

Equipment Management Conference & Exhibition

FEBRUARY 13-15, 2022 • WESTIN LA PALOMA RESORT • TUCSON, AZ



Featuring...

OFF-SITE EQUIPMENT TOURS
GREAT SESSIONS
FIRST CLASS EXHIBITION
UNMATCHED NETWORKING OPPORTUNITIES

SERVING EQUIPMENT MANAGEMENT PROFESSIONALS FOR OVER A QUARTER OF A CENTURY



EQUIPMENT LEASING AND FINANCE ASSOCIATION
Equipping Business for Success

An Invitation to **CONNECT** and **ENGAGE!**



Reserve your booth today!

The Equipment Management Conference and Exhibition continues to be the “must attend” event for anyone involved in equipment management. **CONNECT** and **ENGAGE** with some of your best customers at the **ELFA Equipment Management Conference and Exhibition**, Feb. 13-15, 2022, in Tucson, Arizona.

Attendees consider the exhibit one of the major reasons to attend this conference. Don't miss this opportunity to acquaint equipment management professionals from across the industry with your latest services, technologies and tools. The agenda includes off-site equipment tours at actual worksite locations, multiple breakout sessions evaluating the current marketing conditions and multiple networking opportunities for all attendees.



There is no better place to evaluate current market conditions, portfolio quality and residual values for a variety of equipment segments than this conference.

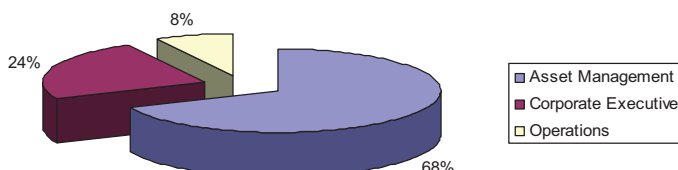
Who Attends

Equipment management professionals, including senior managers and their staff, and service providers to the industry.

Attendance/Membership Profile

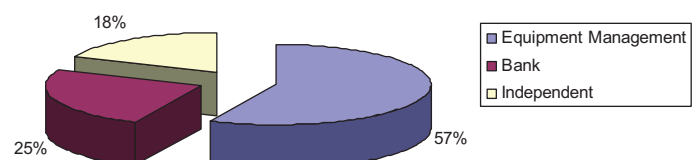
Top 3 Position Types of Attendees:

1. Asset Management
2. Corporate Executive
3. Operations



Top 3 Company Types of Attendees:

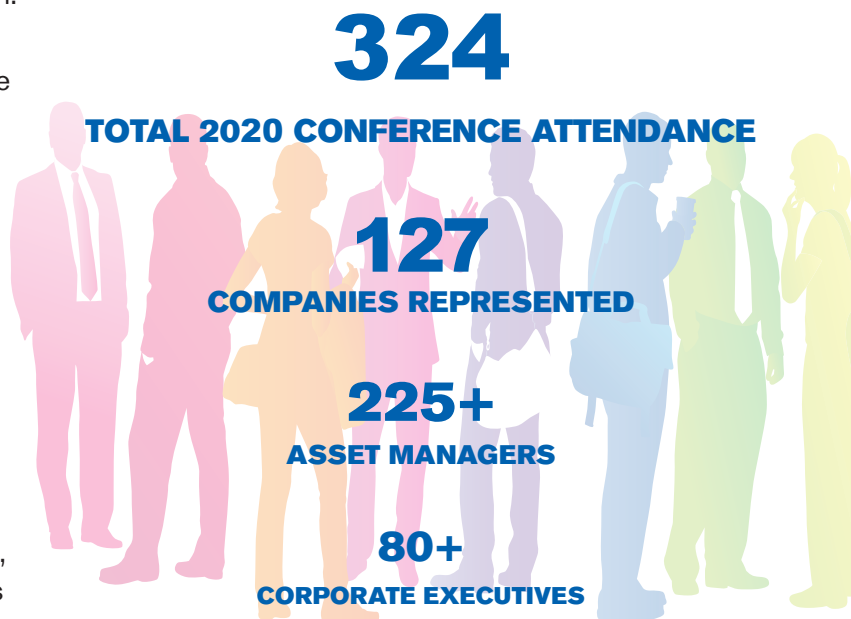
1. Equipment Management
2. Bank
3. Independent



Why Exhibit at the ELFA Equipment Management Conference?

- **Reach your target audience easily and directly!**
When you exhibit at the ELFA Equipment Management Conference, you are able to connect personally with existing and new customers in one convenient location.
- **Build relationships with key decision-makers.** Not only will you meet with Asset Managers and Corporate Executives, but also the Operations side who greatly influence decisions and have a keen awareness of the needs for their business.
- **Strengthen your brand awareness!** When else will you have such a concentrated, cost-effective opportunity to reach your target market and share your business. The ELFA Equipment Management Conference continues to be the “must attend” event for anyone involved in equipment management. This is where YOU need to be!
- **Chances are your competition participates.** To see which companies participated in last year's exhibit, see pages 3 & 4 of this brochure. And to see who has

already contracted for this year, visit the conference website at www.elfaonline.org/events/2022/EMC.



What is included in your booth package?

Booth Pricing:

Cost per 8'x 10' space

- Member: \$3,500
- Nonmember: \$4,500

Booth package includes:

Rental of booth space, standard 8' draped back wall and 3' draped side rails, 2 complimentary registrations per 8'x10' booth (includes access to sessions, on-site and off-site tours, all food functions and the closing reception), ballroom is carpeted, hall security, general cleaning of hall aisles, booth identification sign, one 6' skirted table, 2 chairs and 1 wastebasket.

Electricity and additional furnishings are NOT included in the booth price and will require separate fees. The exhibitor kit with order forms will be provided to you once ELFA has received your completed contract, registration form and payment.

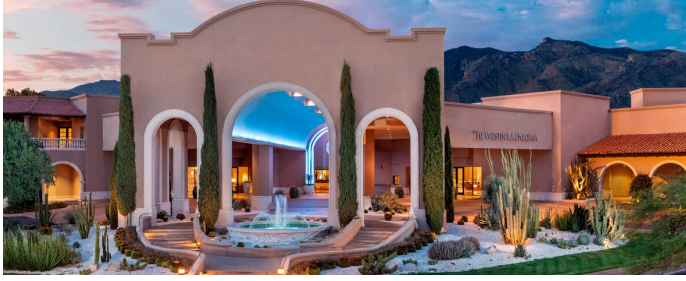
Networking & Marketing Extras:

- Food and beverage breaks in the exhibit hall
- Complimentary listing on the ELFA conference website
- Complimentary listing in the ELFA magazine—advertisement seen by hundreds of potential attendees and customers
- One complimentary list of pre- and postconference attendees
- Opportunity to promote your services and products using ELFA's Social Media tools
- Complimentary listing in the ELFA mobile app
- Receptions in the exhibit hall

Assignment of space:

Booths will be assigned on a first-come, first-served basis upon receipt of contract and payment.

General Information



VENUE

Westin La Paloma Resort
3800 East Sunrise Drive
Tucson, AZ 85718

Arizona Cine Equipment is the official decor company for this exhibition. Once you are a confirmed and paid exhibitor, you will receive the Exhibitor Kit with further details, shipping and booth arrangements.

DEADLINES

☐ ASAP

Contract, Registration Form and Payment for Booth Due

☐ Jan. 10

Company Description & Logo Due

☐ Jan. 21

Hotel Cut Off – Reserve Hotel Rooms online or by phone

☐ Feb. 3

Last Day to Cancel an Exhibit Registration

EXHIBITOR CHECK-IN

Sunday, Feb. 13 1:00 – 5:00 pm

EXHIBITOR MOVE-IN

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

Sunday, Feb. 13 12:30 – 4:00 pm

EXHIBITION DATES & HOURS

Sunday, Feb. 13

Set-up 12:30 – 4:00 pm

Opening Reception 5:00 – 7:30 pm

Monday, Feb. 14

Breakfast 7:30 – 8:30 am

Lunch 12:30 pm

Hosted Reception 5:30 – 7:30 pm

Tuesday, Feb. 15

Breakfast 7:30 – 8:30 am

Tear-down 10:15 am

EXHIBITOR MOVE-OUT

Dismantling exhibits includes packing equipment, literature, display materials, graphics, giveaways or in any way altering the appearance of an exhibit.

Tuesday, Feb 15 10:15 am – 12:00 Noon

Hotel Information

A special conference rate of \$219 plus tax and a \$10 per night resort fee, is offered to attendees. The discounted room rate is available until EITHER the room block sells out OR the discounted rate expires on January 21, 2022. Check in time is 4:00 pm and check-out time is 11:00 am.

Hotel Reservations

We strongly encourage you to make your hotel reservations as early as possible. Please use this link: <https://bit.ly/3pAC3RJ> to make your hotel reservations.

REMEMBER The discounted room rate is available until EITHER the room block sells out OR the discounted rate expires on January 21, 2022. Reservations made after this date are based on hotel availability and may be at a higher rate.

Registration and General Information

Please complete and return this registration form to:

Mailing Address:

Attn: Equipment Leasing and Finance Association
Accounts Receivable
1625 Eye Street, NW, Suite 850
Washington, DC 20006-1203

Fax number: (440) 247-1068 Attn: Steve Wafalosky

Email Address: steve@larichadv.com Attn: Steve Wafalosky

Make all payments to: **Equipment Leasing and Finance Association**

Booth fees:

Member: \$3,500 per 8' x 10' booth

Nonmember: \$4,500 per 8' x 10' booth

Please note:

- *Booth location is assigned on a first-come, first-served basis.*
- *Each exhibitor is limited to maximum of two booths.*

Registration fees:

Complimentary Registration #1:	\$0 with booth
Complimentary Registration #2:	\$0 with booth
ELFA Member (1st person):	\$1,195
Each additional ELFA member representative:	\$1,075
First time attendee from ELFA member company:	\$1,015
Non-Member:	\$2,390
Spouse/companion fee:	\$ 250
Golf:	\$ 195
Arizona-Sonora Desert Museum:	\$ 75
Committee fee:	\$ 600
Speaker Fee – attending entire conference:	\$ 600
Speaker Fee – attending day of presentation only:	\$ 0

Speaker/Committee Registration Policy

All speakers and committee members must complete and return the registration form, or register online. Speakers attending the entire conference pay half the registration fee (this case \$600). The fee is waived for speakers who are attending only on the day of their presentation. Committee members, regardless of length of stay at the conference, pay half the registration fee (\$600). Please make sure you check the appropriate box on the registration form. If you have questions regarding these policies, contact Heather Staverman at (202) 238-3420, hstaverman@elfaonline.org.

Spouse/Companion Fee

A spouse/companion attending any portion of the conference or social functions must be registered and must pay the spouse/ companion fee (\$250). Please mark the appropriate box on the registration form. If your spouse/companion is employed in leasing and wishes to attend any portion of the conference, the full attendee (member/nonmember) registration fee is due.

Non-Members: Please Read Carefully

1. A non-renewing, *Regular Member organization* will be permitted to attend one ELFA conference as a non-member and pay the applicable non-member registration fee. If the company wishes to attend another ELFA conference thereafter, it must join as a Regular Member.
2. An organization that has *never been a member* of the ELFA, and is *qualified to be a Regular Member*, is subject to the same attendance policy that applies to the non-renewing ELFA Regular Member: i.e., it will be permitted to attend one ELFA conference as a non-member and pay the applicable non-member registration fee. If the company wishes to attend another ELFA conference thereafter, it must join as a Regular Member.
3. New members will receive a discount (the difference between the non-member and member registration fee) towards their dues if they attend a conference as a non-member, pay the non-member registration fee, and subsequently join the ELFA within 60 days.

To learn more about ELFA membership and its benefits, contact Julie Benson at jbenson@elfaonline.org or 202-238-3432.

Get Credit Towards Your ASA Re-Accreditation

Attendees of the Equipment Management Conference may obtain credit toward their American Society of Appraisers (ASA) re-accreditation requirements.

Golf

Sunday, February 13, 2022

There will be a golf tournament at the Westin La Paloma Golf Club on Sunday, February 13, 2022 beginning at 8:00 am (shotgun start). The International course is located on the Hotel grounds. Included in the \$195 fee is a continental breakfast, greens fees, cart and taxes. If you are interested in playing in the golf tournament, please check the appropriate box on the registration form and include your \$195 tournament fee. No refunds for golf cancellations will be made after Monday, January 31, 2022.

Golf club rental is available. You will be contacted prior to the event, by an ELFA staff person regarding club rentals. All rentals are paid by the user and not covered in your tournament fee. To put together or join a foursome, visit the conference webpage at www.elfaonline.org/events/2022/EMC/

Arizona-Sonora Desert Museum

Turn Your Idea of a Museum INSIDE OUT!

Sunday, February 13, 2022 • 9:00 am - 1:00 pm

The word “museum” might give you the wrong impression of what’s contained in the 98 acres of the Arizona-Sonora Desert Museum. It’s a zoo, an aquarium, a botanical garden and an art gallery all in one. With 230 animal species displayed in their natural habitat surrounded by 1,200 types of plants, two miles of outdoor walking trails traversing 21 acres of desert landscape and a plethora of wildlife, THIS is the way to view and appreciate the vibrant Sonora desert!

This tour will depart the hotel on Sunday, February 13 at 9:00 am for a bus ride to the Desert Museum and plenty of time for you to experience all the Sonora Desert has to offer. And February and March is the blooming of the famous Saguaro cacti! So bring your walking shoes for this fantastic outdoor and indoor experience. Water will be provided on the bus - lunch is on your own.

This renowned museum is everything you could want in a Sonora Desert adventure! This tour is NOT included in your conference registration fee. Masks are required indoors at the museum.

Off-Site Tours

Monday, February 14, 2022 • 12:45 - 4:30pm

Due to COVID and access issues to many corporate facilities, we are offering a **different tour this year that requires an additional \$35 fee to attend.**

- Pima Air & Space Museum Tour

Complete description of **the** tour can be found on the conference website at www.elfaonline.org/events/2022/EMC/. A box lunch will be provided before the tour.

Important Information about the Off-Site Tour

Please wear comfortable clothing and footwear.

Pre-registration is mandatory. Registration is required by Monday, January 31, 2022. An additional fee is required for the tour option. Be sure to check the box of the tour you wish to attend on the attached registration form.

Closing Reception

Tuesday, February 15, 6:00–9:00 pm

Pre-registration required

Note: if you wish to attend this event, please check the box during registration.

Conference Compliance

Please Note the Following

Photographs Taken at the Conference –

Photographs of speakers and attendees 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 Equipment Management Conference and Exhibition.

Attendee Contact Information –

Please Note the Following

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

ELFA CODE OF CONDUCT

Thank you for choosing to enhance your professional development by attending this ELFA conference. One of our goals is to ensure that we promote a safe and productive environment for all conference attendees.

We invite you to help us make each ELFA-sponsored conference and live event a place that is welcoming and respectful to all participants, regardless of race, gender, gender identity and expression, age, sexual orientation, disability, physical appearance, national origin, ethnicity, political affiliation, or religion. We do not condone, nor will we tolerate harassment of our participants, including ELFA and facility staff, in any form—in person or online.

Examples of harassment include offensive comments, verbal threats or demands, sexualized images in public spaces, intimidation, stalking, harassing photography or recording, sustained disruption of sessions or events, and unwelcome physical contact or sexual attention.

We expect all participants—attendees, speakers, sponsors, volunteers, and staff—to follow the Code of Conduct during the conference. This includes conference-related social events at off-site locations and in related online communities and social media. Participants asked to stop any harassing behavior are expected to comply immediately. Conference participants violating this Code of Conduct may be expelled from the conference without a refund, and/or prohibited from attending future ELFA events, at the discretion of ELFA.

Please bring any concerns to the immediate attention of the event staff, or contact Lisa Ramirez, ELFA Vice President of Business and Professional Development, at lr Ramirez@elfaonline.org. You may also report violations by calling call +1 202-238-3414. Thank you for your help in keeping this and all ELFA events professional, welcoming, and respectful to all.

Cancellations & Substitutions

Cancellation Policy

- **Refund minus \$100:** Should you need to cancel, refunds will be processed less a \$100 administrative fee.
- **No refund:** No refunds of registration or exhibit fees will be given for cancellations received on or after Monday, January 31, 2022
- **No golf fee refund** after Monday, January 31, 2022

Please Note: Cancellations by telephone will be accepted, but must be followed up with a letter that includes the name of the ELFA staff member who accepted the cancellation. This letter may be:

- a. mailed to Janet Fianko at ELFA Headquarters:
1625 Eye Street, NW, Suite 850, Washington, DC
20006-1203
- b. emailed to Janet Fianko at jfianko@elfaonline.org

Substitutions

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



Membership Information

If you are interested in joining ELFA, please call ELFA Member Services at (202) 238-3432, or check the appropriate box on the registration form.

Inquiries

If you have a question about this conference not related to registration, please call ELFA Professional Development at (202) 238-3400.

Email for registration inquiries:

jfianko@elfaonline.org

(Note: no registrations can be made by telephone)

Email for conference brochure:

rjordan@elfaonline.org

Hotel Information

A block of rooms is being held for attendees of the 2022 Equipment Management Conference and Exhibition at the **Westin La Paloma Resort**, 3800 E Sunrise Dr., Tucson, AZ 85718 at a discounted rate of **\$219+taxes (plus a \$10 resort fee per night)**. Check in time is 4:00 pm and check-out time is 11:00 am. Please call Reservations at (520) 742-6000 or use the link below **before Friday, January 21, 2022** to ensure the group rate. Reservations made after January 21, 2022 are based on availability and maybe at a higher rate.

Hotel Reservations Online: We strongly encourage you to make your hotel reservations online. Please use this link before **Friday, January 21, 2022**.

<https://bit.ly/3HyQ76u>

Make Hotel Reservations by Friday, January 21, 2022! Reservations after this date are based on availability and may be at a higher rate.

Getting There

The Westin La Paloma Resort & Spa in Tucson is located 16 miles from Tucson International Airport (TUS). The estimated taxi fare is \$50 (one way) and all ride-share programs are available at the airport arrivals area.

Parking

Parking is available at the hotel. Self-parking is complimentary and overnight valet parking is \$25 per night.

For further information about this property, including driving directions, visit the hotel website at <https://bit.ly/3CC0JxS>.

Exclusive Sponsorship Opportunities

Sponsoring events and functions at ELFA meetings provides excellent exposure for your company. Contact Steve Wafalosky at steve@larichadv.com or 440-247-1060 if you are interested in becoming a sponsor for the ELFA Equipment Management Conference & Exhibition.

Extend Your Presence at the Conference

Mobile App	\$5,000
Online Attendee Handouts	\$4,000
Hotel Card Keys with Logo	\$4,000
Conference bags (eco-friendly)	\$4,000
Lanyard with company logo	\$4,000
Coffee Sleeves (with logo)	\$3,000
WiFi in Meeting Space	\$4,000
Keynote Speaker (Tuesday)	\$5,000
Company Pen	\$2,000



Networking Events

Breakfasts

Monday Continental Breakfast	\$1,500
Tuesday Continental Breakfast	\$1,500

Lunch

Monday Box Lunch with Company Logo	\$3,000
Tuesday	\$3,000

Receptions

Super Bowl Sunday Opening Reception	\$4,000
Closing Reception Table Sponsor	\$1,000 each
Table Sponsor 2 for 1	\$2,500



Showcase

Transportation for Offsite Tours (3 available)	\$850 each
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Golf Tournament

Individual Holes	\$500 each
Longest Drive	\$600
Closest to Pin	\$600
Continental Breakfast for Golfers	\$1,500
Boxed Lunch for Golfers	\$1,000



Mobile App Information

Your on-site experience is going **totally green with the ELFA Events app**. No longer will you have to carry around large packets of information on-site. Now you can access all conference information on your smartphone.

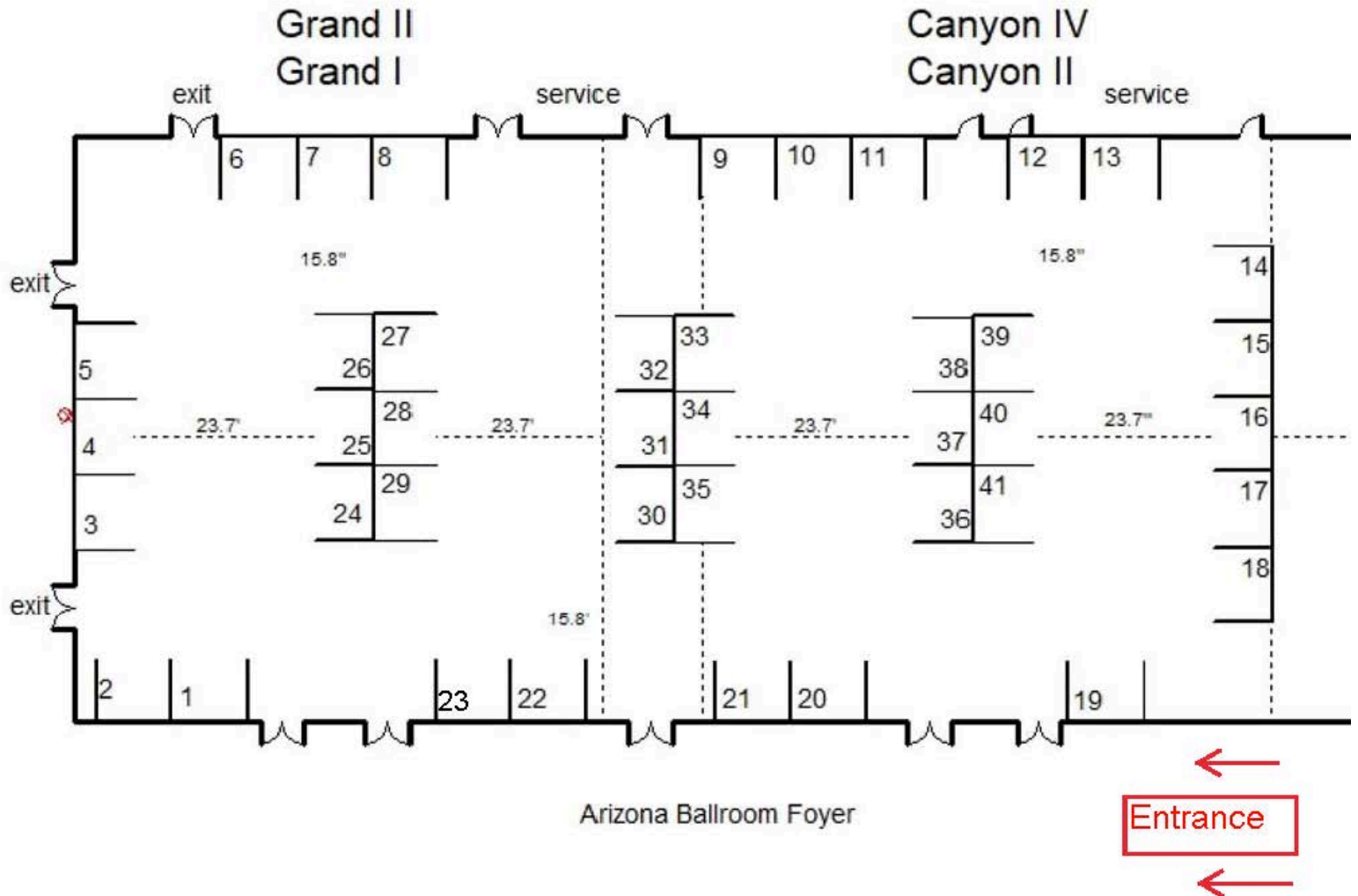
In the ELFA Events app you can find the agenda, list of attendees, speaker bios, exhibitor listings, presentations, sponsors, and also enter real-time session evaluations. Not only will this make it easier for you to stay up to date with the latest information, but ELFA is doing its part to reduce waste and our carbon footprint.

You will receive information on how to download the ELFA Events app one week prior to the conference date.

Exhibit Floorplan

Westin La Paloma Resort

Arizona Ballroom - Grand I & II, Canyon II & IV



IMPORTANT NOTES:

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

** The General session room is located next to the exhibit hall - sharing the wall with booths 14-18. There will be no opening from the exhibit hall to the general session room due to noise.*

** All doors in the "Arizona Ballroom Foyer" will be open and used as entrances.*

Exhibit Agreement

Exhibiting Company _____

Contact Person* _____

Title _____

Address _____

Address _____

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) who will be attending.

YES, WE WOULD LIKE TO PARTICIPATE AS A:

- ☐ Sponsor
☐ Member Exhibitor @ \$3500
☐ Non-member Exhibitor @ \$4500
☐ Both

of Booths: _____ at \$ _____ each

Sponsorship Preference: _____
at \$ _____

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)

Please contact me:

- ☐ Yes, I would like information about my company becoming a member of ELFA.

Instructions for Reserving an Exhibit Booth:

The following pages should be returned to Steve Wafalosky by FAX at (440) 247-1068 or via email at steve@larichadv.com in order to secure your booth space.

1. Exhibitor Agreement - with booth choices and contact name completed.
2. 1st and 2nd Complimentary Registration Forms - registrant details completed and payment information.
3. Exhibitor Contract signature page

All exhibit booths must be reserved and paid in full by **Monday, January 31, 2022**.

An exhibit booth purchase includes up to two registrations from the exhibiting company. Any additional representatives may register at the price listed under registration fees at the ELFA website:

www.elfaonline.org/events/2022/EMC/

1st Registrant (included with booth fee)

Name

Title

Address

City / State / Zip

Telephone Fax

Email

Spouse/Companion Option

☐ Yes, I would like to bring a Spouse/Companion for an additional fee of \$250.

Name

Nickname for badge

E-mail

☐ Off-Site Tour, Monday, February 14th

Pre-registration is mandatory. Due to COVID, many corporate facilities are not allowing access, so we are offering a different type of tour. By checking the box below, you agree to the \$35 additional fee for the **Pima Air and Space Museum** tour. Buses will leave the hotel at 12:30pm on Monday, February 14th and return at 4:30pm. For complete details on the tour, please refer to the conference website.

☐ Golf

Yes, I will be participating in the ELFA Golf Tournament on **Sunday, February 13, 2022** beginning at 8:00 am (shotgun start). The course is located on the hotel grounds. I am enclosing \$195 with my registration fee for this purpose. No refunds for golf cancellations will be made after **Monday, January 31, 2022**. To put together or join a foursome, go to: www.elfaonline.org/events/2022/EMC/Golfpairings.cfm.

☐ Closing Reception *Pre-registration required*

Tuesday, February 15, 6:00–9:00 pm

This event is included with your conference registration; however, you must indicate your attendance by checking the box above.

☐ Arizona-Sonora Desert Museum

Yes, I will be participating in the **Arizon-Sonora Desert Tour**. Buses will depart the hotel at 9:00 am on Sunday, February 13th and return at 1:00 pm. I am enclosing \$75 with my registration fee for this purpose. No refunds will be made after **Monday, January 21, 2022**.

Help Us Understand What You Want From Your Association!

To ensure that ELFA focuses its efforts and resources on what you do, please complete the following two sections. Note: Registration for this conference cannot be completed without this information.

Section I. I am primarily involved in the following market (choose one)

☐ **Small Ticket** – Transactions under \$250,000 either individually or through lines

☐ **Middle Market** – Transactions between \$250,000 and \$5 million either individually or through lines

☐ **Financial Institutions** – Financial services companies (commercial banks, investment banks, multi-line finance companies) engaged in middle market and large ticket sectors

☐ **Captive & Vendor Program** – Vendor and manufacturer support activities either as a third party or captive organization

☐ **Service Provider** – All Associate members of ELFA. Primarily involved in providing legal, accounting, software and systems support, as well as other specialized professional services

Section II. My Primary Job Function and Areas of Interest (Choose no more than three)

☐ AC – Accounting and Finance (Controller, Treasurer)

☐ AM – Asset Management (Appraiser/Equipment Remarketing)

☐ CE – Business Head or C-level Executive

☐ CM – Capital Markets (Securitization/Funding/Investing)

☐ CO – Collections and Workouts

☐ CT – Consulting and Research

☐ GR – Government (State and Federal)

☐ HR – Human Resources (Recruiting/Training)

☐ IT – Information Technology

☐ LG – Legal

☐ MK – Marketing (Public Relations/Communications)

☐ OP – Operations (Administrative/Documentation)

☐ PR – Pricing and Underwriting

☐ RM – Risk Management (Credit/Insurance)

☐ SA – Sales and Business Development (Broker/Municipals)

☐ SN – Syndications

☐ TX – Tax

☐ UN – Academic (Student/ Educator)



2nd Registrant (included with booth fee)

Name	
Title	
Address	
City / State / Zip	
Telephone	Fax
Email	

Spouse/Companion Option

☐ Yes, I would like to bring a Spouse/Companion for an additional fee of \$250.

Name
Nickname for badge
E-mail

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- ☐ **Small Ticket** – Transactions under \$250,000 either individually or through lines
- ☐ **Middle Market** – Transactions between \$250,000 and \$5 million either individually or through lines
- ☐ **Financial Institutions** – Financial services companies (commercial banks, investment banks, multi-line finance companies) engaged in middle market and large ticket sectors
- ☐ **Captive & Vendor Program** – Vendor and manufacturer support activities either as a third party or captive organization
- ☐ **Service Provider** – All Associate members of ELFA. Primarily involved in providing legal, accounting, software and systems support, as well as other specialized professional services

Section II. My Primary Job Function and Areas of Interest (Choose no more than three)

- | | |
|--|--|
| <input type="checkbox"/> AC – Accounting and Finance (Controller, Treasurer) | <input type="checkbox"/> LG – Legal |
| <input type="checkbox"/> AM – Asset Management (Appraiser/Equipment Remarketing) | <input type="checkbox"/> MK – Marketing (Public Relations/Communications) |
| <input type="checkbox"/> CE – Business Head or C-level Executive | <input type="checkbox"/> OP – Operations (Administrative/Documentation) |
| <input type="checkbox"/> CM – Capital Markets (Securitization/Funding/Investing) | <input type="checkbox"/> PR – Pricing and Underwriting |
| <input type="checkbox"/> CO – Collections and Workouts | <input type="checkbox"/> RM – Risk Management (Credit/Insurance) |
| <input type="checkbox"/> CT – Consulting and Research | <input type="checkbox"/> SA – Sales and Business Development (Broker/Municipals) |
| <input type="checkbox"/> GR – Government (State and Federal) | <input type="checkbox"/> SN – Syndications |
| <input type="checkbox"/> HR – Human Resources (Recruiting/Training) | <input type="checkbox"/> TX – Tax |
| <input type="checkbox"/> IT – Information Technology | <input type="checkbox"/> UN – Academic (Student/ Educator) |

Please complete and return this registration form and mail with payment to: Equipment Leasing and Finance Association, Attn: Accounts Receivable, 1625 Eye Street, Suite 850, Washington, DC 20006.

For Credit Card Reservations:

FAX this form to (440) 247-1068 Attn: Steve Wafalosky

☐ VISA ☐ MasterCard ☐ Amex ☐ Discover ☐ Diners Club
Total Amount to be charged \$_____ CVV_____

Card Number_____ Exp. Date_____

Name & Address as it appears on billing statement (PLEASE PRINT)

Signature_____

Confirmations will be forwarded after registrations are received and processed.

For Office Use Only:
Date_____ Approval Code_____ Amount_____ Account #4120-030500

EXHIBITOR CONTRACT

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 Equipment Management Conference. 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 Space Application 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 (**Arizona Cine Equipment**) 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. Exhibitor shall not allow any person from another company to utilize the exhibiting company's complimentary exhibition registrations.

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. 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 **Monday, January 31**.

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.

COVID

Exhibitor acknowledges that COVID-19 has been declared a worldwide pandemic by the World Health Organization, is extremely contagious and is thought to spread mainly through close contact from person-to-person. Show Management cannot guarantee that Exhibitor's personnel and guests will not become infected with COVID-19 at the Event. Exhibitor shall indemnify the Indemnified Parties

against all Claims by Exhibitor's personnel and guests arising out of or related to infection with COVID-19, whether before, during or after attendance at the Event. Show Management may require individuals registered by Exhibitor to acknowledge the risks of COVID-19 infection and waive liability prior to participation at the Event.

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 insurers 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

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.

Acceptance

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

SIGNATURE

DATE