Welcome.

The Equipment Leasing and Finance Association is pleased to present our 2021 Integrated Marketing Guide. This guide highlights exciting new opportunities to share your message with leaders in the nearly $1 trillion equipment finance industry.

In 2021, our association celebrates its 60th anniversary. In today's rapidly changing world, ELFA continues to evolve and focus on what matters most to our membership. As the leading provider and only association offering a wide range of benefits specialized for the equipment finance industry, we are committed to providing innovative programs, products and resources to help industry executives succeed.

You'll find multiple opportunities to maximize your marketing investment and contribute to the ELFA mission in the following pages, whether you are delivering business solutions at ELFA's one-of-a-kind networking and professional development events, sharing valuable insights via our award-winning publications or spotlighting new resources via our new ELFA Engage app.

I invite you to review the contents of this guide, and to contact Steve Wafalosky (stevew@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 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 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:

Top company types of members:

- Service Providers: 32%
- Banks: 24%
- Captives: 10%
- Independents: 27%
- Universities/Government: 1%
- Multi-line Commercial: 6%
- Service Providers: 32%

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 (stevew@larichadv.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.

2021 ELFA Events with Sponsorship Opportunities:
• Equipment Management Conference & Exhibition
• Executive Roundtable
• Women’s Leadership Forum
• 33rd Annual National Funding Conference
• Bank Best Practices Roundtable
• Captive and Vendor Finance Best Practices Roundtable
• Independent Best Practices Roundtable
• Emerging Talent Networking Event
• Legal Forum
• Capitol Connections
• Credit and Collections Management Conference & Exhibition
• EMERGENCE2021
• Emerging Talent Networking Event
• Operations & Technology Conference & Exhibition
• Lease and Finance Accountants Conference
• Emerging Talent Networking Event
• ELFA 60th Annual Convention

Go to the ELFA event website for more information on each conference:
www.elfaonline.org/events

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

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

2021 ELFA Events with Exhibit Opportunities:

- **Equipment Management Conference & Exhibition**
  Who Attends: Equipment managers representing equipment finance companies throughout the U.S.

- **33rd Annual National Funding Conference**
  Who Attends: 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**
  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 60th 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.

For more information about ELFA exhibits, contact Steve Wafalosky (stevew@larichadv.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

For more information about advertising, sponsorship or exhibiting opportunities, contact Steve Wafalosky (stevew@larichadv.com) at 440-247-1060.
Web Seminars: Summer Software Webinar Series

New! In Summer 2021 ELFA will present a special series of webinars, each hosted by a different software company. Three events will be sold on a first-come, first-serve basis, so act quickly to secure your spot!

If your software company is looking to get added exposure among the ELFA audience, you don’t want to miss this opportunity. You pick the topic and presenters, and ELFA will take care of the marketing and delivery.

These events are distinct from the ELFA Wednesday Webinars, because the sponsor delivers the content. The Summer Software Webinars are commercial events designed to deliver valuable information to the ELFA membership, which may include promotional information about your company and its offerings.

Possible topics include but are not limited to:

• Showcase the benefits of your programs, products and services
• Highlight an important tech and/or innovation trend
• Offer guidance on hot topics, such as tips for equipment finance companies on selecting, implementing and/or upgrading software.

Please note: This opportunity is available to companies that participate in the 2021 ELFA Software Guide (see page 11).

Summer Software Series Webinar sponsorship rate:
Three webinars are available on a first-come, first-serve basis:
• June — $5,000
• July — $5,000
• August — $5,000

For more information about advertising, sponsorship or exhibiting opportunities, contact Steve Wafalosky (stevew@larichadv.com) at 440-247-1060.
Online Resources: ELFA Engage App

NEW Opportunity to Showcase Your Company!

Industry leaders stay connected with the ELFA Engage app! The app is the equipment finance industry’s growing hub 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.

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

Select banner type:
- Image only
- Image & Description (128 characters max)
- Image, Title (64 characters max) & Description (128 characters max)

$1,250 per 90 days
Online Resources: ELFA Website Banner Ads

ELFA offers banner advertising on www.elfaonline.org, the online information source for the equipment finance industry. Prominent ad positions give your brand the exposure needed to build awareness with your target audience. 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.

<table>
<thead>
<tr>
<th>Banner Ad Specifications</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Ad Type</strong></td>
</tr>
<tr>
<td>Medium Rectangle</td>
</tr>
<tr>
<td>Leaderboard</td>
</tr>
<tr>
<td></td>
</tr>
</tbody>
</table>

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

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 2-page listing in the Software Guide will appear in the Summer online edition of Equipment Leasing & Finance magazine. Each listing in the supplement is picked up from the company’s listing on the ELFA website plus an additional full page for your company ad.
3. Your company name listed in an email distributed to ELFA members.

New in 2021! Software Listing participants are eligible to host an ELFA Summer Software Webinar. Space is limited—see page 8!

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 1.

For more information about advertising, sponsorship or exhibiting opportunities, contact Steve Wafalosky (stevew@larichadv.com) at 440-247-1060.
Online Resources: 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 digital flipping and online editions of Equipment Leasing & Finance magazine and featured on the ELFA website. For details, visit www.elfaonline.org/Directories/.

The deadline to be included in the Legal Buyers Guide is January 29.

For more information contact Steve Wafalosky (stevew@larichadv.com) at 440-247-1060.
Online Resources: 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/)

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

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

**Popular Formats:**
The magazine is available in a variety of formats to reach our active readership. Your advertisement in *Equipment Leasing & Finance* will be published in the digital flipping edition with additional recognition in the online magazine and 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: 2021 Equipment Leasing & Finance Magazine Editorial Themes

<table>
<thead>
<tr>
<th>Issue</th>
<th>Editorial Themes</th>
<th>Conference Featured</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan/Feb</td>
<td>- State of the Industry 2021</td>
<td>Equipment Management Conference &amp; Exhibition</td>
</tr>
<tr>
<td></td>
<td>- Equipment Management</td>
<td>Executive Roundtable</td>
</tr>
<tr>
<td></td>
<td>- Meet the ELFA Board Chair</td>
<td></td>
</tr>
<tr>
<td>Mar/Apr</td>
<td>- Credit and Collections Trends</td>
<td>ELFA/IMN Investors Conference</td>
</tr>
<tr>
<td></td>
<td>- Women’s Leadership</td>
<td>Women’s Leadership Forum</td>
</tr>
<tr>
<td></td>
<td>- Legal Buyers Guide</td>
<td>Legal Forum</td>
</tr>
<tr>
<td>May/June</td>
<td>- Industry Future Spotlight</td>
<td>Capitol Connections</td>
</tr>
<tr>
<td></td>
<td>- Beige Book: State of the Industry</td>
<td>Credit and Collections Management Conference &amp; Exhibition</td>
</tr>
<tr>
<td></td>
<td>- Emerging Talent Trends</td>
<td>EMERGENCE2021</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Emerging Talent Networking</td>
</tr>
<tr>
<td>Jul/Aug/Sept</td>
<td>- Operations and Technology</td>
<td>Operations &amp; Technology Conference &amp; Exhibition</td>
</tr>
<tr>
<td></td>
<td>- Survey of Equipment Finance Activity</td>
<td>Lease and Finance Accountants Conference</td>
</tr>
<tr>
<td></td>
<td>- Software Guide</td>
<td>Emerging Talent Networking</td>
</tr>
<tr>
<td>Oct</td>
<td>- Special Annual Convention Issue</td>
<td>ELFA 60th Annual Convention</td>
</tr>
<tr>
<td></td>
<td>- State of Funding</td>
<td>33rd Annual National Funding Conference</td>
</tr>
<tr>
<td></td>
<td>- Beige Book: State of the Industry</td>
<td></td>
</tr>
<tr>
<td>Nov/Dec</td>
<td>- New Member Spotlight</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Annual Convention Highlights</td>
<td></td>
</tr>
</tbody>
</table>

## 2021 Equipment Leasing & Finance Magazine Advertising Deadlines

<table>
<thead>
<tr>
<th>Issue</th>
<th>Space Reservations</th>
<th>Ad Materials Due</th>
<th>Live Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>March/April</td>
<td>Feb. 8, 2021</td>
<td>Feb. 12, 2021</td>
<td>Mar. 5, 2021</td>
</tr>
<tr>
<td>May/June</td>
<td>April 8, 2021</td>
<td>April 13, 2021</td>
<td>May 7, 2021</td>
</tr>
<tr>
<td>July/August/September</td>
<td>June 25, 2021</td>
<td>July 9, 2021</td>
<td>July 23, 2021</td>
</tr>
</tbody>
</table>

For more information about advertising, sponsorship or exhibiting opportunities, contact Steve Wafalosky (stevew@larichadv.com) 440-247-1060
Publications: Equipment Leasing & Finance Magazine

Standard Display Rates
Effective with the January 2020 issue

Inside Rates

<table>
<thead>
<tr>
<th>SIZE</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spread</td>
<td>$4,690</td>
<td>$4,425</td>
<td>$4,150</td>
</tr>
<tr>
<td>Full page</td>
<td>3,195</td>
<td>3,060</td>
<td>2,895</td>
</tr>
<tr>
<td>Island 1/2 pg</td>
<td>2,450</td>
<td>2,320</td>
<td>2,140</td>
</tr>
<tr>
<td>1/2 page</td>
<td>1,510</td>
<td>1,380</td>
<td>1,340</td>
</tr>
<tr>
<td>1/3 page</td>
<td>1,100</td>
<td>1,040</td>
<td>995</td>
</tr>
<tr>
<td>1/4 page</td>
<td>760</td>
<td>721</td>
<td>700</td>
</tr>
</tbody>
</table>

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.

Mechanical Specifications
Trim Size: 8.375” wide x 10.875” deep

<table>
<thead>
<tr>
<th>Size</th>
<th>Width x Depth of Live Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>7.25” x 9.5”</td>
</tr>
<tr>
<td>Island Half page</td>
<td>4.75” x 7.25”</td>
</tr>
<tr>
<td>Half page horizontal</td>
<td>7.25” x 4.5”</td>
</tr>
<tr>
<td>Half page vertical</td>
<td>3.5” x 9.5”</td>
</tr>
<tr>
<td>Third page horizontal</td>
<td>7.25” x 3.25”</td>
</tr>
<tr>
<td>Third page vertical</td>
<td>2.25” x 9.5”</td>
</tr>
<tr>
<td>Third page square</td>
<td>4.75” x 4.75”</td>
</tr>
<tr>
<td>Quarter page horizontal</td>
<td>7.25” x 2.5”</td>
</tr>
<tr>
<td>Quarter page square</td>
<td>3.5” x 4.75”</td>
</tr>
</tbody>
</table>

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.

Address copy, materials and technical correspondence to: Sandra Winkler, Advertising Production Manager
Equipment Leasing and Finance Association • (202) 238-3437 • e-mail: swinkler@elfaonline.org

General Specifications
- File Submissions: High-res PDFs are preferred. 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.
- 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 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.
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 5,000 recipients.

Equipment Leasing & Finance E-Newsletter Specifications

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

2021 Equipment Leasing & Finance E-Newsletter Advertising Deadlines

<table>
<thead>
<tr>
<th>Issue</th>
<th>Space Reservations</th>
<th>Material Deadline</th>
<th>Distribution Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>March/April</td>
<td>Feb. 25, 2021</td>
<td>Mar. 4, 2021</td>
<td>Mar. 9, 2021</td>
</tr>
<tr>
<td>May/June</td>
<td>April 28, 2021</td>
<td>May 4, 2021</td>
<td>May 11, 2021</td>
</tr>
<tr>
<td>October</td>
<td>Sept. 15, 2021</td>
<td>Sept. 21, 2021</td>
<td>Sept. 28, 2021</td>
</tr>
<tr>
<td>November/December</td>
<td>Nov. 10, 2021</td>
<td>Nov. 16, 2021</td>
<td>Nov. 23, 2021</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Max File Size</th>
<th>Formats Accepted</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>40k</td>
<td>.GIF/JPEG</td>
<td>$4,500 for 13 issues</td>
</tr>
<tr>
<td>Lower Leaderboard</td>
<td>40k</td>
<td>.GIF/JPEG</td>
<td>$4,000 for 13 issues</td>
</tr>
<tr>
<td>Top Banner</td>
<td>40k</td>
<td>.GIF/JPEG</td>
<td>$3,500 for 13 issues</td>
</tr>
<tr>
<td>Bottom Banner</td>
<td>40k</td>
<td>.GIF/JPEG</td>
<td>$1,700 for 13 issues</td>
</tr>
<tr>
<td>Horizontal Product Showcase</td>
<td>40k</td>
<td>.GIF/JPEG</td>
<td>$3,100 for 13 issues</td>
</tr>
<tr>
<td>Vertical Product Showcase</td>
<td>40k</td>
<td>.GIF/JPEG</td>
<td>$3,000 for 13 issues</td>
</tr>
</tbody>
</table>

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](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).
CONTACTS and MISSION

Contacts:

Integrated Media Sales:
Steve Wafalosky
stevew@larichadv.com
office: 440-247-1060, fax: 440-247-1068

Editorial Questions:
Amy Vogt, ELFA VP of Communications and Marketing
avogt@elfaonline.org
office: 202-238-3438

Ad Materials and Technical Correspondence:

Magazine Ads:
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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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