

# 2023 ELFA Integrated Marketing Guide

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

The trusted source for your integrated advertising message

INTERACT  
PROMOTE  
ADVERTISE



E Q U I P M E N T   L E A S I N G   A N D   F I N A N C E   A S S O C I A T I O N



## Welcome.

The Equipment Leasing and Finance Association is pleased to present our 2023 Integrated Marketing Guide. This guide highlights a wealth of opportunities to share your message with leaders in the \$1 trillion equipment finance industry.

In 2023, our association will begin its 62nd 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, presenting a webinar, sharing valuable insights via our award-winning website and digital 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 ([steve@cvmpmedia.com](mailto:steve@cvmpmedia.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*

# TABLE OF CONTENTS

**ELFA Value Proposition.....**Page 4

**Events**

    Sponsorships.....Page 5

    Exhibits.....Page 6

**Web Seminars**

    Wednesday Webinars.....Page 7

    Summer Software Webinar Series.....Page 8

**Online Resources**

    ELFA Engage Mobile App.....Page 9

    Website Banner Ads.....Page 10

    Software Listing .....Page 11

    Legal Buyers Guide.....Page 12

    Career Center.....Page 13

**Publications**

*Equipment Leasing & Finance* Magazine .....Page 14

*Equipment Leasing & Finance* E-Newsletter.....Page 18

    ELFA QuickBrief E-Newsletter .....Page 19

**Contacts.....**Back Cover

# THE ELFA VALUE PROPOSITION

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

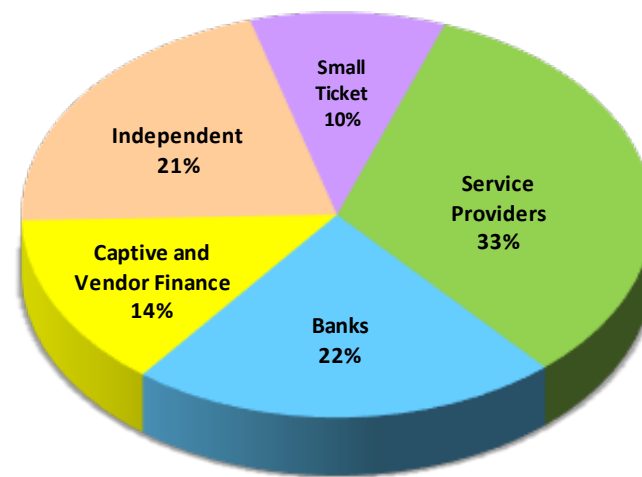
Through one-of-a-kind offerings, including cutting-edge industry information, popular conferences, targeted web-based courses, a powerful federal and state advocacy agenda, and information-packed communications, ELFA gives industry leaders the tools they need to succeed. In the last year alone we have rolled out exciting new benefits, including the Career Pathways leadership development program, the Knowledge Hub center for business intelligence, and new ELFA Connect online communities.

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:

*2023 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 ([steve@cvmpmedia.com](mailto:steve@cvmpmedia.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.

## 2023 ELFA Events with Sponsorship Opportunities:

- Equipment Management Conference & Exhibition
- Executive Roundtable
- Women's Leadership Forum
- 34th 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
- EMERGENCE2023
- Operations & Technology Conference & Exhibition
- Lease and Finance Accountants Conference
- ELFA 62nd Annual Convention
- Equity Forum

Go to the ELFA event website for more information on each conference:

**[www.elfaonline.org/events](http://www.elfaonline.org/events)**



**For more information about advertising, sponsorship or exhibiting opportunities, contact Steve Wafalosky ([steve@cvmpmedia.com](mailto:steve@cvmpmedia.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.

## 2023 ELFA Events with Exhibit Opportunities:

- **Equipment Management Conference & Exhibition**  
Who Attends: Equipment management professionals representing equipment finance companies throughout the U.S.
- **34th 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 62nd 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. Plus: Emerging talent representing the next generation of equipment finance.



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



## WEB SEMINARS: Summer Software Webinar Series

In Summer 2023 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 2023 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@cvmpmedia.com](mailto:steve@cvmpmedia.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 go-to source 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. The app provides access a range of benefits through your phone or tablet, including:

- Stay up-to-date with a continuously updated newsfeed.
- Navigate events and build a personalized event agenda.
- Share, like, bookmark and comment on posts.
- Connect and message with other members.
- Share news, pictures and links in the Engage tab.
- Access ELFAConnect online discussion groups.
- Access ELFA's podcast series Equipment Finance Matters.

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

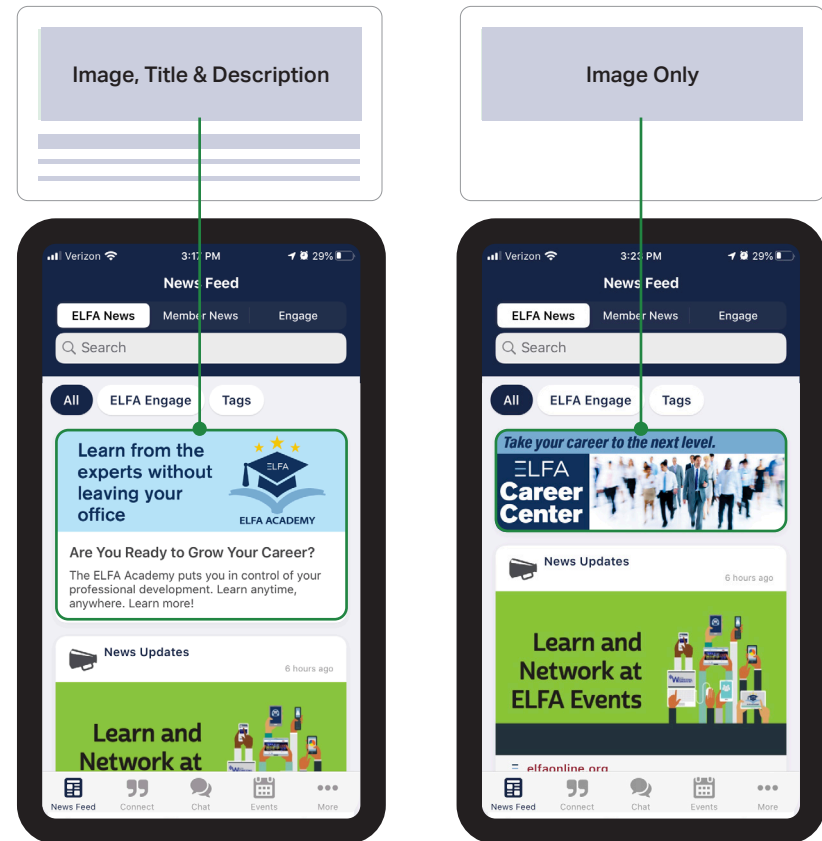
Select banner type:

Image only

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

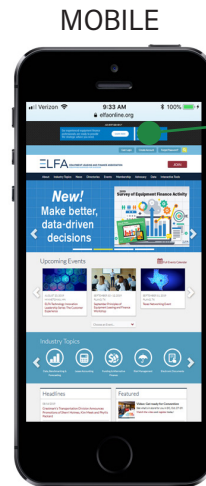
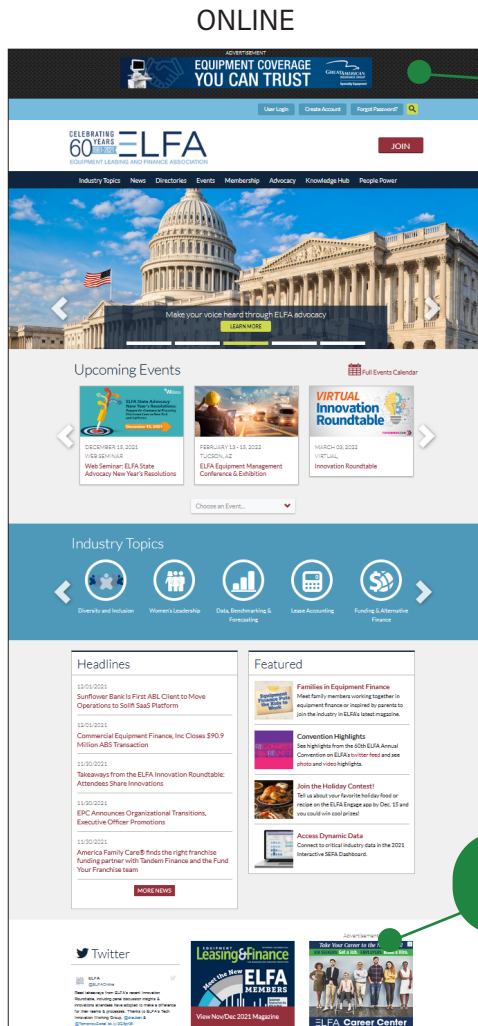
**\$1,250 per 90 days**

### Banner Types



# ONLINE RESOURCES: ELFA Website Banner Ads

ELFA offers banner advertising on [www.elfaonline.org](http://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 | 300W x 250H                                 | 40k           | .GIF/.JPEG only  | \$1,250 per quarter;<br>\$4,500 per year   |
| Leaderboard      | 728W x 90H (desktop)<br>300W x 50H (mobile) | 40k           | .GIF/.JPEG/.PNG  | \$1,250 per quarter;<br>\$4,500 per year<br>(included with purchase of desktop ad) |

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.

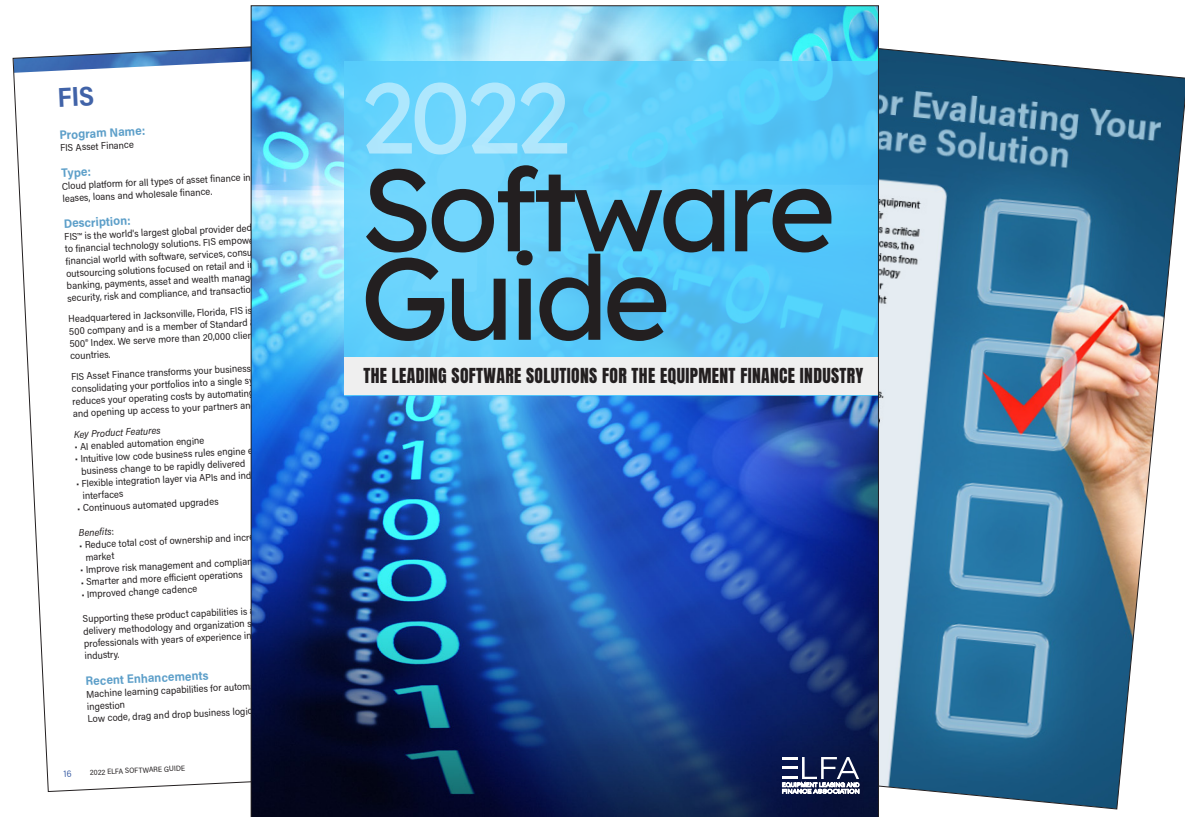
Software Listing participants are eligible to host an ELFA Summer Software Webinar. Space is limited—see page 8!

To be part of the Software Listing, go to [apps.elfaonline.org/Directories/Software/](https://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@cvmpmedia.com](mailto:steve@cvmpmedia.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/](http://www.elfaonline.org/Directories/).

The deadline to be included in the Legal Buyers Guide is **January 28**.

For more information contact Steve Wafalosky  
([steve@cvmpmedia.com](mailto:steve@cvmpmedia.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/>)

| <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: 2023 *Equipment Leasing & Finance* Magazine Editorial Themes

| Issue               | Editorial Themes   | Conference Featured  |
|---------------------|--|--|
| <b>Jan/Feb</b>      | <ul style="list-style-type: none"> <li>▪ State of the Industry 2023</li> <li>▪ Equipment Management Trends</li> <li>▪ State of Funding</li> <li>▪ Meet the ELFA Board Chair</li> </ul> | 34th Annual National Funding Conference<br>Equipment Management Conference & Exhibition  |
| <b>Mar/Apr</b>      | <ul style="list-style-type: none"> <li>▪ Women's Leadership</li> <li>▪ Career Pathways</li> <li>▪ Legal Buyers Guide</li> </ul>  | Executive Roundtable<br>ELFA/IMN Investors Conference<br>Women's Leadership Forum<br>Emerging Talent Networking Event            |
| <b>May/June</b>     | <ul style="list-style-type: none"> <li>▪ Emerging Talent / Next Gen</li> <li>▪ Credit and Collections Trends</li> <li>▪ Knowledge Hub</li> </ul>                                       | Legal Forum<br>Capitol Connections<br>Credit and Collections Management Conference & Exhibition<br>EMERGENCE2023                 |
| <b>Jul/Aug/Sept</b> | <ul style="list-style-type: none"> <li>▪ Tech Innovation</li> <li>▪ Survey of Equipment Finance Activity</li> <li>▪ Software Guide</li> <li>▪ Annual Convention Preview</li> </ul>     | Emerging Talent Networking Events<br>Operations & Technology Conference & Exhibition<br>Lease and Finance Accountants Conference |
| <b>Oct</b>          | <ul style="list-style-type: none"> <li>▪ Special Annual Convention Issue</li> <li>▪ Diversity, Equity &amp; Inclusion</li> </ul>   | ELFA 62nd Annual Convention<br>Equity Forum  |
| <b>Nov/Dec</b>      | <ul style="list-style-type: none"> <li>▪ New Member Spotlight</li> <li>▪ Annual Convention Highlights</li> </ul>   | 2024 Calendar of Events  |

## 2023 *Equipment Leasing & Finance* Magazine Advertising Deadlines

| Issue                 | Space Reservations | Ad Materials Due | Live Date      |
|-----------------------|--------------------|------------------|----------------|
| January/February      | Dec. 1, 2022       | Jan. 2, 2023     | Jan. 25, 2023  |
| March/April           | Jan. 23, 2023      | Feb. 8, 2023     | Mar. 3, 2023   |
| May/June              | Mar. 27, 2023      | April 12, 2023   | May 5, 2023    |
| July/August/September | June 12, 2023      | June 28, 2023    | July 21, 2023  |
| October               | Aug. 21, 2023      | Sept. 6, 2023    | Sept. 29, 2023 |
| November/December     | Oct. 9, 2023       | Oct. 25, 2023    | Nov. 17, 2023  |

(Live date is subject to change.)

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

# PUBLICATIONS: *Equipment Leasing & Finance Magazine* - Digital Edition

Place your display ad in the digital edition of *Equipment Leasing & Finance* magazine. This publication is viewable on multiple platforms and is responsive (mobile-friendly). In addition, users may export a PDF file of the publication.

## Standard Display 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.

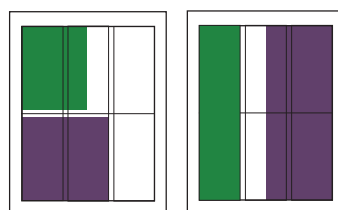
Benefits of discounts are secured only by contracts signed in advance. Multiple ads in a single issue are billed at the lowest collective rate. For example, three 1/3 page ads in a single issue are billed at the full-page rate.

## Mechanical Specifications

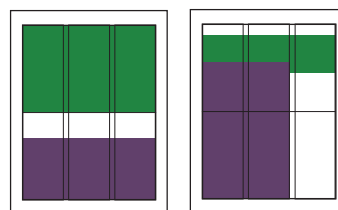
**Trim Size:** 8.5" wide x 11" deep

|                         |               |
|-------------------------|---------------|
| 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"  |

Width x Depth  
of Live Area



■ Quarter Page Square ■ Third Page Vertical  
■ Third Page Square ■ Half Page Vertical



■ Half Page Horizontal ■ Quarter Page Horizontal  
■ Third 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 should 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.

## Address copy, materials & technical correspondence to:

Kacey Digruttolo

ELFA Manager, Graphics & Production

(202) 238-3435 • [kdigruttolo@elfaonline.org](mailto:kdigruttolo@elfaonline.org)

# PUBLICATIONS: *Equipment Leasing & Finance* - Online Edition

The redesigned online edition of *Equipment Leasing & Finance* magazine offers new opportunities to highlight your advertising message. Your leaderboard ad will display on the Table of Contents page and within two main feature articles.

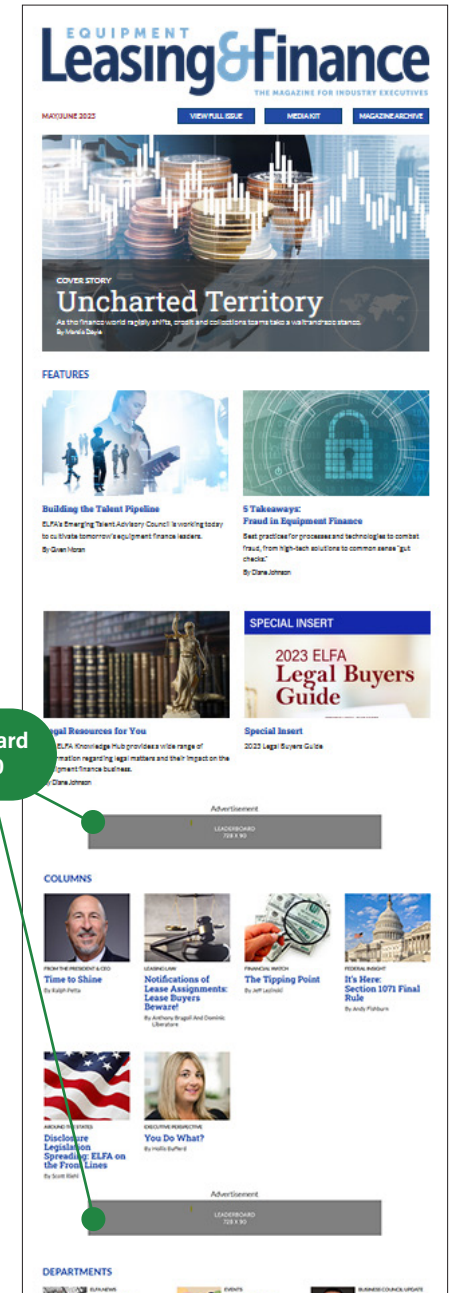
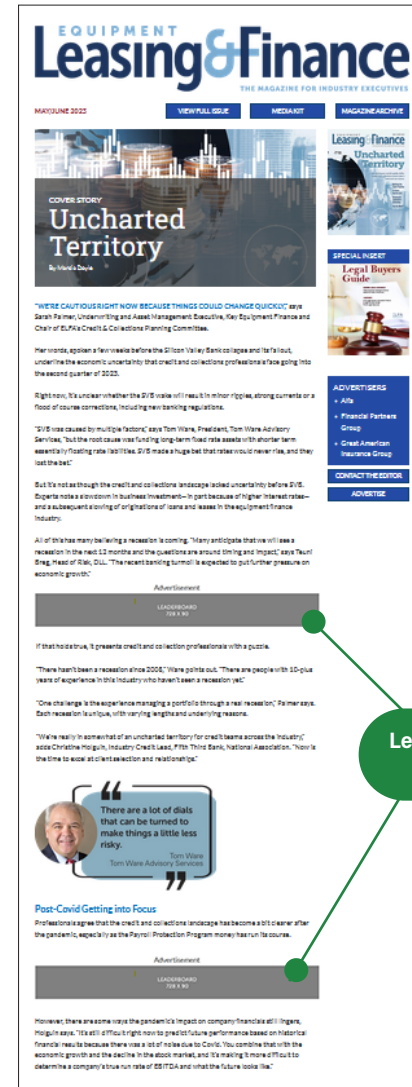
*Note:* The website is completely responsive (mobile-friendly), so your ads will have maximum impact no matter what platform a reader is using.

## Display Ad Specifications

| Ad Type     | Dimension            | Cost                                     |
|-------------|----------------------|--|
| Leaderboard | 728W x 90H (desktop) | \$1,250 per quarter;<br>\$4,500 per year |
|             | 300W x 50H (mobile)  | (included with purchase of desktop ad)   |

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

For more information contact Steve Wafalosky  
([steve@cvmpmedia.com](mailto:steve@cvmpmedia.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)


| Ad Type                     | Dimensions | Formats Accepted | Cost                  |
|-----------------------------|------------|------------------|-----------------------|
| Leaderboard                 | 728x90     | .GIF/.JPEG       | \$5,399 for 13 issues |
| Lower Leaderboard           | 728x90     | .GIF/.JPEG       | \$4,950 for 13 issues |
| Box Ad                      | 300x250    | .GIF/.JPEG       | \$3,950 for 13 issues |
| Top Banner                  | 728x90     | .GIF/.JPEG       | \$4,799 for 13 issues |
| Middle Banner               | 728x90     | .GIF/.JPEG       | \$3,950 for 13 issues |
| Horizontal Product Showcase | 275x175    | .GIF/.JPEG       | \$4,249 for 13 issues |
| Vertical Product Showcase   | 300x125    | .GIF/.JPEG       | \$3,250 for 13 issues |
| Sponsored Content           | 240x185    | .GIF/.JPEG       | \$4,399 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/Pricing/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).

**Seeking Equipment Financing Rockstars**  
Take center stage at a company dedicated to your success.

  
A weekly newsletter for the equipment finance industry  
EQUIPMENT LEASING AND FINANCE ASSOCIATION  
September 21, 2022  
[To view email in web browser, click here.](#)

New markets, new heights, new horizons...  
**NOW HIRING REGIONAL SALES MANAGERS**  
**JOIN OUR TEAM**

### IN THE SPOTLIGHT

#### New report examines office imaging sector


Several factors have recently impacted the office imaging market, including new work models, the changing office landscape and supply chain issues. In addition, technology is evolving in the space to focus more on sustainability, security and helping businesses work toward digital transformation goals. Read "Vertical Market Outlook Series: Office Imaging" from the Equipment Leasing & Finance Foundation to learn about opportunities and challenges the segment poses for equipment finance companies. The report provides critical market intelligence to use in strategic planning and decision making and is now available for free download.

[LEARN MORE](#)

#### ELFA announces formation of Climate Finance Working Group

ELFA is forming a Climate Finance Working Group in order to serve ELFA members who are at all stages of climate finance market participation, whether it be currently active, preparing to enter or evaluating entry. The group will hold its inaugural meeting in-person following the ELFA Annual Convention breakout session, "Climate Financing – A Massive Growth Opportunity" on Tuesday, Oct. 11, 2:30-3:30pm. Read more in the September Washington Report e-newsletter.

[LEARN MORE](#)

**Business Banking**  
Your single source for financial services and resources for your business.  
[LEARN MORE](#)

### ELFA HEADLINES

#### Join the Marine industry webinar today

Join us today for an ELFA Wednesday Webinar at 1, "The Marine Industry: Sailing on Strong Asset Prices for Now, both Domestically and Internationally." Supported by supply chain disruptions and overall strong demand for cargo, times are good for the marine industry everywhere. Freight rates are

# CONTACTS and MISSION

## Contacts:

### Integrated Media Sales:

Steve Wafalosky

[steve@cvmpmedia.com](mailto:steve@cvmpmedia.com)

office: 440-247-1060, fax: 440-247-1068

### Editorial Questions:

Amy Vogt, ELFA VP of Communications and Marketing

[avogt@elfaonline.org](mailto:avogt@elfaonline.org)

office: 202-238-3438

### Ad Materials and Technical Correspondence:

#### Magazine Ads:

Kacey Digruittolo, ELFA Manager, Graphics & Production

[kdigruittolo@elfaonline.org](mailto:kdigruittolo@elfaonline.org)

office: 202-238-3435

#### Online Ads:

Amy Vogt, ELFA VP of Communications and Marketing

[avogt@elfaonline.org](mailto: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 \$1 trillion 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.*



Equipment Leasing and Finance Association

1625 Eye Street NW, Suite 850

Washington, DC 20006

ELFA Headquarters: 202-238-3400

[www.elfaonline.org](http://www.elfaonline.org)

