

# 2020 ELFA Integrated Marketing Guide

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





## Welcome.

The Equipment Leasing and Finance Association is pleased to present our 2020 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 2020, our association will begin its 59th 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 award-winning website and *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,

A handwritten signature in black ink that reads "Ralph Petta".

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 nearly \$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.

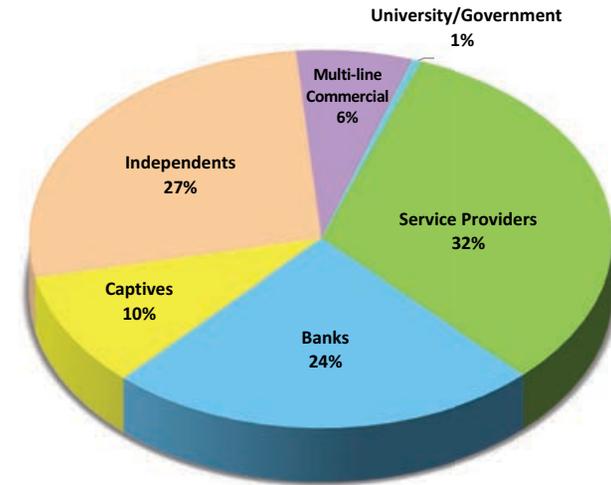
By partnering with ELFA, you will connect to a network of equipment finance professionals that includes the nation's largest financial services companies and manufacturers, as well as regional and community banks and independent medium and small finance businesses throughout the country. Members include 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.**

# IN PRINT

# 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

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 ([stevew@larichadv.com](mailto:stevew@larichadv.com)) at 440-247-1060.

Print Magazine



Online Edition



E-Newsletter



Mobile Optimized



# IN PRINT: 2020 Equipment Leasing & Finance Magazine Editorial Themes and Bonus Distribution

<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 2020</li> <li>• Equipment Management</li> <li>• Meet the ELFA Board Chair</li> </ul>	Equipment Management Conference & Exhibition (Feb. 23-25, Orlando, FL) Executive Roundtable (March 8-10, Naples, FL)
<b>Mar/Apr</b>	<ul style="list-style-type: none"> <li>• State of Funding</li> <li>• Credit and Collections Trends</li> <li>• Women's Leadership</li> <li>• Legal Buyers Guide</li> </ul>	ELFA/IMN Investors Conference (March 25, New York, NY) Women's Leadership Forum (April 20-21, Chicago, IL) 32nd Annual National Funding Conference (April 21-23, Chicago, IL) Legal Forum (May 3-5, Washington, DC)
<b>May/June</b>	<ul style="list-style-type: none"> <li>• Industry Future Spotlight</li> <li>• Beige Book: State of the Industry</li> <li>• Emerging Talent Trends</li> </ul>	Capitol Connections (May 20, Washington, DC) Credit and Collections Management Conference & Exhibition (June 1-3, San Antonio, TX) EMERGENCE2020 (July 15-16, Denver, CO) Emerging Talent Networking (July 15, Denver, CO)
<b>Jul/Aug/Sept</b>	<ul style="list-style-type: none"> <li>• Operations and Technology</li> <li>• Survey of Equipment Finance Activity</li> <li>• Software Guide</li> </ul>	Operations & Technology Conference & Exhibition (Sept. 14-16, New Orleans, LA) Lease and Finance Accountants Conference (Sept. 14-16, New Orleans, LA) Emerging Talent Networking (Sept. 14, New Orleans, LA)
<b>Oct</b>	<ul style="list-style-type: none"> <li>• Special Annual Convention Issue</li> <li>• Beige Book: State of the Industry</li> </ul>	ELFA 59th Annual Convention (Oct. 25-27, Austin, TX)
<b>Nov/Dec</b>	<ul style="list-style-type: none"> <li>• New Member Spotlight</li> <li>• Annual Convention Highlights</li> </ul>	

## 2020 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. 6, 2019	Dec. 13, 2019	Jan. 17, 2020	Jan. 24, 2020
March/April	Feb. 7, 2020	Feb. 13, 2020	Mar. 6, 2020	Mar. 13, 2020
May/June	April 8, 2020	April 13, 2020	May 6, 2020	May 13, 2020
July/August/September	June 26, 2020	July 10, 2020	July 24, 2020	July 31, 2020
October	Aug. 21, 2020	Sept. 1, 2020	Sept. 18, 2020	Sept. 25, 2020
November/December	Oct. 13, 2020	Oct. 20, 2020	Nov. 13, 2020	Nov. 20, 2020

# IN PRINT: Equipment Leasing & Finance Magazine

## Standard Display Rates

Effective with the January 2020 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

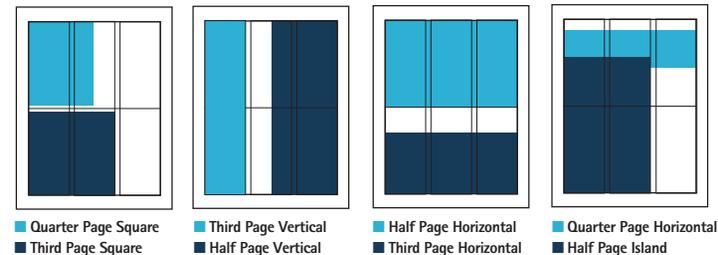
	Width x Depth of Live Area
Full page	7.25" x 9.5"
Island Half page	4.75" x 7.25"
Half page horizontal	7.25" x 4.5"
Half page vertical	3.5" x 9.5"
Third page horizontal	7.25" x 3.25"
Third page vertical	2.25" x 9.5"
Third page square	4.75" x 4.75"
Quarter page horizontal	7.25" x 2.5"
Quarter page square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



## 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 \$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 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	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	\$3,000 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 MultiView Sales at 972.402.7070 or [salesinquiries@multiview.com](mailto:salesinquiries@multiview.com).**



# 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.

**Leaderboard**  
550 x 75

## Equipment Leasing & Finance E-Newsletter Specifications

Ad Type	Dimension	Max File Size	Formats Accepted	Cost
Leaderboard <i>(Please submit two ad sizes):</i>				
	<i>(Desktop)</i> 550 W x 75 H	40k	No Looping. Static .Gif/JPEG only	\$750 per issue
	<i>(Mobile)</i> 275 W x 40 H			
Text Ad	30 words max + logo <i>(75x75 max)</i>	40k	No Looping. Static .Gif/JPEG only	\$750 per issue

## 2020 Equipment Leasing & Finance E-Newsletter Advertising Deadlines

Issue	Space Reservations	Material Deadline	Distribution Date
January/February	Jan. 14, 2020	Jan. 21, 2020	Jan. 28, 2020
March/April	Mar. 3, 2020	Mar. 10, 2020	Mar. 17, 2020
May/June	May 1, 2020	May 8, 2020	May 15, 2020
July/August/Sept.	July 21, 2020	July 28, 2020	Aug. 4, 2020
October	Sept. 15, 2020	Sept. 22, 2020	Sept. 29, 2020
November/December	Nov. 10, 2020	Nov. 17, 2020	Nov. 24, 2020

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

# ONLINE: Annual Convention E-Newsletter

ELFA sends out a special e-newsletter prior to the Annual Convention to provide attendees with more information about the event. By advertising in this newsletter, you share your message with a large and influential audience.

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





**TAKE THE LEAD**

## 58<sup>TH</sup> ELFA Annual Convention

October 27-29, 2019 Washington, DC

**Are you ready for Washington, DC?**

We have a lot in store for you at the 58th ELFA Annual Convention: high-quality educational sessions, unparalleled networking opportunities, a great lineup of keynote speakers and a first-rate exhibit. Come exchange best practices for innovating, winning business and leading in an age of rapid change. Review the tips below for getting the most out of your participation. See you soon!



*Ralph*

Ralph Petta  
ELFA President and CEO

**There's still time to register!**

If you have already registered for the Annual Convention, we look forward to seeing you in Washington, DC! If you haven't registered yet there is still time!

[Register now](#)

**If you plan on arriving early on Sunday, Oct 27th...**

Please be aware that the Marine Corps Marathon will be held on Sunday,

# ONLINE: Software Listing

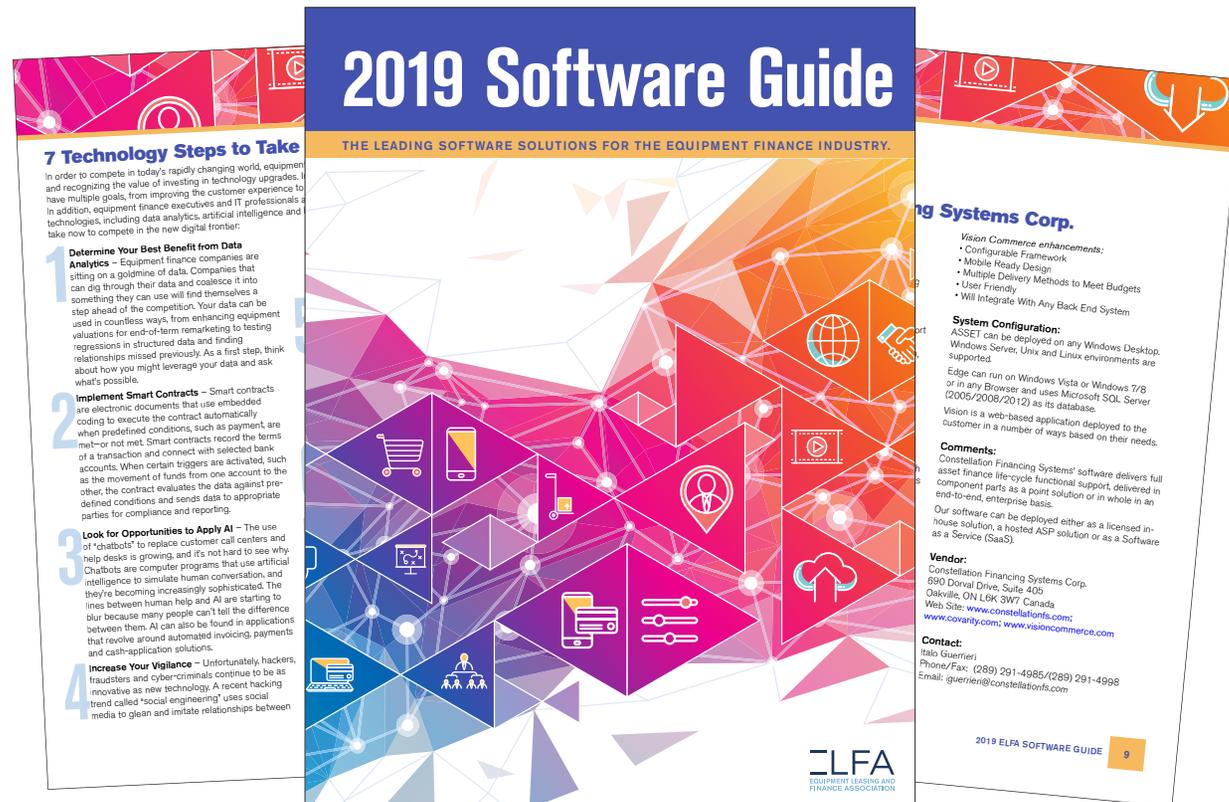
Software vendors to the equipment finance industry may advertise in the ELFA Software Listing. The price of a single product listing is \$1,000 for ELFA members and \$2,000 for nonmembers, which includes:

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/](https://apps.elfaonline.org/Directories/Software/) and follow the instructions.

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

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



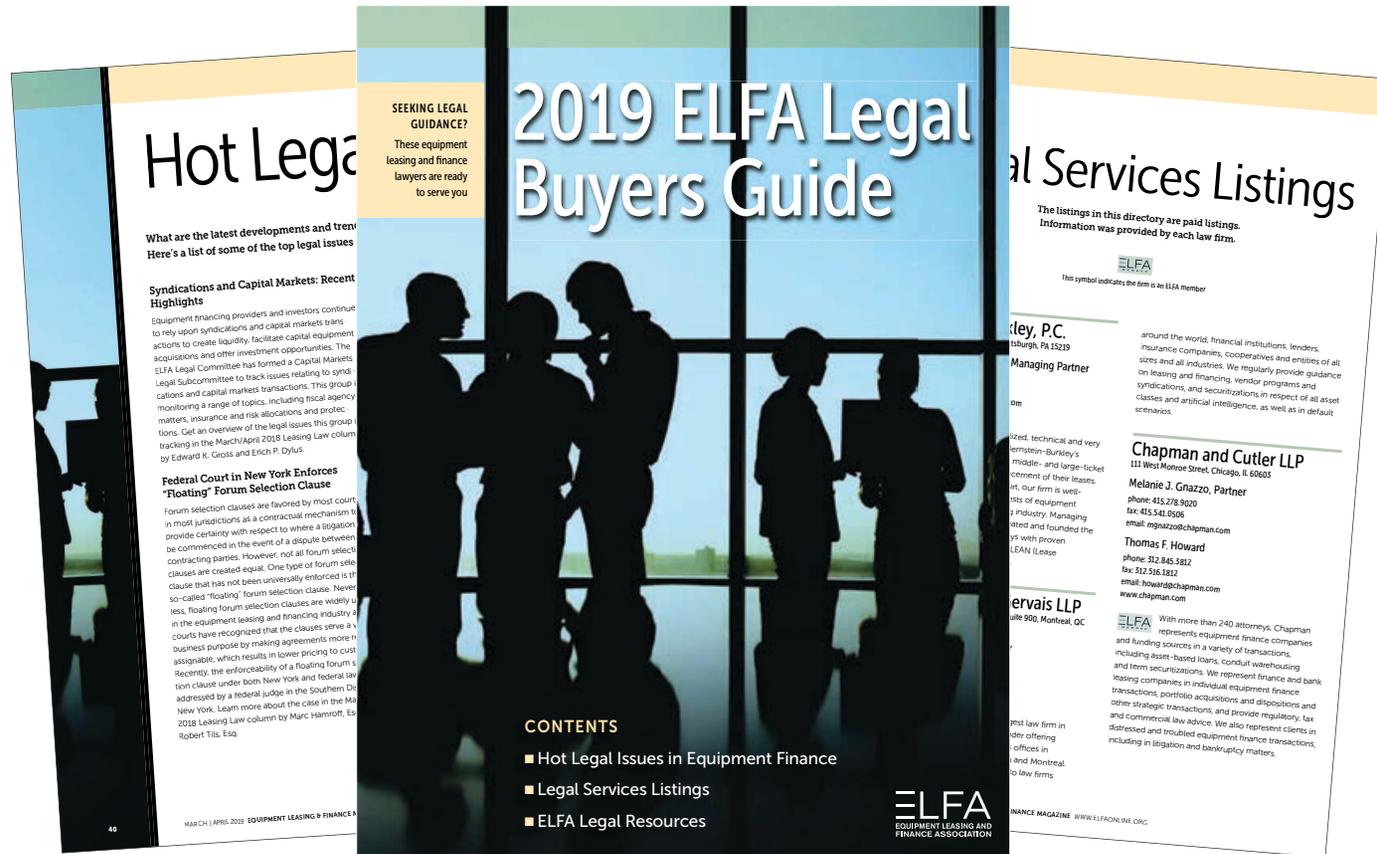
# ONLINE: Legal Buyers Guide

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 Legal Buyers Guide is January 30.

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



# 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.

## 2020 Conference Sponsorship Opportunities:

- Equipment Management Conference & Exhibition (Feb. 23-25, Orlando, FL)
- Executive Roundtable (March 8-10, Naples, FL)
- Women's Leadership Forum (April 20-21, Chicago, IL)
- 32nd Annual National Funding Conference (April 21-23, Chicago, IL)
- Emerging Talent Networking Event (April 21, Chicago, IL)
- Legal Forum (May 3-5, Washington, DC)
- Capitol Connections (May 20, Washington, DC)
- Credit and Collections Management Conference & Exhibition (June 1-3, St. San Antonio, TX)
- EMERGENCE2020 (July 15-16, Denver, CO)
- Emerging Talent Networking Event (July 15, Denver, CO)
- Operations & Technology Conference & Exhibition (Sept. 14-16, New Orleans, LA)
- Lease and Finance Accountants Conference (Sept. 14-16, New Orleans, LA)
- Emerging Talent Networking Event (Sept. 14, New Orleans, LA)
- ELFA 59th Annual Convention (Oct. 25-27, Austin, TX)

## 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 21, Chicago, IL)
- Captive and Vendor Finance Best Practices Roundtable (April 21, Chicago, IL)
- Independent Best Practices Roundtable (April 21, Chicago, IL)
- Tax Best Practices Roundtable (June 9-10, Chicago, IL)

### *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.**

# EXHIBITS

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.

## 2020 ELFA Events with Exhibit Opportunities:

- **Equipment Management Conference & Exhibition**  
*February 23-25, Orlando, FL*  
Who Attends: Over 250 equipment managers representing equipment finance companies throughout the U.S.
- **32nd Annual National Funding Conference**  
*April 21-23, Chicago, IL*  
Who Attends: Over 500 principals in equipment 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 1-3, San Antonio, TX*  
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 14-16, New Orleans, LA*  
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 14-16, New Orleans, LA*  
Who Attends: Accountants, CFOs, controllers, tax managers, treasurers, finance directors and others responsible for financial reporting activities.

- **ELFA 59th Annual Convention**

*October 25-27, Austin, TX*

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 ([steve@larichadv.com](mailto:steve@larichadv.com)) at 440-247-1060.



# SAMPLE INTEGRATED MARKETING APPROACH

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:** \$3,060 per insertion (4 full-page, 4-color ads in *Equipment Leasing & Finance Magazine*)

## ONLINE

### ELFAonline.org Banner Advertising:

**Ad Unit:** 728 W x 90 H Banner

**Position:** Run of site

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

**Timing:** Full year

**Cost:** \$4,500

### ELFA Events E-Newsletter Advertising:

How to get the most out of the 59th ELFA Annual Convention (Oct. 25-27, 2020 • Austin, TX)

**Circulation:** Approximately 800

**Ad Unit:** 550 W x 75 H Leaderboard

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

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

**Cost:** \$750

## IN PERSON

### 59th ELFA Annual Convention Exhibit Space:

Oct. 25-27, 2020 • Austin, TX

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

## IN PRINT



## ONLINE



## IN PERSON



**Total Integrated Marketing Program Cost: \$23,990**

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

# 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 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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