software Guide that appears in the Summer online edition of *Equipment Leasing & Finance* magazine. Each listing in the supplement is a full-page ad picked up from the company's listing on the ELFA website.
3. Your company name listed in an email distributed to ELFA members.

To be part of the Software Listing, go to [apps.elfaonline.org/Directories/Software/](http://apps.elfaonline.org/Directories/Software/) and follow the instructions.

**The deadline to be included in the 2018 Software Listing and receive all three benefits is June 1, 2018.**

**For more information about advertising, sponsorship or exhibiting opportunities, contact Steve Wafalosky ([steve@larichadv.com](mailto:steve@larichadv.com)) at 440-247-1060.**



**Copernicus-USA, LLC**

**Program Name:**  
Solar, JUKI

**Type:**  
CRM, Front, Middle and Back Office, Web Native with Integrated Mobile

**Description:**  
Fully integrated, web native solution, designed for the Global Finance Industry, providing seamless CRM, Front, Middle and Back Office functionality with integrated Mobile. Built using the latest web native technologies and finely tuned by our many years of industry experience, we believe we are able to deliver the most robust, flexible and complete asset finance software package in the industry; a web native cradle to grave asset finance pricing, administration, accounting and collections system. Designed and built using Microsoft's .NET framework and SQL Server as well as the latest security technology based on Open Authentication Standards.

**SOLAR:**  
Process any payment structure, with multiple drawdowns and other complex cash flows, including commissions, subsidy, maintenance, fees and insurance. Extremely easy to use as it runs in a standard web browser with controls that users are already familiar with.

- Available as either a hosted (cloud) solution or, as an in-house system
- Provides:
  - complete portfolio control through a full double entry bookkeeping system
  - user-configurable workflow with documents and alerts
  - flexible and user-configurable reporting
  - sophisticated decisioning and credit scoring
  - powerful calculation engine
  - user-configurable Collections functionality
  - includes CRM with a marketing campaigns management module

**JUKI:**  
Standalone and integrated mobile processing for sophisticated financial calculations, Quoting and Portal functionality.

10 2017 ELFA SOFTWARE GUIDE

**2017 SOFTWARE GUIDE**  
The leading software solutions for the equipment finance industry.

**How do you know when it's time to upgrade your IT systems?**

While you may have been ahead of the curve when you implemented your system years ago, your platform may not have kept up with the modern pace of change. Do you find yourself not able to take advantage of modern digital capabilities or quickly respond to changes in market conditions due to system constraints? If any of the following scenarios apply to you, it's time to consider whether your business could benefit from an IT upgrade:

- ❑ **Outdated:** You're running on an old platform and you're concerned it's no longer secure, reliable or compliant with new and ever changing standards, such as the new lease accounting standards.
- ❑ **Inflexible:** Your business is constrained by an inflexible system. Whether you are looking to offer new financial products, enter new markets or utilize new sales channels, you need a software platform that gives you the flexibility to grow your business as you need to.
- ❑ **Not meeting customer needs:** Your customers increasingly demand more flexibility in their agreement structures, including a desire to have bundled, managed services or non-standard finance agreements and your current software platform doesn't support these capabilities.
- ❑ **Straining headcount:** Due to system constraints, you cannot scale your business significantly without increasing headcount.
- ❑ **Lacking data:** Your key systems do not enable you to access data for meaningful analytics and service-level metrics tracking.
- ❑ **Not integrated:** Your integration capabilities are severely limited, preventing you from providing external users.
- ❑ **Slow:** Your software platform requires you to remain in overnight batch mode while the rest of the world, including your customers, has moved on to instantaneous response times.
- ❑ **Out of alignment:** Your software platform does not align with your current technology goals or digital strategy. If after assessing your business strategy and capabilities needed to achieve your business objectives you find your current system severely lacking or unable to adapt, it might be time for a change.

2017 ELFA SOFTWARE GUIDE 5



# ---ONLINE Legal Buyers Guide

Law firms and lawyers are invited to participate in the ELFA Legal Buyers Guide, a special supplement to the March/April issue of *Equipment Leasing & Finance* magazine. Showcase your legal services to the largest and highest-quality audience of executives from the equipment leasing and finance industry. The price for your 75-word listing is \$500 for ELFA members and \$1,000 for nonmembers.

Your listing will be included in the print and online editions of *Equipment Leasing & Finance* magazine and featured on the ELFA website. For details, visit [www.elfaonline.org/Directories/](http://www.elfaonline.org/Directories/).

**The deadline to be included in the 2018 Legal Buyers Guide is January 30, 2018.**

For more information contact Steve Wafalosky ([steve@larichadv.com](mailto:steve@larichadv.com)) at 440-247-1060.



## Hot Legal Issues in Equipment Finance

What are the latest developments and trends in equipment finance? Here's a list of some of the top 10 issues.

### Hacked! It's Management's Job to Save the Company

It's 3am... your phone rings... your heart races... it's your tech guy or CIO... personal credit information records on your leases and declined lease applications have been compromised and lively stolen... over 100,000 leases records! The hackers also gained access to your funding and referral sources! Your customers are exposed and in jeopardy! This is no longer a technology problem... in jeopardy! This is no longer a technology problem... in jeopardy! This is no longer a technology problem... in jeopardy! This is no longer a technology problem... in jeopardy!

### Data Security on Default

With the proliferation of consumer privacy and data security laws over the last few years, most of us are aware of the need to keep our customers' information safe. But what happens when a default occurs? It is important to sanitize the hard drives or other data collecting components of our equipment prior to re-sale or re-lease after a default. A basic knowledge of the issues surrounding data security upon your customer's default can help you protect your company from claims that data you or your vendor destroyed should not have been destroyed. Best practices for sanitizing equipment are sometimes inappropriate or inapplicable in default situations. Being mindful of the value of data will allow you to navigate these tricky issues without disrupting existing data security practices and procedures. The

### Seeking Legal Guidance?

These equipment leasing and finance lawyers are ready to serve you

## 2017 ELFA Legal Buyers Guide

### Contents

- Hot Legal Issues in Equipment Finance
- Legal Services Listings
- ELFA Legal Resources

Chiesa Shahinian & Giantomasi PC  
One Boland Drive, West Orange, NJ 07052

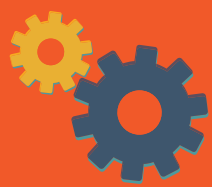
Frank Peratore, Member and  
Robert L. Hornby, Member  
phone: 973.530.2058/973.530.2032  
fax: 973.530.2258/973.530.2232  
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www.csglaw.com

Chiesa Shahinian & Giantomasi PC is a full service law firm with extensive equipment leasing and financing experience from the transactional bankruptcy and foreclosure stages. We represent national, international and captive equipment leasing companies, commercial banks and alternative financial institutions in state, federal and bankruptcy courts. Our attorneys are long-standing leaders in their field, publishing highly-acclaimed books on equipment leasing.

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Website: www.clarkhill.com

The National Equipment Leasing and Finance Group at Clark Hill PLC offers clients a tested experience that ranges from lease enforcement, vendor programs, inventory/leasing financing and implementation. Our team of professionals have government experience in banking, corporate, and unaffiliated service. With offices in Arizona, Delaware, Illinois, Michigan, New Jersey, Pennsylvania, Washington, D.C. and West Virginia, our team stands ready to respond to the challenges you face. For more information on our Equipment Leasing and Finance Group, visit clarkhill.com.



# ONLINE ELFA Career Center

The secret to running a successful company is hiring great people. Find the professionals you need to fill your most critical jobs using the ELFA Career Center, the association's online employment resource for equipment leasing and finance. The Career Center helps equipment leasing and finance companies locate the best-qualified candidates, while also offering job seekers a venue to find relevant job listings and share their resumes with employers.

Learn more at <http://careers.elfaonline.org>

### **Classified Advertising Specifications:**

(All packages include resume database search access. Get details at <http://careers.elfaonline.org/rates/>)

<i>Job Posting Package</i>	<i>Price</i>
30-day	Member: \$299 /Nonmember: \$499
60-day	Member: \$499/Nonmember: \$795
Unlimited for 1 Mo.*	Member: \$800/Nonmember: \$1,200
Unlimited for 6 Mo.*	Member: \$4,000/Nonmember: \$6,500
Unlimited for 1 Yr.*	Member: \$7,000/Nonmember: \$12,000

*\*Each job will run online for 30 days.*







# IN PERSON 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.

## 2018 Conference Sponsorship Opportunities:

- Equipment Management Conference & Exhibition (Feb. 25-27, St. Petersburg, FL)
- Executive Roundtable (March 11-13, Miami, FL)
- Emerging Talent Networking Event (April 10, Chicago, IL)
- 30th Annual National Funding Conference (April 10-12 Chicago, IL)
- Women's Leadership Forum (April 23-24, Wayne, PA)
- Legal Forum (May 6-8, Washington, DC)
- Capitol Connections (May 16-17, Washington, DC)
- Credit and Collections Management Conference & Exhibition (June 4-6, New Orleans, LA)
- EMERGENCE2018 (July 18-19, Washington, DC)
- Emerging Talent Networking Event (July 18, Washington, DC)
- Emerging Talent Networking Event (Sept. 17, Philadelphia, PA)
- Operations & Technology Conference & Exhibition (Sept. 17-19, Philadelphia, PA)
- Lease and Finance Accountants Conference (Sept. 17-19, Philadelphia, PA)
- ELFA 57th Annual Convention (Oct. 14-16, Phoenix, AZ)

## Conference Sponsorship Benefits:

*Sponsorship opportunities vary from conference to conference, but as a sponsor your company may receive the following benefits:*

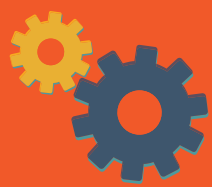
- Recognition (your logo) in all promotional materials and in the final program
- Recognition (your logo) on the ELFA website with a link to your website
- Recognition onsite at the Opening General Session
- Signage at the conference
- Attendee list, including emails, pre- and post-conference
- Sponsor ribbon

- Right of "first refusal" for the same event/item the following year (good for one year)
- Event sponsorships of \$5,000 or more receive one complimentary guest pass to the event they sponsor
- Event sponsorships of \$10,000 or more receive two complimentary conference registrations

## General Sponsorship Opportunities at Conferences:

- Coffee Sleeves
- Napkins
- Conference Pens
- Conference bags (eco-friendly)
- Lanyards
- Hotel Key Cards
- WiFi in Meeting Space
- Online Attendee Handouts
- Attendee Roster





# IN PERSON Sponsorships

## Best Practices Roundtables

### Best Practices Sponsorship Opportunities:

- Bank Best Practices Roundtable (April 10, Chicago, IL)
- Captive and Vendor Finance Best Practices Roundtable (April 10, Chicago, IL)
- Independent Best Practices Roundtable (April 10, Chicago, IL)
- Tax Best Practices Roundtable (June 19-20, Minneapolis, MN)

### Best Practices Roundtable Sponsorship Benefits:

- Recognition as exclusive and sole sponsor of the roundtable
- 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 onsite during the welcome remarks
- Signage at the roundtable; Sponsor ribbon
- Receive one complimentary conference registration to the roundtable
- Sponsoring company may provide promotional items (brochure, USB drive, gift, etc.) at roundtable
- Pre/Post attendee roster in PDF format
- Right of "first refusal" for the same event/item the following year (good for one year)



## Web Seminars

ELFA's web seminars bring industry professionals up to speed on current issues that impact job and company performance. They are convenient, cost-effective channels for members to obtain crucial information.

### Web Seminar 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)

**For more information about advertising, sponsorship or exhibiting opportunities, contact Steve Wafalosky ([steve@larichadv.com](mailto:steve@larichadv.com)) at 440-247-1060.**

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

## 2018 ELFA Events with Exhibit Opportunities:

### - Equipment Management Conference & Exhibition

*February 25-27, St. Petersburg, FL*

**Who Attends:** Over 250 equipment managers representing leasing companies throughout the U.S.

### - 30th Annual National Funding Conference

*April 10-12, Chicago, IL*

**Who Attends:** Over 350 principals in leasing and 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

*June 4-6, New Orleans, LA*

**Who Attends:** Over 100 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

*September 17-19, Philadelphia, PA*

**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

*September 17-19, Philadelphia, PA*

**Who Attends:** Accountants, CFOs, controllers, tax managers, treasurers, finance directors and others responsible for financial reporting activities.

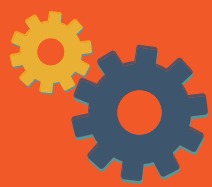
### - ELFA 57th Annual Convention

*October 14-16, Phoenix, AZ*

**Who Attends:** A veritable Who's Who of equipment leasing and finance company executives. These are the movers and shakers: more than 900 CEOs, COOs, Presidents and VPs from the most important equipment leasing and finance companies in the U.S. and across the world.

**For more information about ELFA exhibits, contact Steve Wafalosky at [steve@larichadv.com](mailto:steve@larichadv.com) or 440-247-1060.**





# ----- SAMPLE INTEGRATED MARKETING APPROACH

Grow Your Business

ELFA can create an integrated marketing package for you that includes print, online and in-person opportunities to reach the ELFA audience. Following is a sample integrated approach:

## IN PRINT

### **Equipment Leasing & Finance Magazine:**

**Ad Unit:** Full page, 4-color ad

**Issue:** May/June; July/August/September; October (*ELFA Annual Convention issue*); November/December

**Cost:** \$4,010 per insertion (4 full-page, 4-color ads in *Equipment Leasing & Finance Magazine*)

## ONLINE

### **ELFAonline.org Banner Advertising:**

**Ad Unit:** 180 W x 150 H Banner

**Position:** Run of site

**Specs:** 15K max file size; GIF/JPEG (72 DPI)

**Timing:** Quarterly (4x in 2017)

**Cost:** \$3,200 (full year)

### **ELFA Events E-Newsletter Advertising:**

How to get the most out of the 57th ELFA Annual Convention (Oct. 14-16 • Phoenix, AZ)

**Target Audience:** Equipment leasing and finance company executives registered for the convention

**Circulation:** Approximately 800

**Ad Unit:** 180 W x 150 H Rectangle Banner

**Position:** Right-hand side of e-newsletter

**Specs:** 40K max file size; GIF/JPEG; no looping (static)

**Timing:** Sent in advance of the Annual Convention

**Cost:** \$1,000

## IN PERSON

### **57th ELFA Annual Convention Exhibit Space:**

Oct. 14-16, 2018 • Phoenix, AZ

**Cost:** ELFA Member Rate - \$6,500 Per 8' x 10' Exhibit

## IN PRINT



## ONLINE

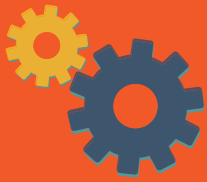


## IN PERSON



**Total Integrated Marketing Program Cost: \$26,740**

Contact Steve Wafalosky ([stevew@larichadv.com](mailto:stevew@larichadv.com)) at 440-247-1060 to develop an Integrated Marketing Program tailored to your goals and budget.



# ----- Contacts and Mission

## **Contacts:**

### **Integrated Media Sales:**

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*Online Ads:*  
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avogt@elfaonline.org  
office: 202-238-3438

## **Mission:**

*The Equipment Leasing and Finance Association is the trade association representing financial services companies and manufacturers in the U.S. equipment finance sector. ELFA's mission is provide member companies a forum for industry development; a platform to promote and to advocate for the industry; and a resource that maintains and develops information about, and for, the industry.*



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