



2022 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 2022 Integrated Marketing Guide. This guide highlights exciting new opportunities to share your message with leaders in the nearly \$1 trillion equipment finance industry.

In 2022, our association will begin its 61st year as the most trusted and respected information source for industry professionals. 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,

A handwritten signature in black ink that reads "Ralph Petta". The script is fluid and cursive.

Ralph Petta
ELFA President and CEO

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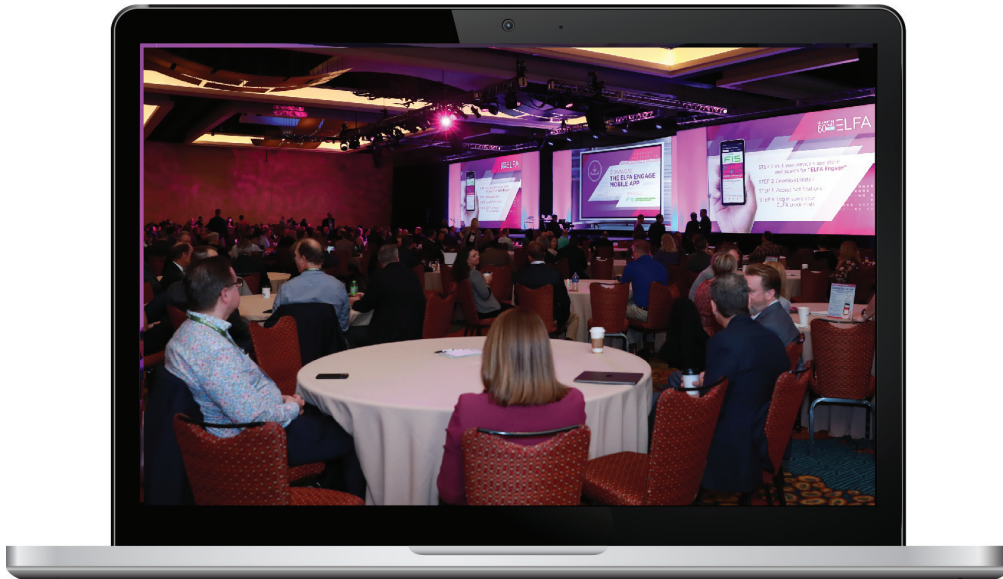
THE ELFA VALUE PROPOSITION

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

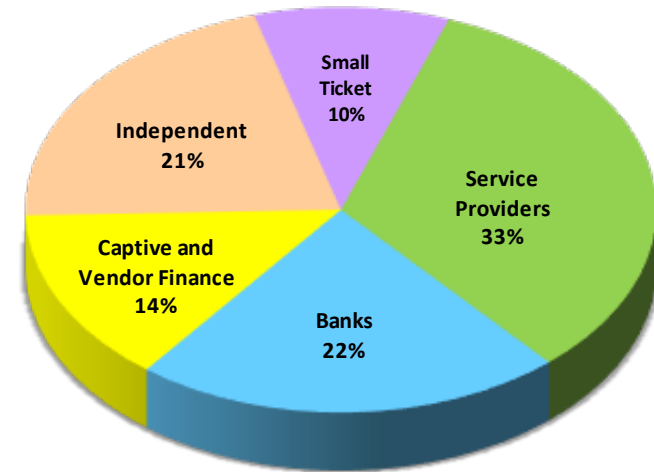
Through one-of-a-kind offerings, including cutting-edge industry information, popular conferences, targeted web-based courses, a powerful federal and state advocacy agenda, and information-packed communications, ELFA gives industry leaders the tools they need to succeed.

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:

2022 Members by Business Council



Top Functional Categories for Members:

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

For more information about advertising, sponsorship or exhibiting opportunities, contact Steve Wafalosky (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.

2022 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 & Vendor Finance Best Practices Roundtable
- Independent Best Practices Roundtable
- Small Ticket Best Practices Roundtable
- Emerging Talent Networking Events
- Legal Forum
- Capitol Connections
- Credit and Collections Management Conference & Exhibition
- EMERGENCE2022
- Operations & Technology Conference & Exhibition
- Lease and Finance Accountants Conference
- ELFA 61st Annual Convention
- Equality Forum



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 (steve@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.

2022 ELFA Events with Exhibit Opportunities:

- **Equipment Management Conference & Exhibition**

Who Attends: Equipment management professionals representing equipment finance companies throughout the U.S.

- **33rd Annual National Funding Conference**

Who Attends: Principals in equipment finance organizations responsible for funding the company and its transactions, and for participating in transactions, as well as funding sources.

- **Credit & Collections Management Conference & Exhibition**

Who Attends: Senior vice presidents and vice presidents of credit, credit managers, credit analysts, documentation specialists and collection managers.

- **Accounting and Technology Exhibition**

Exhibition scheduled in conjunction with the Operations and Technology Conference and the Lease and Finance Accountants Conference.

- **Operations & Technology Conference & Exhibition**

Who Attends: Executive management; directors of operations and administration; department managers for credit, collections, information technology, documentation, accounting, remarketing and equipment management; and representatives of companies providing systems support.

- **Lease and Finance Accountants Conference**

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

- **ELFA 61st 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 (steve@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 (steve@larichadv.com) at 440-247-1060.



Web Seminars: Summer Software Webinar Series

In Summer 2022 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 2022 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 (steve@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:

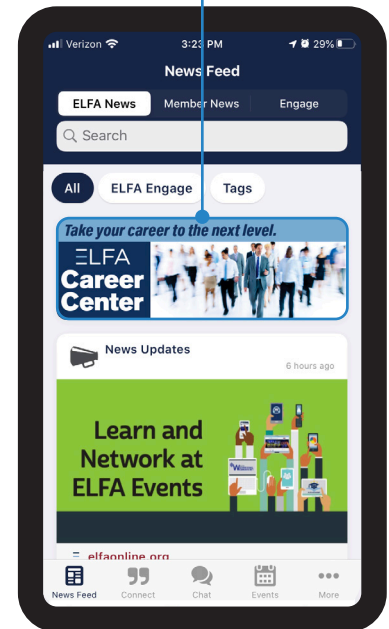
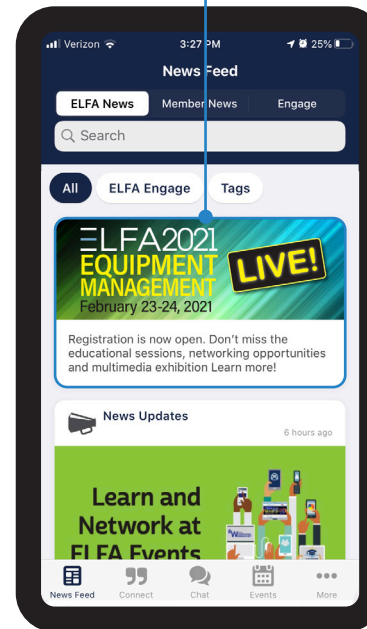
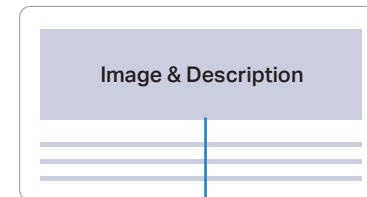
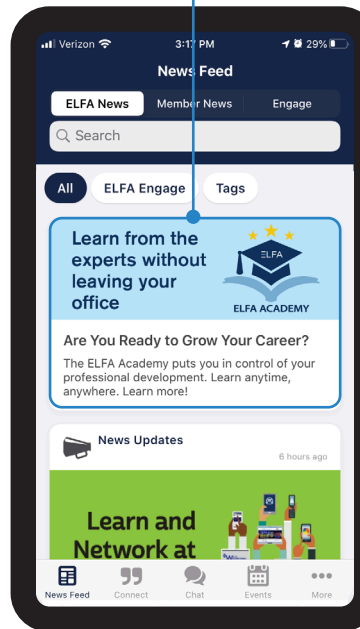
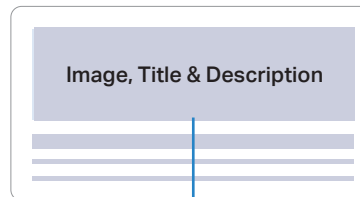
Image only

Image & Description (128 characters max)

Image, Title (64 characters max) & Description (128 characters max)

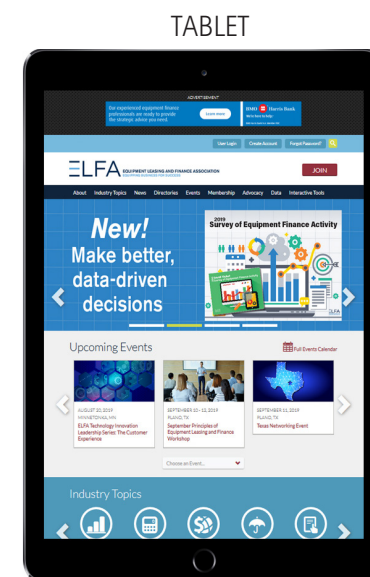
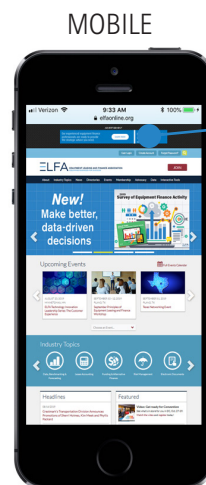
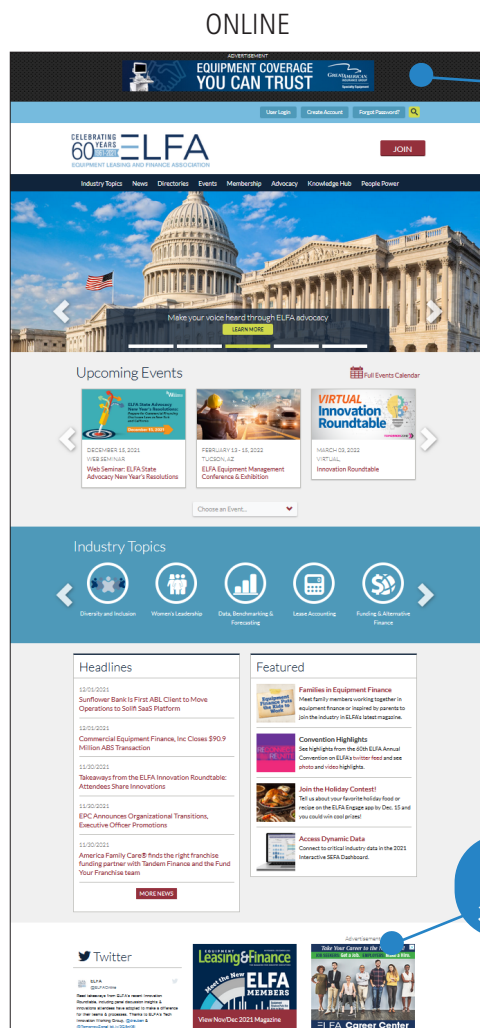
\$1,250 per 90 days

Banner Types



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.



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
		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 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 online 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 Supplement 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.

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 (steve@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 28**.

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

Hot Legal

What are the latest developments and trends in the legal industry?

The Truth About the CCPA

The highly-anticipated California Consumer Privacy Act (CCPA) took effect on Jan. 1, 2020, leaving some businesses scrambling to understand the applicability of the CCPA's expansive obligations. The [March/April 2020 Leasing Law column](#) by Amanda R. Lawrence, Moorari K. Shah, Sherry-Maria Safchuk and Doris Yuen debunked three key misconceptions about the CCPA's applicability, including:

- Misconception #1: The term "consumers" does not include individuals involved in commercial transactions.
- Misconception #2: Financial institutions subject to the Gramm-Leach-Bliley Act are exempt from the CCPA.
- Misconception #3: The business-to-business exemption applies to all person information collected in commercial transactions.

The Governing Law Provision Doesn't Always Govern

It is standard practice for parties to a contract to agree to the application of a certain state and/or jurisdiction's law, otherwise known as a "choice of law" or "governing law" provision, and/or a forum selection clause in a contract. However, various jurisdictions are finding an increasing number of exceptions that may invalidate governing law and/or forum selection clauses, potentially resulting in ramifications for which any lender and/or lessor in the equipment leasing and secured lending industry may have never bargained. The [May/June 2020 Leasing Law column](#) by L. Hamroff and Julia Gavrilov touch on some of these exceptions as they may apply to business.

2021 ELFA Legal Buyers Guide

SEEKING LEGAL GUIDANCE?
These equipment leasing and finance lawyers are ready to serve you

Legal Services Listings

The listings in this directory are paid listings. Information was provided by each law firm.

This symbol indicates the firm is an ELFA member.

Chapman and Cutler LLP
111 West Monroe Street, Chicago, IL 60603
Melanie J. Gazzo, Partner
phone: 415.278.9020
fax: 415.541.0906
email: mjgazzo@chapman.com

Thomas F. Howard
phone: 312.845.3812
fax: 312.595.1812
email: thoward@chapman.com
www.chapman.com

ELFA With more than 230 attorneys, Chapman represents equipment finance companies and funding sources in a variety of transactions, including asset-based loans, closed warehousing and term securitizations. We represent finance and bank leasing companies in individual equipment finance transactions, portfolio acquisitions and dispositions and other strategic transactions, and provide regulatory, tax and commercial law advice. We also represent clients in distressed and troubled equipment finance transactions, including in litigation and bankruptcy matters.

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

ELFA
EQUIPMENT LEASING AND FINANCE ASSOCIATION

MARCH | APRIL 2021 EQUIPMENT LEASING & FINANCE MAGAZINE

WWW.ELFAONLINE.ORG EQUIPMENT LEASING & FINANCE MAGAZINE MARCH | APRIL 39

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/>)

<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



EQUIPMENT Leasing & Finance

THE MAGAZINE FOR INDUSTRY EXECUTIVES

Equipment Leasing & Finance is the premier publication for the equipment finance industry. It isn't just the market leader. It's the flagship magazine of ELFA, enjoying unique access to leading industry executives.

Why Advertise in *Equipment Leasing & Finance* Magazine?

If you're targeting the equipment finance industry, there is no more effective investment for your advertising dollars. *Equipment Leasing & Finance's* advertisers enjoy its unique market position and reach, compelling and objective editorial content, competitive rates and high-visibility special advertising opportunities.

Equipment Leasing & Finance Reader Profile

The executives who receive *Equipment Leasing & Finance* six times each year are the industry's leading CEOs and VPs, treasurers, accountants, funding sources, attorneys, sales people, marketers and operations executives. *Equipment Leasing & Finance* is read by top-level executives. The majority of readers work at the executive or senior management level.

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.



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



Publications: 2022 *Equipment Leasing & Finance* Magazine Editorial Themes

<i>Issue</i>	<i>Editorial Themes</i>	<i>Conference Featured</i>
Jan/Feb	<ul style="list-style-type: none"> • State of the Industry 2022 • Equipment Management • Meet the ELFA Board Chair 	Equipment Management Conference & Exhibition
Mar/Apr	<ul style="list-style-type: none"> • State of Funding • Women's Leadership • Legal Buyers Guide 	Executive Roundtable ELFA/IMN Investors Conference Women's Leadership Forum 33rd Annual National Funding Conference Emerging Talent Networking Event
May/June	<ul style="list-style-type: none"> • Emerging Talent Trends • Credit and Collections Trends • Tech Innovation 	Legal Forum Capitol Connections Credit and Collections Management Conference & Exhibition
Jul/Aug/Sept	<ul style="list-style-type: none"> • Operations and Technology • Survey of Equipment Finance Activity • Software Guide • Annual Convention Preview 	EMERGENCE2022 Emerging Talent Networking Events Operations & Technology Conference & Exhibition Lease and Finance Accountants Conference
Oct	<ul style="list-style-type: none"> • Special Annual Convention Issue • Diversity, Equity & Inclusion 	ELFA 61st Annual Convention
Nov/Dec	<ul style="list-style-type: none"> • New Member Spotlight • Annual Convention Highlights 	Equality Forum

2022 *Equipment Leasing & Finance* Magazine Advertising Deadlines

<i>Issue</i>	<i>Space Reservations</i>	<i>Ad Materials Due</i>	<i>Live Date</i>
January/February	Dec. 1, 2021	Dec. 31, 2021	Jan. 26, 2022
March/April	Jan. 21, 2022	Feb. 8, 2022	Mar. 4, 2022
May/June	Mar. 25, 2022	April 12, 2022	May 6, 2022
July/August/September	June 10, 2022	June 28, 2022	July 22, 2022
October	Aug. 5, 2022	Aug. 23, 2022	Sept. 16, 2022
November/December	Oct. 3, 2022	Oct. 26, 2022	Nov. 18, 2022

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

Publications: *Equipment Leasing & Finance Magazine*

Standard Display Rates

Effective with the January 2020 issue

Inside Rates

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.

Commissions and Discounts

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

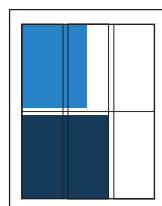
Benefits of discounts are secured only by contracts signed in advance. Multiple ads in a single issue are billed at the lowest collective rate. For example, three 1/3 page ads in a single issue are billed at the full-page rate.

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

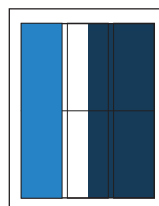
Mechanical Specifications

Trim Size: 8.375" wide x 10.875" deep

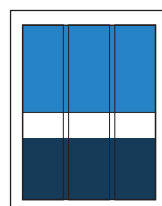
	Width x Depth of Live Area
Full page	7.25" x 9.5"
Island Half page	4.75" x 7.25"
Half page horizontal	7.25" x 4.5"
Half page vertical	3.5" x 9.5"
Third page horizontal	7.25" x 3.25"
Third page vertical	2.25" x 9.5"
Third page square	4.75" x 4.75"
Quarter page horizontal	7.25" x 2.5"
Quarter page square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



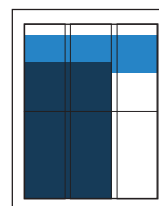
■ Quarter Page Square
■ Third Page Square



■ Third Page Vertical
■ Half Page Vertical



■ Half Page Horizontal
■ Third Page Horizontal



■ Quarter Page Horizontal
■ Half Page Island

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 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.

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

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


2022 Equipment Leasing & Finance E-Newsletter Advertising Deadlines

Issue	Space Reservations	Material Deadline	Distribution Date
January/February	Jan. 15, 2022	Jan. 22, 2022	Jan. 26, 2022
March/April	Feb. 25, 2022	Mar. 4, 2022	Mar. 9, 2022
May/June	April 28, 2022	May 4, 2022	May 11, 2022
July/August/Sept.	July 14, 2022	July 20, 2022	July 27, 2022
October	Sept. 9, 2022	Sept. 12, 2022	Sept. 20, 2022
November/December	Nov. 10, 2022	Nov. 16, 2022	Nov. 23, 2022

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

Leaderboard
550 x 75

Text Ad



The LTI Difference
• 38% of the MONITOR 100
• 43% of the VENDOR 40
• 56% of the INDEPENDENTS 25
are using LTI's solutions


EQUIPMENT Leasing & Finance

THE MAGAZINE FOR INDUSTRY EXECUTIVES

View Magazine Archive Advertise ELFA Home


October 2021

COVER STORY




[Funding Catches a Wave](#)

A year-and-a-half into the COVID pandemic, an ocean of liquidity has sellers surfing and buyers swimming against the tide. Industry leaders weigh in on the current environment and what's on the horizon.




[4 Lessons for Your Next Technology Project](#)

The question "Is there an easier way to do this?" yields improvements virtually everywhere.




[Highlights from the ELFA Credit Manager Survey](#)

Get a snapshot look at the state of credit within the equipment finance industry.




[Annual Convention Preview](#)

See what's in store for you at the 60th ELFA Annual Convention, Oct. 24-26.



[Exploring Tech in a Post-Pandemic World](#)


Find out what the ELFA Innovation Roundtable discussed regarding new ways to work and do business.



[5 Takeaways: Reaching Customers Through Content Marketing](#)

Looking to achieve more effective customer interaction? The ELFA Communications Committee offers strategies.

Advertisement



Great American Insurance Group's Specialty Equipment provides equipment programs and services to the entire equipment distribution channel. Coverage offering includes: Physical damage, Lessor Liability, and Lease Portfolio Risk Management. [Learn more](#)

Publications: ELFA QuickBrief E-Newsletter

Reach 10,000 equipment leasing and finance professionals each week through the ELFA QuickBrief E-Newsletter. QuickBrief tackles today's most relevant issues, gathered from leading news sources and industry publications.

Delivered weekly to the inboxes of industry executives, the ELFA QuickBrief keeps professionals informed of topics that impact their business. Subscribers are decision-makers with purchasing power—the top-tier professionals in the industry.

ELFA QuickBrief Specifications

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

Ad Type	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.

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ELFA QuickBrief

A weekly newsletter for the equipment finance industry

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September 8, 2021

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IN THE SPOTLIGHT

Results of the 2021 ELFA Credit Manager Survey

Wondering about the current and future state of credit and collections within the equipment finance industry? Kevin Prykull shares highlights from ELFA's 10th Annual Credit Manager Survey, based on responses from 211 credit, collections and executive management leaders.

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Bank and small-ticket sectors turn up the volume

Did you know that in addition to releasing a Monthly Leasing and Finance Index (MLFI), ELFA produces a special cut of the data for financial institutions and the small ticket market? The same key metrics (NBV, aging of receivables, charge-offs, credit approvals and employment) are included. According to the Small Ticket MLFI, in July 2021 new business volume in the small-ticket sector was up 17.7% year-to-date. According to the Financial Institutions MLFI, new business volume in the financial institutions sector was up 7.2% year-to-date.

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ELFA HEADLINES

ELFA files additional comments addressing California SB1235

On Aug. 25, ELFA filed comments with the California Department of Financial Protection and Innovation. The comments were in response to the latest modifications of their draft rules implementing SB 1235, the California enhanced financial disclosure law. Read more in the [August State Legislature Report](#).

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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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