



MOMENTUM

ELFA 64th
**ANNUAL
CONVENTION**

October 26-28, 2025

Marco Island Marriott Beach Resort, Marco Island, FL



ELFA

64th Annual Convention

October 26-28, 2025 | Marco Island, FL

The **Momentum** is Building. Can You Feel It?

REGISTER NOW for the 2025 ELFA Annual Convention, Oct. 26-28 in Marco Island, Florida. Momentum is strong in the equipment finance industry! 2025 is a pivotal year, a quarter-century in, marked by a new administration, a dynamic workforce, and significant wins on Capitol Hill. Now is the time to seize the opportunity. Can you feel the energy shifting?

Join us at the 2025 ELFA Annual Convention, where we'll harness this incredible energy to drive even greater success. This is your chance to connect with industry leaders, gain fresh perspectives, and learn strategies to keep your business moving forward. We'll explore key topics such as:

- **Policy & Progress:** Capitalizing on Certainty. With the permanence of 100% expensing providing vital certainty, businesses are investing with confidence. This policy didn't just happen—it was earned through the collective advocacy of our industry, and it's a powerful growth engine we'll discuss how to leverage. We'll also examine the impact of the new administration and other legislative developments.
- **Workforce Evolution:** Adapting to changing expectations and cultivating a thriving, future-ready team.
- **Innovation & Growth:** Discovering new technologies and business models that fuel industry expansion.

Don't miss this unparalleled opportunity to learn, grow, and network with the best in the business. This is where you'll gain the competitive edge needed to thrive in a dynamic market and be part of the collective force driving our industry forward.

Why Attend?

The ELFA Annual Convention is the primary forum that industry leaders turn to with assurance when it comes to addressing critical issues and trends. It is the largest, most important annual gathering of equipment leasing and finance professionals. Whoever you need to see is likely to be there.

Register Early...

Reserve Your Hotel Accommodations...Save Money

Register for the convention AND reserve your accommodations at the JW Marriott Marco Island by Monday, August 18, 2025, and receive a discount on the convention registration fee.

Need More Information?

For complete details, including convention registration and hotel reservations, go to <https://www.elfaonline.org/education-networking/2025/annual-convention>.

Get Noticed! Become a Sponsor or an Exhibitor

The ELFA Annual Convention provides unmatched opportunities to increase exposure for your company, especially through sponsorships and the Convention Exhibition. To become a sponsor or an exhibitor, contact Steve Wafalosky at stevew@cvmppmedia.com or (440) 247-1060.

Featured Speaker



JON GORDON

Leadership and Culture Expert

Jon Gordon's best-selling books and talks have inspired readers and audiences around the world. His principles have been put to the test by numerous Fortune 500 companies, professional and college sports teams, school districts, hospitals, and non-profits. He is the author of 30 books including 17 best sellers and 5 children's books. His books include the timeless classic *The Energy Bus* which has sold over 3 million copies, *The Carpenter* which was a top 5 business book of the year, *Training Camp*, *The Power of Positive Leadership*, *The Power of a Positive Team*, *The Coffee Bean*, *Stay Positive*, *The Garden*, *Relationship Grit* and his new release *The One Truth*. Jon and his tips have been featured on The Today Show, CNN, CNBC, The Golf Channel, Fox and Friends and in numerous magazines and newspapers. His clients include The Los Angeles Dodgers, In-N-Out Burger, The Los Angeles Rams, Campbell Soup, Dell, Publix, Southwest Airlines, The Chicago Bulls, Miami Heat, The Colorado Rockies, Truist Bank, Clemson Football, Northwestern Mutual, Bayer, West Point Academy and more.



The ELFA Hub is the best location to network and recharge. Included as part of an enhanced exhibit hall experience - meet with peers and industry providers in one space. All the people and brands you've been trying to connect with all year - together in one place, discussing the future's biggest opportunities.

TECH TALKS AND ELFA TALKS

Sit back, charge your phone and listen to speakers from our industry experts, or watch demos on the newest products hitting the market from our exhibitors.

NETWORK and CHILL

Enjoy unique spaces to work or connect with your colleagues. Refresh yourself with snacks and drinks.

EXHIBITOR PRIZES

Win prizes from our featured exhibitors!

Schedule of Events

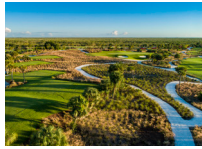
Sunday, October 26

7:00 – 9:00 am

Transportation for Golf Players
Hammock Bay Golf & Country Club

7:00 am

Breakfast for Golfers
Hammock Bay Grill
(Off property)



8:30 am

Golf Tournament (Shotgun Start)
Hammock Bay Golf & Country Club
(Off property)

7:30 – 9:00 am

Breakfast for Community Service and
Pickleball Players
(Off property, pre-registration required)

8:00 am

Transportation for Pickleball Players,
USOP National Pickleball Center
(Off property)

9:00 – 11:00 am

Community Service Project

Beach Clean Up:
Save the Turtles!
(Off property, pre-registration
required)



11:00 am – 3:00 pm

ELFA Day at the
Beach with Lunch
and Games!
(Pre-registration
required, limited to
60 attendees)



10:00 am – 8:00 pm

Convention Registration
(Attendees & Exhibitors)

1:00 – 2:00 pm

Luncheon for Golfers
Hammock Bay Grill

2:00 – 2:30 pm

Golf Transportation Back to the Hotel

2:00 – 4:00 pm

Community Service Project:

Build-a-Bear
(On property; pre-
registration required.)



4:00 – 5:00 pm

New Members & Leadership Reception

4:30 – 5:30 pm

Women's Council Reception

5:30 – 8:00 pm

Welcome Reception
Exhibits Open

Monday, October 27

6:00 – 7:00 am

Beach Fun Run



7:00 – 8:15 am

Breakfast with Puppies



7:00 am – 4:30 pm

Convention Registration

7:00 am – 5:00 pm

Exhibits Open

8:30 – 10:00 am

General Session

Chair's Address & Keynote Address



Speaker:
JAMES CRESS,
ELFA Board Chair
Vice President & General Manager
Flex Financial, Stryker



Speaker:
JON GORDON,
Leadership and Culture Expert

10:00 am – Noon

Refreshment Break in Exhibit Area
and ELFA Hub

11:00 am – 3:00 pm

Spouse/Companion Event:

JW Marco Island Day at the Spa
(pre-registration required)

10:45 – 11:45 am

Issue Breakout Sessions

12:15 – 1:45 pm

Equipment Leasing & Finance
Foundation Luncheon



Keynote:
KELLI JONES NIENABER,
Executive Director
Equipment Leasing & Finance
Foundation

2:30 – 3:30 pm

Issue Breakout Sessions

2:00 – 4:00 pm

Refreshment Break in Exhibit Area
and ELFA Hub

4:00 – 5:00 pm

People Power Reception

5:00 pm

Individual Company-Sponsored
Receptions and Events

Tuesday, October 28

7:00 am – 3:00 pm

Convention Registration

7:00 – 8:15 am

Breakfast with Puppies



7:00 am – 3:00 pm

Exhibits Open

7:30 – 8:00 am

Hub Experience:

Tech Talks and ELFA Talks

8:30 – 10:15 am

General Session

President's Report & Keynote Address



Speaker:
LEIGH LYTLE,
President and CEO
ELFA

10:15 am – 12:45 pm

Refreshment Break in Exhibit Area
and ELFA Hub

11:00 am – Noon

Issue Breakout Sessions

12:15 – 2:00 pm

Outdoor Community Luncheon
for all Attendees

2:30 – 3:30 pm

Issue Breakout Sessions

5:00 – 8:00 pm

Closing Reception and Dinner
Beach Party

8:00 – 9:00 pm

After Glow Party



Exhibition

Visit exhibitors to check out the latest technology and services.

A select group of equipment leasing and finance industry service providers is exhibiting at the Annual Convention, giving you a look at services available to help increase the operational efficiency of your company



For more information on becoming an exhibitor, please contact Steve Wafalosky at steve@cvmpmedia.com or 440-247-1060.

Corporate Entertainment Functions

Companies wishing to hold private parties may do so on Monday, October 27, any time after 5:00 p.m. Please send requests for function space at the JW Marriott Marco Island Resort to Lisa Ramirez, VP, Business and Professional Development, at lr Ramirez@elfaonline.org. Please specify the type of function, timing and number of people expected.



We request that companies planning events outside the JW Marriott Marco Island Resort provide ELFA with information about the function in the event of emergencies or inquiries. If assistance is needed with planning an event outside the hotel, Lisa Ramirez can provide recommendations of facilities and activities available for parties.

2024 Attending Companies

1st Equipment Finance, Inc.	Author, The Absent Superpower	Certified Lease & Finance Professional Foundation (CLFP)	CSC
360 Equipment Finance, LLC	Auxilior Capital Partners, Inc.	Channel	CSI LATINA FINANCIAL, Inc
36th Street Capital	Auxilior Capital Partners, Inc.	Charger Logistics USA Inc.	CSI Leasing, Inc.
ABLE Leadership, LLC	AVTech Capital, LLC	Chase Specialty Finance	Customers Commercial Finance, LLC
Accenture	AZR Diversified LLC	CHG-MERIDIAN USA Corp.	CV Holdings, Inc.
Accion Opportunity Fund Community Development	Baker, Donelson, Bearman, Caldwell & Berkowitz PC	Chiesa Shahinian & Giantomasi PC	CWB National Leasing
Acquis Insurance Management	Balboa Capital, A Division of Ameris Bank	Choice Financial Group	Dakota Financial, LLC
Adams and Reese LLP	Bank of America Global Leasing	CIBC	Darcy & Devassy PC
Alfa	Bank OZK	CIMC Capital, Inc.	DataScan
Alliance Funding Group	BankFinancial	Citizens Asset Finance, a division of Citizens Bank, N.A.	David Henry Consulting dba DDHNDH, LLC
Altec Capital Services, LLC	BankFinancial, NA	Civista Leasing & Finance	DDI Capital, Inc.
AltScore Inc.	Battle Horse Financial	Clarus Capital	Dedicated Financial GBC
Amazech Solutions, LLC	Battle Horse Financial	Clearview Risk Solutions, LLC	Delta Financial
American Bank - Equipment Finance	BAUER Financial Services Inc.	CNH Industrial Capital LLC	Deutsche Leasing USA, Inc.
American Financial Partners, Inc.	Baystone Government Finance/KS State Bank	CoBank Farm Credit Leasing	Dext Capital
Amur Equipment Finance	Beacon Funding Corporation	CODIX LLC	DLL
Angle Finance	Beround, Inc.	Coface	Dominion Leasing Software LLC
Ansley Park Capital	Bevel Financial Inc.	Cohn & Dussi, LLC	Doosan Bobcat Capital Solutions
AP Equipment Financing	Bigfoot Forklift LLC	Commerce Bank	Dressler & Peters, LLC
Apex Commercial Capital Corp.	Blue Owl	Commercial & Asset Finance Brokers Association of Au	East Bay Talent LLC
Apple Bank for Savings	Blue Owl Capital	Commercial Asset Finance Brokers Association of Au	eCapital Corp.
APPROVE	Bluechip Asset Management LLC	Commercial Capital Company, LLC	Econolease LLC
Arvest Equipment Finance	BMO	Commercial Equipment Finance, Inc.	ECS Financial Services, Inc.
Ascentium Capital, A Division of Regions Bank	Bruckner's Truck & Equipment	Commercial Equipment Financing, LLC	Element Fleet Management
Aspen Capital Company, Inc.	Byline Financial Group	Commercial Funding Partners, LLC	Elemental Leasing LLC
Aspen Field Services	Canadian Finance & Leasing Association	Constellation Financial Software	ELFA
Asset Compliant Solutions (ACS)	Canon Financial Services, Inc.	Consult Disrupt LLC	ePlus Group, inc.
Associated Bank	Capchase Inc.	Corcentric Capital Equipment Solutions, LLC	Equifax
Associated Bank Equipment Finance	Capital One N/A	CoreTech	Equiplinc Auction Group
Assurant	Capteris	CoreTech Leasing, Inc.	Equipment Leasing & Finance Foundation
ATEL Capital Group	Cassels Brock & Blackwell LLP	CrestMount Advisors	Equipment Leasing and Finance Association
Atlantic Union Equipment Finance	Caterpillar Financial Services Corporation	Crossroads Equipment Lease & Finance LLC	Equipment Leasing Group of America, LLC
Aurionpro Fintech	Central Bank of St. Louis		Ernst & Young LLP
Australian Finance Industry Association			EverBank Corporate Asset Finance
			EverBank Vendor Equipment Finance
			Executive Solutions for Leasing and Finance, LLC

2024 Attending Companies *continued*

EZ2 Payment	Gordon Brothers Equipment Finance	Kapitus	Meridian Leasing Corporation
F.N.B. Equipment Finance	Government Leasing, LLC	KBRA	Meridian OneCap Credit Corp.
Falcon Equipment Finance	GRAM - SIGMA	Keefe, Bruyette & Woods	Merrimak Capital Company LLC
Farm Credit Leasing	Great American Insurance Group, Specialty Equipment	Key Equipment Finance	MicroTech
FGI Equipment Finance LLC	Great Lakes Asset Solutions	Keybridge Research, LLC	MidCap Equipment Finance LLC
Fifth Third Bank, National Association	GreatAmerica Financial Services	Keystone National Group	Midland Equipment Finance
Financial Institutions Consulting, Inc.	Greenbrier Leasing Company LLC	KFH Capital Investment Company	Mitsubishi Corporation
Financial Pacific Leasing, Inc., an Umpqua Bank Company	GTC Equipment Finance LLC	Kin Analytics	Mitsubishi HC Capital America, Inc.
Finloc USA Inc.	Hancock Whitney Equipment Finance, LLC	Kingsbridge Holdings, LLC	Mitsubishi HC Capital America, Inc.
Finova Capital, LLC	Hanmi Bank	Kingsbury Wax Bova, LLC	Mizuho Bank (USA)
FinWise Bank	Highland Electric Fleets	KLC Financial LLC	MMP Capital
First American Equipment Finance, an RBC / City National Company	Houlihan Lokey	Kunai Inc.	Monitor / monitordaily.com
First Bank Chicago	Housby Online Sales	LaFleur & Laborde	Monroe Capital Alternative Credit Solutions
First Citizens Bank – Capital Equipment Finance	HP Inc.	Lantern Capital	Moore & Van Allen, PLLC
First Citizens Bank Equipment Finance	Huntington Asset Finance	LBC Capital Inc.	Moritt Hock & Hamroff LLP
First Commonwealth Equipment Finance	Huntington Equipment Finance	Leading Authorities	National Energy Improvement Fund, LLC
First Corporate Solutions	Huntington Technology Finance	LeadX	National Equipment Finance Association
First Horizon Bank	Insight Investments, LLC	LEAF Commercial Capital Inc.	Navistar Financial Corporation
First Horizon Equipment Finance, a division of First Horizon Bank	Inspiration Mobility	Leasepath	NCS Credit
FIS	instaCOVER, a subsidiary of One80 Intermediaries	LeasePoint Funding Group	NEC Financial Services, LLC
Fitch Ratings	Integrated Financial Solutions, Inc.	Leasing Associates, Inc.	NETSOL Technologies Inc.
Flagstar Financial & Leasing, LLC	International Financial Services (IFS)	Lee Financial Services	New Day Collections
Fleet Advantage, LLC	Isuzu Finance of America, Inc.	Landscape	Nexseer Capital
Flex Financial, Stryker	Ivory Consulting Corporation	Linedata Lending and Leasing	NFS Leasing, Inc.
Foresight Marketing Agency	JA Mitsui Leasing Capital Corporation	Liventus, Inc.	North Mill Equipment Finance
FORT Capital Resources, LLC	JazzX LLC	Lonetown Capital LLC	Northland Capital Equipment Finance
Frost Equipment Leasing and Finance	JB&B Capital, LLC	LTi Technology Solutions	Northpoint Commercial Credit, LLC
FSG Capital, Inc.	JDR Solutions, Inc.	M&T Bank Corporation	Northpoint Commercial Finance
Fusable	Jigyasa Analytics LLC	M&T Capital and Leasing Corp.	Northteq
Garnet Capital Advisors	John Deere Financial	Machinery Partner	Oakmont Capital Services
Global Financial & Leasing Services, LLC	JPMorgan Chase Bank, N.A. – Equipment Finance Group	Macquarie Capital	Odessa
Gordon Brothers	Kaaj Technologies Inc.	Macquarie Specialized and Asset Finance	OnPoint Capital, LLC
		Madison Capital LLC	Onset Financial, Inc.
		Marubeni America Corporation	
		MassMutual Asset Finance	
		Mayer Brown LLP	
		Maynards Capital LP	
		MAZO Capital LLC	
		McGlinchey Stafford, PLLC	
		Med One Capital	

2024 Attending Companies *continued*

Orion First Financial, LLC	Rockwell Financial Group	Tamarack Technology, Inc.	Vedder Price P.C.
Osgood Funding, Inc., dba Accord Financial Group	Rosenthal & Rosenthal	TAO Solutions Corp.	VenSource Capital LLC
OwlFinancial Technologies	Rouse Services LLC	Taylor & Martin Auctioneers and Appraisals	Verdant Commercial Capital LLC
Pacific Rim Capital, Inc.	RTR Services, Inc.	TBF Financial, LLC	Verity Capital Advisors, Inc.
Padfield & Stout, LLP	RVI Group	TD Equipment Finance, Inc.	Vero Technologies
Pathward Commercial Finance	Sallyport Partners Fund	Tealinc LLC	Vertex Inc.
Patriot Capital Corporation	Sandhills Global	Teamwill Consulting US Inc.	VFI Corporate Finance
PEAC Solutions	SCG Capital Corporation	Ten Four Truck Insurance	VFS LLC
Peapack Capital Corporation	SCJ Commercial Financial Services	Texas Capital Bank	Volvo Financial Services
Pinnacle Financial Partners, Inc.	Securcor Financial Group	TFS Solutions	VTXRM
Pitney Bowes Global Financial Services	Secured Finance Network (SFNet)	TFUND Capital Corp	Wallwork Financial
Platzer, Swergold, Goldberg, Katz & Jaslow, LLP	Sheppard Mullin Richter & Hampton LLC	The Alta Group LLC	Wells Fargo Equipment Finance
PN California, Inc.	Siemens Financial Services, Inc.	The Corporation for Interest Rate Management	Wells Fargo Vendor Financial Services
PNC Equipment Finance	Sirius Computer Solutions Financial Services, LLC a CDW Company	The Wittern Group	Western Alliance Bank
PNC Vendor Finance	Skyjack Financial Services	ThinkingAhead, Inc.	Western Equipment Finance
Post Road Equipment Finance	SLR Equipment Finance	Tiber Creek Group	Wheeler Business Consulting, LLC
Prime Alliance Bank	SMBC Leasing And Finance, Inc.	Tokyo Century (USA) Inc.	Wheels
Prime Equipment Finance, LLC	Societe Generale Equipment Finance	Tom Ware Advisory Services, LLC	Wilson Vukelich LLP
Private Company Credit Fund	Sofico Services USA, Inc.	TomorrowZone	Wingspire Equipment Finance LLC
Quail Financial Solutions	Solifi	Toyota Industries Commercial Finance, Inc.	Wintrust Asset Finance, Inc.
Quality Equipment Finance	Somerset Capital Group, Ltd.	TPG Angelo Gordon	Wintrust Commercial Finance
Quarles & Brady LLP	Sopra Banking Software	Trans Lease, Inc.	Wintrust Equipment Finance
QuickFi	South State Bank	Transport Enterprise Leasing, LLC	Wintrust Specialty Finance
RAD Collateral Recovery Network	SouthState Equipment Finance	Trinity Capital Inc.	Wolters Kluwer Compliance Solutions
Raymond James Equipment Finance	Star Hill Financial LLC	Trio Capital Solutions	Womble Bond Dickinson (US) LLP
Redaptive, Inc.	Stearns Bank N.A.	Triumph Commercial Finance, a division of TBK Bank SSB	Woodstock Institute
Regents Capital Corporation	Stellar Bank	Trnsact	Wright Law Group, PLLC
Regions Equipment Finance Corporation	Stinson LLP	Truist Equipment Finance Corp.	XCMG America Financial LLC
Remarketplace LLC	Stonebriar Commercial Finance	Trustmark National Bank	XS Financial Inc
Republic Bank Finance	Stuart-Lippman and Associates Inc.	U.S. Bank	ZAXIS Financial Services Americas LLC
RESIDCO	Sumitomo Mitsui Finance & Leasing Co., Ltd.	UniFi Equipment Finance	Zeihan on Geopolitics
Revelation Machinery LLC	Summit Funding Group, A First Financial Bank Company	United Leasing & Finance	Zoomlion Capital (U.S.A.) Corp.
Rinaldi Advisory Services	Syndifi Inc.	University of North Texas	ZRG Partners, LLC
Ritchie Bros.		Uplend Inc. - Equipment Finance	
		Utica Leaseco/Utica Equipment Finance	
		Valiant	
		Vartana, Inc	

General Information and Registration

Several important deadline dates are listed here. Please review carefully.

- **Mon., August 18, 2025:** Deadline for early-bird discount on convention registration fee. Note: To take advantage of the discount, you must also reserve your accommodations at the JW Marriott Austin.
- **Wed., October 1, 2025:** Last day to receive the special ELFA convention rate for your accommodations at the JW Marriott Marco Island Beach Resort.
- **Fri., October 10, 2025:** Last day for online registrations. After this date registrations can be made on-site. **Please note: There are no refunds of registration fees after this date.**

CONVENTION REGISTRATION

Registering online at the ELFA website is a fast and easy way to register for the convention.

Go to: <https://www.elfaonline.org/education-networking/2025/annual-convention>

Overnight Mail Address:

ELFA
Attn: Accounts Receivable
1625 Eye Street, NW • Suite 850
Washington, DC 20006

All participants must be registered in advance. Registration is mandatory to attend the convention and spouse functions. Registration is for the entire convention. No partial registration is available. Only individuals registered and wearing a badge may attend convention events. The full registration fee is payable in advance in U.S. funds. No registrations will be considered complete until payment is received.

Spouse/Companion Registration Fees

A spouse/companion attending any portion of the convention or social functions must be registered and pay the appropriate spouse/companion fee. If he/she is employed in the equipment finance industry, the full attendee registration fee is due.

First-Time Attendee

This fee is for any individual who has NEVER attended an ELFA Annual Convention in the

past but currently works for an ELFA member company. This applies even if your current company has sent others to the Annual Convention previously.

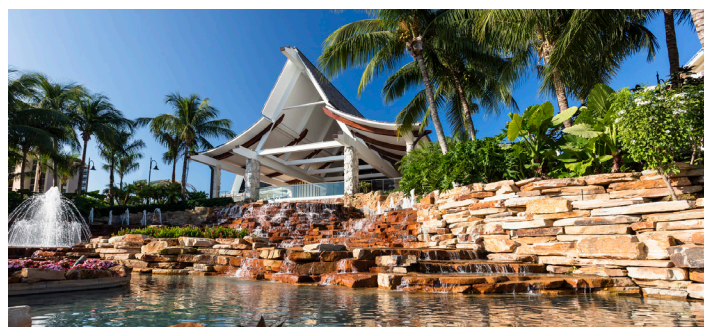
Photographs Taken at the Convention

By registering for this conference, you authorize ELFA to use any photographs taken of you during the course of the ELFA Annual Convention. Photographs may be used in promotional materials or stories that appear in professional publications.



Attendee Contact Information

By registering for this conference, attendees authorize ELFA to share your contact information, including but not limited to your email address and telephone number, with other registered attendees, sponsors and exhibitors. For more information, please contact Janet Fianko at jfianko@elfaonline.org.



Hotel Accommodations

ELFA does not arrange for hotel accommodations, but provides reservation information for registrants. Please register as an attendee to the convention before making your hotel reservations. Anyone making a hotel reservation at the JW Marriott Marco Island Beach Resort who does not register for the ELFA Annual Convention will be excluded from the ELFA block. Those reservations will be based solely on availability and will be at the regular guest room rate.

A block of rooms is being held for attendees of the 2025 ELFA Annual Convention at the 400 S Collier Blvd, Marco Island, FL 34145. Please make your hotel reservations before Wednesday, October 1, 2025, to obtain accommodations at

the special ELFA Annual Convention rate of \$364 for a standard room, with a discounted \$35 resort fee. Accommodation requests received after the cutoff date are subject to availability and may be at a higher rate.

Those planning to arrive early to participate in the ELFA hosted events on Sunday, October 26th are urged to make hotel reservations early.

Online Hotel Reservations!

Passkey Link: <https://book.passkey.com/event/50904391/owner/10865/home>

Enter: Arrival and Departure Dates

Enter: Number of rooms needed and number of guests

Click on: Search

Once the reservation is complete, you will receive a confirmation number via e-mail (as long as your e-mail address has been entered). Reminder, cut-off Date to Book in Group Block: Wednesday, October 1, 2025. *There is a limit to the number of rooms in the block, so please book early.*

Suite Reservations

A number of suites have been reserved for private entertaining. Companies wishing to hold private parties should contact Lisa Ramirez, VP Business and Professional Development at lr Ramirez@elfaonline.org or 202-238-3414 to reserve a suite.

Please specify the type of function, timing and number of people expected.

Location

JW Marriott Marco Island Beach Resort
400 South Collier Boulevard Marco Island, Florida, USA, 34145
Tel: +1 239-394-2511

This hotel does not provide shuttle service.

Local Airports:

Southwest Florida International Airport

Distance from Property: 48 Miles

Naples Municipal Airport

Distance from Property: 19 Miles

Transportation

NT&T Car Service - <https://nttreservations.com/jwmmi.php>

NT&T will Manage all Reservations, Logistics, and Communications

Convenient & Secure Online Booking System (Mobile Friendly)

Reservations are Guaranteed (unlike a taxi service)

Professional Chauffeur Baggage Claim Meet & Greet

All Fares and Gratuities are prepaid

24/7 Booking Availability

MBA Airport Transportation, LLC

The provider of taxi service at Southwest Florida International Airport. For more information about MBA Airport Transportation, please visit their website at www.mbaairport.com or call 239-482-2777.

Onsite Hotel Car Rental

Hertz - Monday - Friday: 8:30 am - 4:30 pm

Saturday & Sunday: Closed 239-394-3322

Uber and Lyft - On demand rides

What To Pack

Business casual dress for education sessions is encouraged.

Suggested dress for social events is as follows:

Sunday Afternoon Community Service Events

Active wear, comfortable shoes

Tuesday Night Party – Casual attire

Deadline Dates, Cancellations & Substitutions

Deadline Dates at a Glance

- **Monday, August 18, 2025:** Deadline for early-bird discount on convention registration fee. Note: To take advantage of the discount, you must complete the exhibit paperwork and send to Steve Wafalosky at steve@cvmpmedia.com.
- **Wednesday, October 1, 2025:** Last day to receive the special ELFA convention rate for your accommodations at the JW Marriott Marco Island Beach Resort.
- **Friday, October 10, 2025:** Last day for online registrations. After this date registrations can be made on-site. **Please note: There are no refunds of registration fees after this date.**

Cancellation Policy

Cancellations to the Annual Convention must be made in writing. This letter may be:

- a.) emailed to Janet Fianko at jfianko@elfaonline.org
- b.) mailed to Janet Fianko at ELFA Headquarters: 1625 Eye Street, NW, Suite 850, Washington, DC 20006
- **Refund minus \$100:** Should you need to cancel, refunds will be processed less a \$100 processing fee.
- **No refund:** No refunds of registration fees will be given for cancellations received on or after **Friday, October 10, 2025**. ELFA regrets that refunds will not be given for no-shows.

Substitutions

Substitutions for the entire program may be made at any time including at on-site registration.

Sponsorship Opportunities

Sponsoring events and functions at ELFA meetings provides excellent exposure for your company. Contact Steve Wafalosky at 440-247-1060 or steve@cvmpmedia.com if you are interested in becoming a sponsor for the ELFA 64th Annual Convention.

Specialty

Mobile App	SOLD
Conference Bags (eco-friendly)	SOLD
Hosted Session Rooms (4 available)	\$12,000
Wellness Break (3 available)	\$12,500
WiFi in Meeting Rooms	\$12,500
Hotel Key Card & Sleeve	\$16,500
Lanyard with Company Logo	SOLD
Custom Attendee Name Badges	\$10,500
Golf Extravaganza Package	SOLD
Room Drop (Entire block or customized list)	\$8,500
Coffee Sleeves	SOLD
Note Pads with Company Logo	\$7,500
Pickleball Tournament	SOLD
Pens with Company Logo	\$5,500
Sunglasses	\$5,500
Hats	\$15,000
Hydration Stations	\$7,500
Travel Kit	\$14,000



Receptions

Tuesday Closing Party	\$31,000
After-Glow (After Party) Sponsor	\$10,500
Opening Reception	\$25,500
(Co-sponsorship available)	
Women's Council Reception	\$18,000
(Co-sponsorship available)	

HUB Sponsors

Charging Stations	\$5,500
Popcorn	\$5,500
Specialty Beverage (3 available)	\$5,500

Keynote Speakers

Monday	SOLD
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Breakfasts & Luncheons

Monday Convention Breakfast	\$10,500
Tuesday Convention Breakfast	\$10,500
Monday Foundation Luncheon	SOLD
Community Networking Luncheon	\$10,500

SPECIAL EVENTS

Day at the Beach	\$25,000
HUB Experience Lounge	\$25,000
Sandcastle Logo	\$25,000

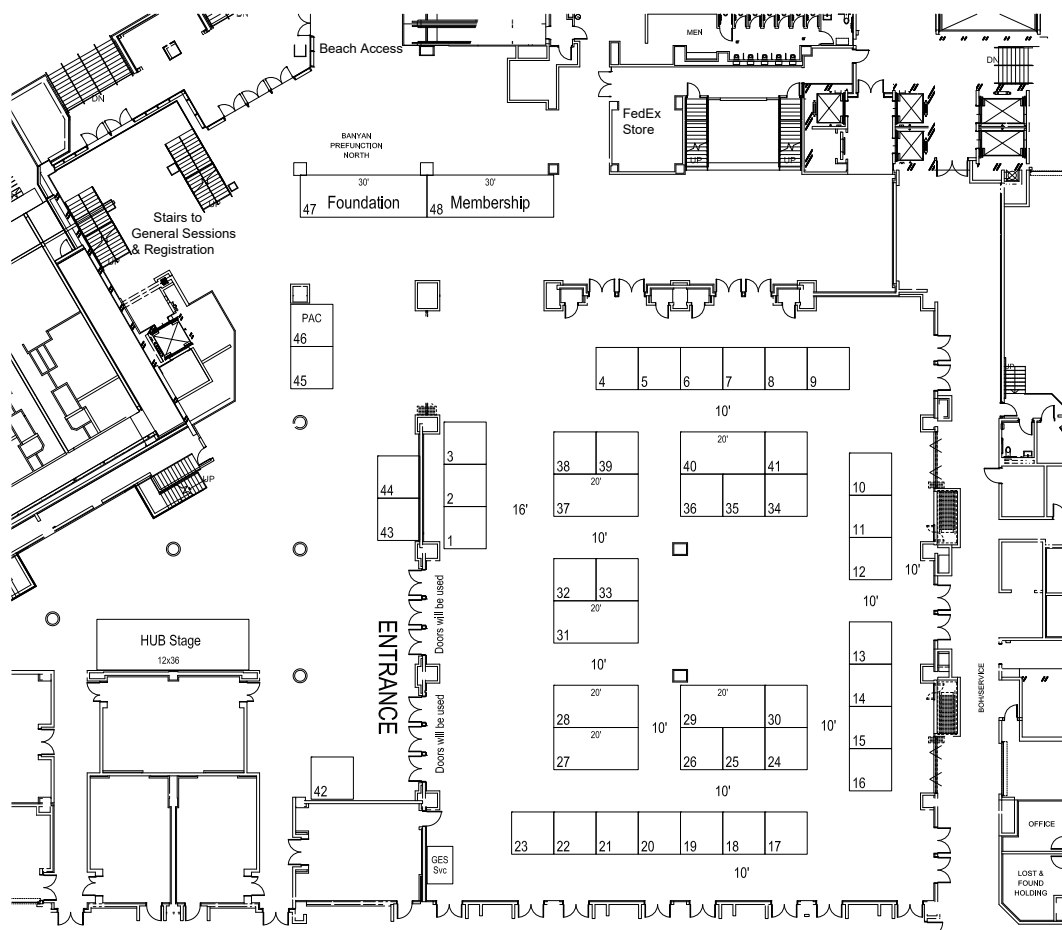
Exhibit Floorplan

64th Annual Convention

October 26-28, 2025

JW Marriott Marco Island Beach Resort • Marco Island, FL

Banyan Ballroom & West Foyer



Booths 27, 28, 29, 31, 37, 40 are twenty feet in length and ten feet in width with one back wall of draping fabric eight feet high and side rails with fabric at the request of the exhibitor.

All other booths are ten feet in length by ten feet in width with two side rails in draping fabric and one back wall in draping fabric.

Please Note: Exact locations of beverage stations, food stations and bars will not be decided until exhibit hall has been set-up onsite.



THE HUB IS BACK! The ELFA Hub is your best location to network and recharge. Included as part of an enhanced exhibit hall experience - meet with peers and industry providers in one space. All the people and brands you've been trying to connect with all year - together in one place, discussing the future's biggest opportunities.

TECH TALKS AND ELFA TALKS

Sit back, charge your phone and listen to industry experts, or watch demos on the newest products hitting the market.

NETWORK and CHILL

Enjoy unique spaces to work or connect with your colleagues. Refresh yourself with snacks and drinks.

Exhibit Booth Package

Includes:

- Draped back wall, two side rails, booth sign, 1 six foot skirted table and two chairs. A service manual with order forms will be emailed to each exhibitor contact **when booth payment is received.**
- Two complimentary registrations/badges per 10' x 10' booth. This includes access to sessions, breakfasts, lunch and receptions.
- Food and beverage breaks in the Exhibit Hall.
- Twenty-four-hour security service during show hours, installation, and dismantling.
- Hall is carpeted.
- Complimentary Listing (company name, logo, description, and booth #) on ELFA website.
- Complimentary Listing (company name, description and booth #) in onsite mobile events app.
- One complimentary list of pre-and post-convention registrants, emailed to exhibitor contact after booth payment is received.
- Access to sponsorship and marketing opportunities to increase your exposure and enhance your company image.

Assignment of Space:

Please provide your top three preferred booth requests with your signed exhibitor registration. Contact Steve Wafalosky regarding booth availability as inventory changes daily, steve@cvmpmedia.com or (440) 247-1060.

Booth Fees:

Cost per 10'x10' booth

Member:	\$6,500
Nonmember:	\$8,500

Installation:

Installation and Dismantling

Sunday, October 26 | 12:00 – 5:00 pm

Exhibitors agree to install their booths within the time frame established by ELFA.

Dismantling:

Tuesday, October 28 | 2:00 – 5:00 pm

Dismantling exhibits includes packing equipment, literature, display materials, graphics, giveaways, or in any way altering the appearance of an exhibit. Dismantling exhibits or "preparing to dismantle" before the show closes is prohibited.

Exhibitor's Checklist:

ASAP

Exhibit registration form, signed rules & regulations for exhibitors form, and payment for booth due

☐ September 22

Company description and logo due

☐ October 1

Last day to cancel a registration and receive full refund for exhibits

☐ October 1

Housing Cut-Off – Reserve hotel rooms online or by phone

EXHIBIT HOURS

SUNDAY, OCTOBER 26

5:30 – 8:00 pm

Installation: 12:00 – 5:00 pm

MONDAY, OCTOBER 27

7:00 am – 5:00 pm

TUESDAY, OCTOBER 28

7:00 am – 2:00 pm

Dismantle: 2:00 – 5:00 pm

Rules and Regulations for Exhibitors

Codes and Agreements

These Rules and Regulations are a part of the agreement between ELFA and Exhibitor for a Lease to use designated space at the 64th Annual Convention. Exhibitor hereby agrees to be bound by the "Rules and Regulations for Exhibitors." Exhibitor further agrees to adhere to and be bound by (i) all applicable fire, utility, and building codes and regulations; (ii) any rules or regulations of the facility where the Exposition is held; (iii) the terms of all leases and agreements between ELFA and the managers or owners of said facility; and (iv) the terms of any and all leases and agreements between ELFA and any other party relating to the exposition. Exhibitor shall not, nor shall Exhibitor permit others to do anything to the Booth or do anything in the facility, which would cause a difference in conditions from those previously approved by the insurance carriers of ELFA, or the owners or managers of said facility, which will in any way increase premiums payable by any of said parties. Exhibitor will be responsible for and will immediately reimburse ELFA or the facility for any such increase resulting from a violation of this section.

Space Assignments

ELFA uses its best efforts to locate the booth in one of the locations designated by the Exhibitor on the floorplan and to provide physical separation from competitors from whom Exhibitor has requested such separations. Notwithstanding the above, ELFA reserves the right to change location assignments at any time, as it may in its sole discretion deem necessary.

Hospitality Suites and Private Parties

Hospitality suites and private parties shall not be open during regularly scheduled hours of meetings, exhibits or other ELFA functions.

Equipment

Booth equipment provided by ELFA through the designated exhibit company GES shall be returned to the exhibit company at the end of the term herein, complete and in good condition, normal wear and tear expected. Exhibitor shall have no right, title or interest in such equipment, but only the right to use it under this Lease. Exhibitor shall provide all other equipment at his or her own expense. All draping and decorative materials used by Exhibitor shall be flame proof. All booth equipment shall be in keeping with and consistent with all rules, codes, and regulations referred to under Codes and Agreements above. All demonstrations and displays shall be confined to the Booth.

Exclusion

ELFA shall have the right to exclude or to require modification of any display or demonstration, which, in its sole discretion, it considers unsuitable to or not in keeping with the character of the Exposition. ELFA shall have the right to prohibit the use of amplifying equipment or music, which, in its sole discretion, it considers objectionable. ELFA shall have the right to demand modification of the appearance of dress of persons or mannequins used in connection with displays or demonstrations.

Assignment and Sublease

Exhibitor shall not sublet or share the whole or part of the Booth or any equipment provided by ELFA, nor shall Exhibitor assign this Lease in whole or in part without written notice to and approval from ELFA. Exhibitor shall not permit representatives of non-Exhibitors to conduct business in its booth.

Liability

This Agreement shall not constitute or be considered a partnership, employer-employee relationship, joint venture or agency between ELFA and Exhibitor.

Exhibitor shall assume all liability for loss or damage by reason of its exhibit or presence at the Exhibition. In no event shall either party be liable for any indirect, consequential, special or punitive damages. Exhibitor hereby agrees to and shall indemnify, hold harmless and defend ELFA from and against any and all liability, responsibility, loss, damage, cost, or expense of any kind whatsoever (including but not limited to court costs, interest and attorney's fees) which ELFA may incur, suffer, be put to, pay or be required to pay, incident to or arising directly or indirectly from any intentional or negligent act or omission by Exhibitor or any of its employees, servants, or agents. Exhibitor further agrees that ELFA and its respective agents and employees shall not be responsible in any way for (i) any damage, loss or destruction of any property of Exhibitor or (ii) injury to exhibitor or its representatives, agents, employees, licensees or invitees, except in cases of gross negligence by ELFA.

Postponement of Exposition

In the event that the Exposition is postponed due to any occurrence not occasioned by the conduct of ELFA or Exhibitor, whether such occurrence be an Act of God or the common enemy or the result of war, terrorism, riot, civil commotion, sovereign conduct, or the act or

conduct of any person or persons not party or privy to this Lease, then the performance of the parties under this Agreement shall be excused for such period of time as is reasonably necessary after such occurrence to remedy the effects thereof, and in any event for the duration of such postponement.

Cancellation of Exposition

In the event that the Exposition is cancelled for any reason, the obligations of the parties under this Agreement shall be automatically terminated and all rental payments made under this Lease shall be refunded to the Exhibitor, less a pro-rated share of expenses actually incurred by ELFA in connection with the Exposition. Exhibitor shall accept such refund in full settlement of all loss or damage suffered by Exhibitor.

Handling and Storage

ELFA and the owners or managers of the facility where the exposition is to be held shall not accept or store display materials or empty crates and Exhibitor shall make its own arrangements for shipment, delivery, receipt and storage of such materials and empty crates.

Cancellation of Lease by Exhibitor

Once Exhibitor pays the fee for this exposition, it is understood that it is non-refundable if cancellation occurs after **Wednesday, October 1, 2025**.

Security

ELFA shall either provide or arrange for security service throughout the hours of installation, show and dismantling period, and exercise reasonable care for the protection of the exhibitors' materials and display. Exhibitor agrees that the provision of such services constitutes adequate discharge of all obligations of ELFA or the facility to protect the Exhibitor's property within the Exhibition.

Insurance

Exhibitor is required to maintain the following insurance policies: (i) Commercial General Liability of not less than \$1,000,000 per occurrence/\$2,000,000 aggregate; (ii) Commercial Automobile Liability (including hired and non-owned) of not less than \$1,000,000 CSL; and (iii) Worker Compensation in accordance with applicable statutory limits. The insurance company or companies providing such insurance must have authority to operate in the jurisdiction where the Exhibition is held and have at least an A VIII A.M. Best rating. Exhibitor is also required to (i) include ELFA, the facility and their respective employees and agents as additional insureds on these policies; (ii) obtain coverage which will apply

as primary without regard to contribution from other sources; and (iii) include a waiver of subrogation clause in the policies. Exhibitor shall provide ELFA with a certificate or certificates of insurance as evidence of the above.

Music & Sound

ELFA has agreements with the two major music-licensing organizations, American Society of Composers, Authors and Publishers (ASCAP) and Broadcast Music, Inc. (BMI). These agreements require the reporting of any music played at exhibits and meetings and the payment of appropriate fees. Therefore, any exhibitors playing music, either live or recorded, during show hours in the exhibit hall, will be required to reimburse ELFA for any fees payable to ASCAP and/or BMI as set forth in the licensing agreement.

Sound-producing or amplifying devices that project sound must be tuned so as not to exceed 85 dbs. ELFA reserves the right to determine at what point sound constitutes interference with other Exhibitors. Public address announcements are prohibited.

Governing Law

This Agreement shall be deemed to have been entered into and shall be construed, governed and interpreted in accordance with the laws of the State of Florida without giving effect to its principles of conflicts of laws.

Acceptance

Please indicate your acceptance below and return one copy to ELFA.

Accepted By _____ Date _____
(Initials)

**Please sign and email/fax with registration form to
Steve Wafalosky at steve@cvmpmedia.com
or (440) 247-1068.**

Photography & Contact Information Disclosure:

Photographs of speakers and participants may be taken at this conference. These may appear in ELFA publications or on the ELFA website. By registering for this conference, you authorize ELFA the right to use any photographs taken of you during the course of the conference.

In addition, participants authorize ELFA to share your contact information, including but not limited to email address and telephone number with other registered participants, sponsors and exhibitors. For more information please contact Janet Fianko at jfianko@elfaonline.org.

Exhibitor Registration

Fax your completed registration form to ELFA at (440) 247-1068 or email it to Steve Wafalosky at steve@cvmpmedia.com. Please be sure to include the appropriate credit card information. An email confirmation will be sent to you. Mail payment to:

Equipment Leasing and Finance Association
Attn: Accounts Receivable
1625 Eye Street NW, Suite 850
Washington, DC 20006

Make check payable to ELFA. A confirmation of your registration will be sent to you.

Booth fees:

Member - \$6,500 per 10' x 10' booth
Nonmember - \$8,500 per 10' x 10' booth

Additional Exhibitor

Before Aug 18 - \$1,740

After Aug 18 - \$1,815

(add'l exhibitors may also register at the ELFA website)

Non-members (each attendee)*

Before Aug 18 - \$4,100

After Aug 18 - \$4,175

*Non-member company representatives may attend the ELFA Annual Convention one time. If your company has attended as a non-member previously, your company must join the ELFA before registering representatives to the Convention this year.

Spouse/Companion Packages and Pricing

Package #1 (All Inclusive) \$ 795

Package #2 (Spouse/Companion Monday Activity Only) \$ 295

Package #3 (Evening Events only) \$ 375

Tuesday Closing Party ONLY \$ 225

Amount Enclosed (U.S. Currency) \$_____

Please note:

- Booth location is assigned on availability of inventory.
- Each booth's registration includes two complimentary booth attendants/registrations.

Exhibiting Company _____

*Contact Person Name _____

Address _____

City _____ St _____ Zip _____

Email _____

Telephone _____

*This person will serve as point of contact and will receive all follow-up information. If not attending, this person will be responsible for forwarding information to the individual(s) that will be attending. Each booth registration includes up to two representatives from exhibiting company.

Booth Preference: (see floor plan to select booth space)

1st choice

2nd choice

3rd choice

I prefer not to be next to the following companies (ELFA will try to accommodate your request):



Registration Form

The following two pages are registration forms for the two complimentary attendees included with your booth purchase. Once you receive confirmation of your booth purchase, you may register additional attendees online at <https://www.elfaonline.org/education-networking/2025/annual-convention>.

1st Person (included with booth fee)

Name _____

Title _____

Nickname for badge _____

e-mail address _____

Company _____

Phone _____

Spouse/Companion (if attending)

Name _____

Nickname for badge _____

Spouse email address _____

Community Service Projects

Spouse/companions must be registered to attend the convention in order to participate in any of the following activities. Fees for below activities are noted, otherwise, included with your registration.

___Community Service Project: Save the Turtles - **Sun., Oct. 26**

___Spouse/Companion - Community Service Project: Save the Turtles - **Sun., Oct. 26**

___ELFA Day at the Beach - **Sun., Oct. 26**

___Spouse/Companion - ELFA Day at the Beach - **Sun., Oct. 26**

___ELFA Platinum Day at the Beach - **Sun., Oct. 26** - \$295 additional fee

___Spouse/Companion - ELFA Platinum Day at the Beach - **Sun., Oct. 26** - \$295 additional fee

Pickleball

___Yes! I will be participating in the **ELFA Pickleball Tournament** on Sunday, October 26. I am enclosing \$225 with my registration fee for this purpose. **No refunds for pickleball cancellations will be accepted after October 1, 2025.**

___Yes! my spouse/companion will be playing pickleball and I have enclosed the additional \$225.

Golf

___Yes! I will be participating in the ELFA Golf Tournament on Sunday, October 26. I am enclosing \$295 with my registration fee for this purpose. **No refunds for golf cancellations will be accepted after October 1, 2025.** A link to choose foursomes will be emailed to you.

___Yes! My spouse/companion will be playing golf and I have enclosed the additional \$295.

Special Receptions

Please check the reception you plan to attend. No additional fee is required.

- **New Members and Leadership Reception**, Sunday, October 26, 4:00-5:00pm.
- **Women's Council Reception**, Sunday, October 26, 4:30 - 5:30pm
- **Closing Party and After Glow**, Tuesday, October 28, 8:00-9:00pm.

Dietary Requests

Please check if you have any dietary restrictions:

☐ gluten free ☐ vegan ☐ kosher ☐ vegetarian

Payment:

☐ Amex ☐ Visa ☐ Mastercard ☐ Discover
☐ Diners Club ☐ By Check

Amount to be charged _____

Card # _____

Exp. Date _____ CVV _____

Name on card _____

Billing Address of the credit card _____

Signature _____

Registration Form

The following two pages are registration forms for the two complimentary attendees included with your booth purchase. Once you receive confirmation of your booth purchase, you may register additional attendees online at <https://www.elfaonline.org/education-networking/2025/annual-convention>.

2nd Person (included with booth fee)

Name _____

Title _____

Nickname for badge _____

e-mail address _____

Company _____

Phone _____

Spouse/Companion (if attending)

Name _____

Nickname for badge _____

Spouse email address _____

Community Service Projects

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Dietary Requests

Please check if you have any dietary restrictions:

☐ gluten free ☐ vegan ☐ kosher ☐ vegetarian

Additional Registrations

Once you receive confirmation of your booth registration or invoice, you may register additional attendees at <https://www.elfaonline.org/education-networking/2025/annual-convention> for the discounted "Additional Company Rep" rate.

First time attendees are able to register on-line at anytime. There are no discounted speaker fees available for this event.