

ELFA 2021 EQUIPMENT MANAGEMENT

February 23-24, 2021



Exhibit & Sponsor Prospectus

Register now at
www.elfaonline.org/events/2021/EMC



EQUIPMENT LEASING AND FINANCE ASSOCIATION

INVITATION TO PARTICIPATE

Stay Connected and Informed with ELFA Equipment Management LIVE!

For the first time, the ELFA Equipment Management Conference & Exhibition will be delivered as a virtual event with a whole new look, feel and experience. Join us for ELFA Equipment Management LIVE! on Tuesday and Wednesday, February 23 and 24, 2021. As we adjust to a world changed by the COVID-19 crisis, this important event will allow ELFA equipment management professionals from across the industry to connect, share knowledge and learn about the industry, like never before.

Nothing is more important to us than the health and safety of the ELFA community. ELFA Equipment Management LIVE! will offer keynotes, breakout sessions and a virtual exhibit hall. And it will enable us to safely engage with our whole industry through a unique digital conference experience.

When you attend ELFA 2021 Equipment Management LIVE!, you'll invest in the success of your business, your staff, your industry and your career. Don't miss the newest and most important gathering of equipment management professionals, including senior managers and their staff and service providers to the industry. You'll enjoy unparalleled networking opportunities, high-quality educational sessions, a great lineup of keynote presentations and a first-rate virtual exhibit.

We welcome back our long-time supporters and look forward to engaging with new organizations and attendees. There are various ways to be involved. This document outlines the developed sponsorship packages and exhibit experiences. These packages are not fixed, so if you have ideas, let's talk!



*I hope you can join us to connect and
build your company through ELFA
Equipment Management LIVE!*

Thomas Monroe

*Chair, ELFA Equipment Management Committee
Senior Vice President Asset Management
ATEL Capital Group*

To become a Sponsor or Exhibitor, contact Steve Wafalosky
at steve@larichadv.com or 440-247-1060.

SERVING EQUIPMENT MANAGEMENT PROFESSIONALS FOR OVER A QUARTER OF A CENTURY

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

Who Should Attend?

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

INNOVATIVE VIRTUAL PLATFORM

Moving to a virtual/digital platform allows ELFA to continue developing the industry and encouraging thought leadership, while safeguarding the health and wellbeing of our members, staff and conference attendees. It also allows participants to stay informed and connected from the comfort of their own home!

We are excited to embrace the opportunities offered by modern technology. Our digital platform provides an advanced forum through which to share knowledge, research, innovative ideas and new business practices. The virtual program includes keynote presentations, live breakout sessions, panel discussions, interactive Q&A and a virtual exhibit hall.

Get Maximum Exposure for Your Company... Become a Sponsor!

Sponsoring ELFA events provides excellent exposure for your company and virtual events are just the same! Contact Steve Wafalosky at steve@larichadv.com or (440) 247-1060 if you are interested in becoming a sponsor of this ground-breaking event.

2021 ELFA Equipment Management Committee

Thomas Monroe
Committee Chair
ATEL Capital Group

Carl Chrappa
The Alta Group LLC

Nicholas Coscia
DLL

Anthony Gordon
Farm Credit Leasing

Thomas Harford
Wells Fargo Equipment Finance

Robert Herb
DLL

Philip Houser
CIT

Elizabeth Jaramillo
Key Equipment Finance

Kelly Lane
Signature Financial

Robert Mercogliano
Bidadoo

James Merz
Fifth Third Bank

Christopher Nugent
Bluechip Asset Management LLC

Rick Pierman
Crestmark Equipment Finance, a division of MetaBank

Jane Rethmeier
Harbor Capital Leasing, Inc.

Joseph Santora
Irontrax

Kevin Sensenbrenner
Stonebriar Commercial Finance

Michael Smith
RTR Services, Inc.

Kevin Toye
Bank of America Global Leasing

Wade Whitenburg
Ritchie Bros.

Exhibitors at the 2020 Equipment Management Conference

ELFA wishes to thank the following companies who exhibited at this important event in 2020:

Action Machinery Co., Inc.

AmpleTech Refresh

The ARCOA Group / Midwest Copier Exchange

Asset Recovery Services LLC

AVGear US LLC

BigIron Auctions

Centurion Service Group, LLC

Coldiron Companies

Comerford & Orlando Forklifts

Computer Wholesalers Inc.

Continental Lift Truck Corp

CORPSMART

Duff & Phelps, LLC

Equipment Placement Services, Inc.

EquipmentWatch

FLD Inc.

Fleet Evaluator

Forklift Exchange, Inc.

Forklift Pro, Inc.

HealthCare Appraisers, Inc.

HOB International, Inc.

Iron Solutions, Inc.

Ivory Consulting Corporation

Nassau Asset Management

National Inspection Services

NexTech Operations, LLC

Orion First Financial, LLC

PlanITROI, Inc

Ritchie Bros.

Ross International

Rouse Services LLC

RTR Services, Inc.

Sipi Asset Recovery

Taylor & Martin Appraisals

TFS Recovery Inc.

Transamerican Equipment Corp.

Wisetek Solutions Inc.

Sponsorship Opportunities

The virtual platform for ELFA 2021 Equipment Management LIVE! brings to light so many new and exciting sponsorship opportunities. We understand that you are looking for innovative ways to reach your customers, here are some great options.

General Sponsorship Benefits:

All sponsorship levels receive the following benefits

- Listing on ELFA 2021 Equipment Management LIVE! website as sponsor
- Listing within ELFA Engage mobile app as sponsor
- Complimentary listing with company logo in Equipment Leasing & Finance online magazine ad seen by hundreds of potential participants.

Keynote Session Sponsor - \$4,000 - 2 Available:

Reach approximately 300+ attendees by sponsoring a General Session. Includes your logo on (1) static banner for attendees to view and a link to your website during the entire presentation (*example of banner below in image*), all attendees automatically placed into your booth following the general session, (1) 30second video commercial played as the keynote presentation begins, (1) Tweet during ELFA 2021 Equipment Management LIVE! from ELFA Twitter account showcasing your sponsorship, (1) Facebook post from ELFA Facebook account the week prior to the event showcasing your sponsorship. 4 complimentary registrations.

General Session Media Presentation - \$3,000 -

Available: Reach approximately 300+ attendees by sponsoring (1) - 30second video commercial, played at the beginning of one general session presentation (*exact session TBD by ELFA*). 2 complimentary registrations included.

Registration Sponsor - \$3,000 - 1 available:

Reach approximately 300+ attendees by sponsoring the registration email campaign for currently registered attendees. ELFA will send a total of three emails to registered attendees (*3 days prior, 1 day prior and day of the event*) with the attendees' link for the virtual event; your logo and link will be included at the bottom of each email campaign. This email is something each attendee will save and need to reference each time they login to the virtual event, so your company sponsorship is sure to be viewed multiple times! 2 complimentary registrations included.

Virtual Reception Sponsor - \$2,000 - 2 Available:

Your logo displayed during one virtual networking event. Your choice of the Opening Reception on Feb. 23rd or the Closing Reception on Feb. 24th. 1 complimentary registration included.

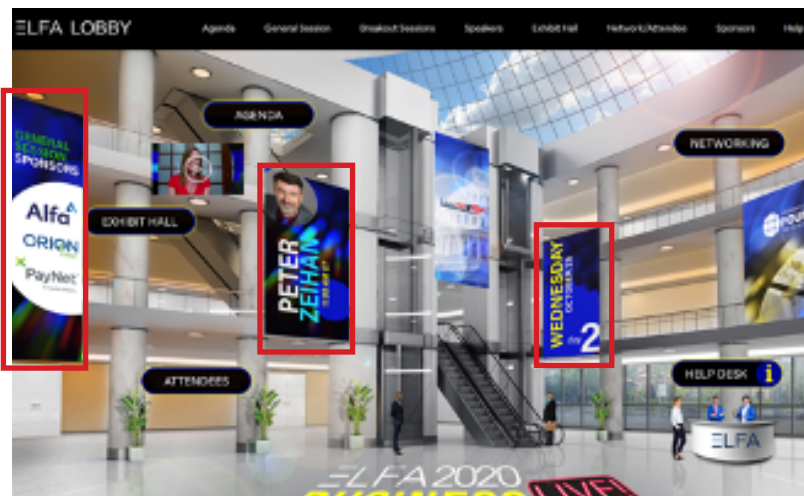
Breakout Session Banner - \$1,500 - 12 available:

Static banners shown in a breakout session of your choice. Includes sponsor logo, short text and website link. 1 complimentary registration included.



Example of Breakout Session Banner here.

Lobby Banner Sponsor - \$3,500 - 3 available: Be on the main page for all attendees to see as they log-in and navigate throughout the platform. As a sponsor of a Lobby Banner, your logo will be featured on one of the banners in the virtual platform lobby. 1 complimentary registration included. *Image below shows the lobby from the ELFA 2020 Business LIVE! event and red boxes are placed around the Lobby Banners.*



To become a Sponsor, contact Steve Wafalosky at steveuw@larichadv.com or (440) 247-1060.

Exhibits

Virtual Exhibition

Immerse yourself in a hands-on environment where you can mingle, exchange ideas, raffle prizes and build one-on-one relationships that help your business move ahead.

Display an array of resources that you, our top-notch industry partners, provide attendees, including informative videos, marketing materials and live product demonstrations. You will be able to engage in live chats with attendees for real-time Q&A to your most pressing questions and engage in real-time relationship building. The ELFA Equipment Management LIVE! virtual exhibit hall with feature fully customizable booths that will enable you, our exhibitors, to create mini websites, upload videos and other marketing resources all showcasing and branding your company.



This example shows the ELF Foundation booth from ELFA 2020 Business LIVE!

Virtual Booth Benefits:

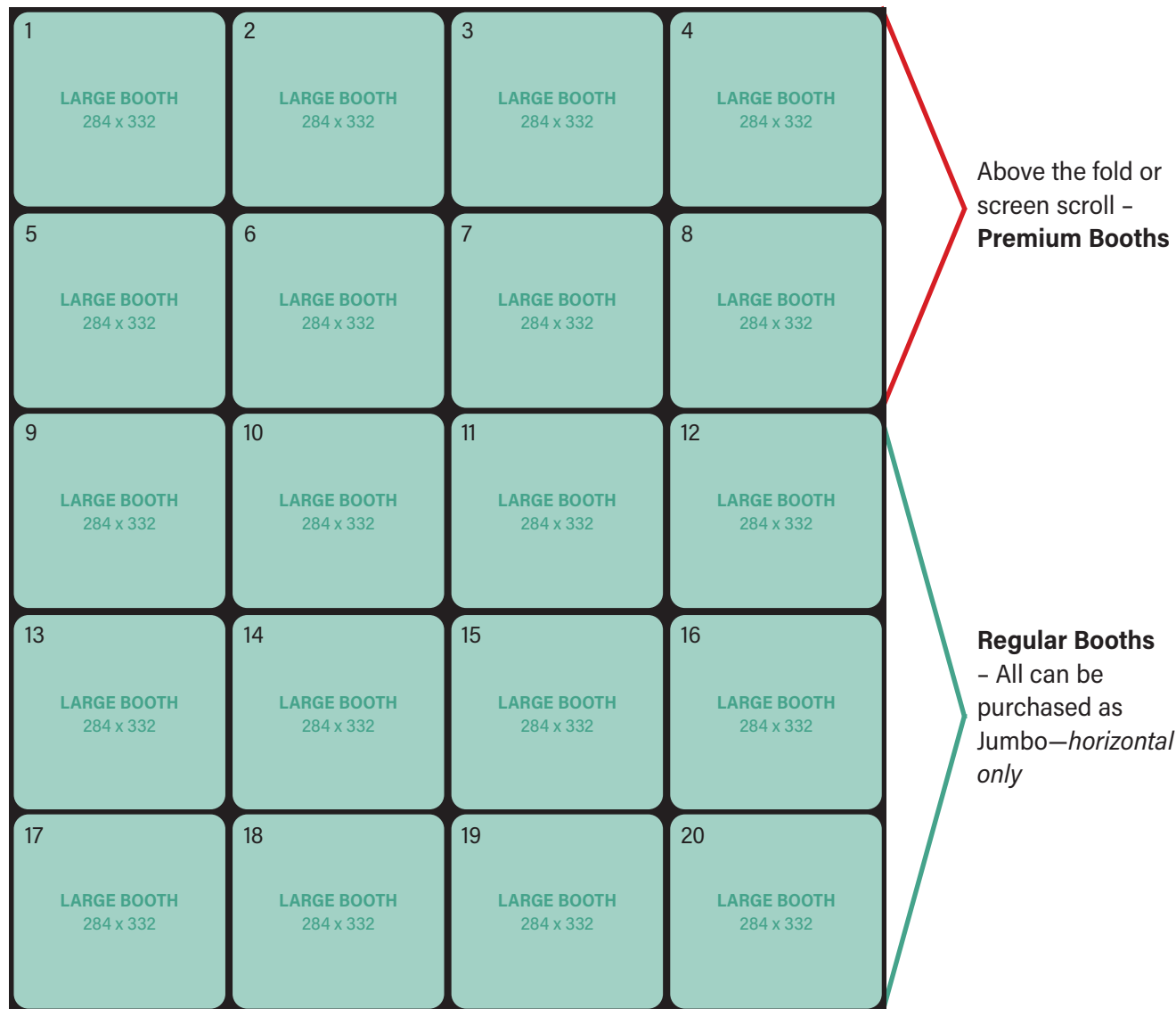
- Booths are live or captivating recorded experiences
- Option to upload videos and other marketing materials or handouts
- Live one-on-one chat to engage with attendees – start impactful conversations with booth visitors via live Q&A with the opportunity to capture contact information from ALL booth visitors.
- Video Chat with attendees through your live video meeting room – ONLY available in exhibit booths throughout the virtual platform.
- Fantastic analytics and lead retrieval
- Two complimentary exhibitor registrations included – also allow for access to all sessions and exhibition
- Pre-registration list of all opted in attendees that allows for a one-time contact, 3 weeks prior to ELFA Equipment Management LIVE!.
- 30 Days post meeting access to the virtual exhibit hall
- Designated daily live hours during conference dates – more designated exhibit hours than most other virtual conferences.

Marketing Benefits for Virtual Exhibitors:

- Complimentary Listing (company name and description) in mobile events app.
- One complimentary list of pre-and one complimentary post-convention registrants.
- Complimentary listing (company name and description) as an exhibiting company on ELFA 2021 Equipment Management LIVE! website.

Virtual Exhibit Booth Layout

This is the screen layout for the virtual booths and how the booths will be arranged on attendees' computer screens. The top four rows are considered "Premium" as they are above the screen scroll. Meaning, once an attendee clicks on the exhibit hall, the top four rows of booths will be visible first and as you scroll down the page, the other booths will become visible.



Here is a visual example of what the Virtual Exhibit Booths look like on screen:

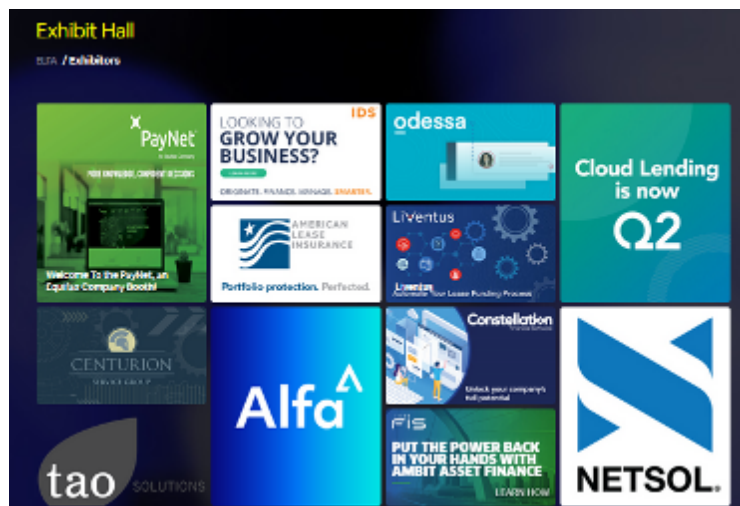


Exhibit Booth Pricing and Assignment of Space

Assignment of Space:

Using the Virtual Booth Layout grid, please provide your top three preferred booth requests with your signed exhibitor registration form. Contact Steve Wafalosky regarding booth availability as inventory changes daily, steve@larichadv.com or (440) 247-1060.

Booth Fees:

Premium Booth (284 x 332px; *above the fold/screen scroll*):

- Member - \$2,500
- Nonmember - \$3,500

Quantity limited; first come, first served

Regular Booth (284 x 332px):

- Member - \$2,000
- Nonmember - \$3,000

Dedicated Virtual Exhibit Hours:

After all sessions, attendees will be automatically placed in the exhibit hall.

All times listed below are Eastern Time.

Tuesday, February 23rd

12:15 – 1:00 pm
2:00 – 2:30 pm
3:30 – 3:45 pm

Wednesday, February 24th

12:15 – 1:00 pm
2:00 – 2:30 pm
3:30 – 4:15 pm

The virtual exhibit hall is open throughout the entire virtual event, from Tuesday, Feb. 23rd at 11am ET until Wednesday, Feb. 24th at 4:15pm ET; however, ELFA is dedicating specific hours within the event schedule to the virtual exhibit hall - the hours shown above.

We recommend exhibitors are available at these hours specifically in your virtual booth as these will be the busiest times for booth traffic.

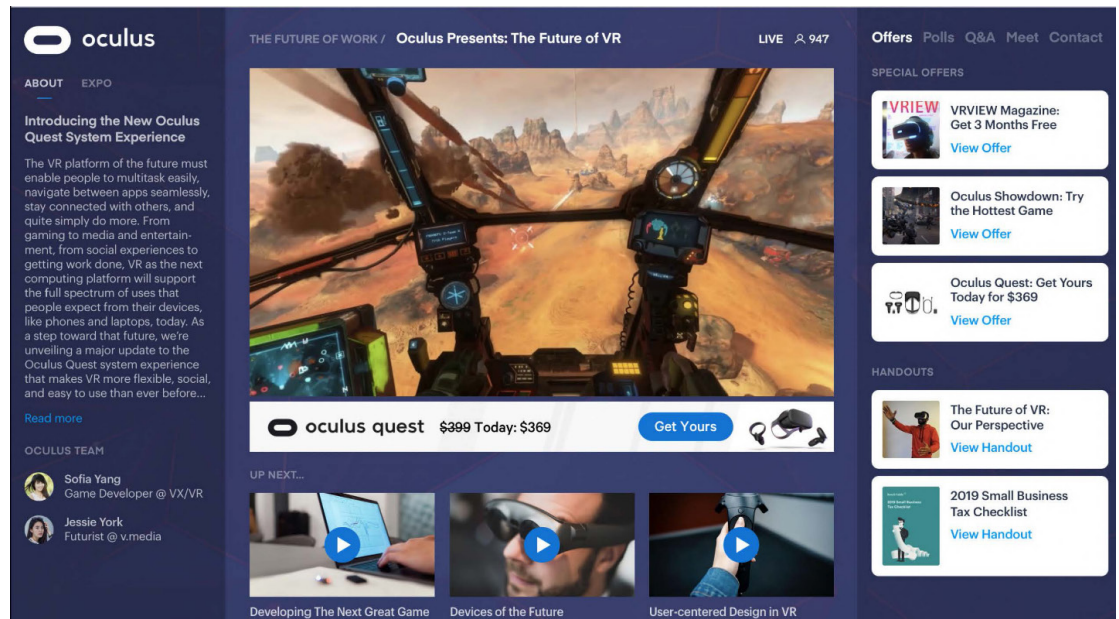
In addition, the virtual exhibit hall will be accessible for registered attendees 90 days post conference. Exhibitors are not able to make changes to the booth content; however, booth content is available for attendees to access, download and contact.

Virtual Exhibit Booth Options

Two types of virtual exhibit booths are available through the platform. Below are examples of each and additional information is provided about the differences in each concept. *This does not need to be decided now, they are just here for informational purposes.*

Concept 1 - Exhibit Booth with On Demand Content, Recorded - This booth option is the most popular and allows for multiple recorded “commercials” or demos to be featured within your exhibit booth. This is a perfect option for the exhibitor who has ready-made content. Each person who enters your booth will receive a brand new experience and your preferred video will begin at the start for each attendee. While your attendees see the video, you can spend your time engaging in the chat feature.

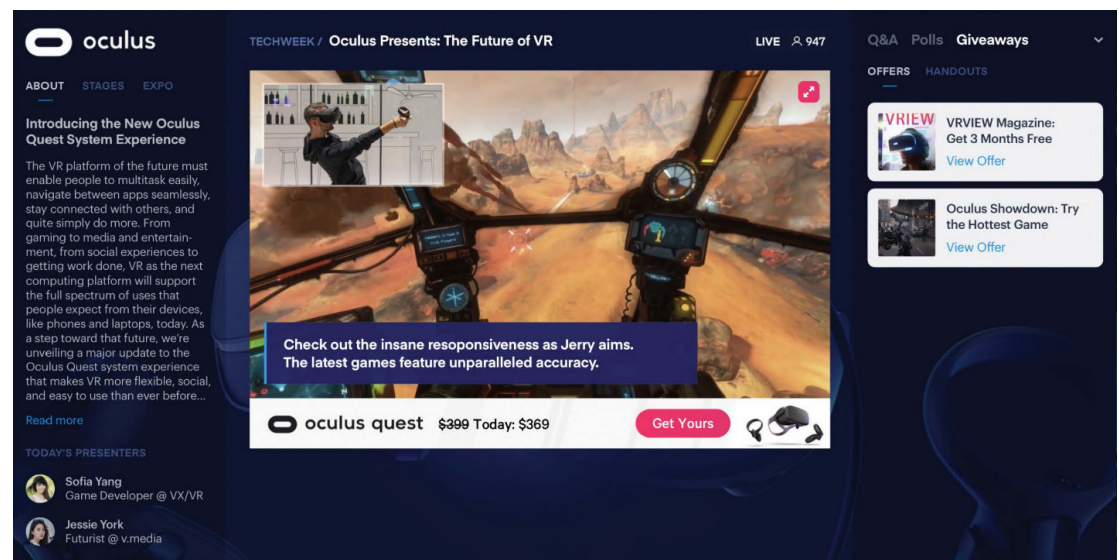
All exhibit booths can offer give-aways, include handouts for visitors and include polling questions to engage your attendees.



Concept 2 - Exhibit Booth with Live Presentation - This booth option is great for the exhibitor who has a product that is better explained with a live demo. Demo your product, answer chat questions live within the platform for all visitors to your booth. You can also feature static videos with this platform option for when you are not scheduled to go live. Schedule times where you will go live through your web cam and demo your product!

All exhibit booths can offer give-aways, include handouts for visitors and include polling questions to engage your attendees.

Example of a Live Booth



Booth Branding & Customizations

The following booth branding options and customizations are available for all booth types. Once your exhibit booth registration form is received and your booth number has been decided, you will receive a packet of information with specifics about each customizable item within your virtual booth space.

Booths are immersive live or evergreen experiences featuring content, videos, and interactive elements.

Left Side (Description)

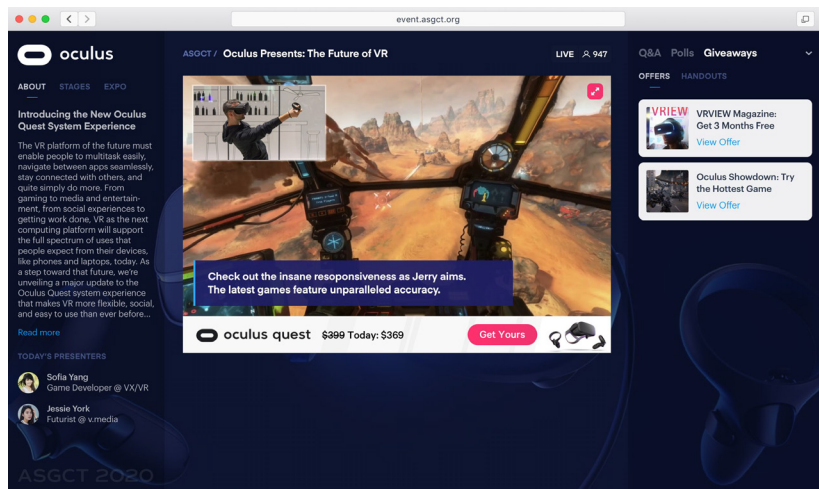
Title, Description, Presenters

Middle (Content)

Videos, Banner CTA

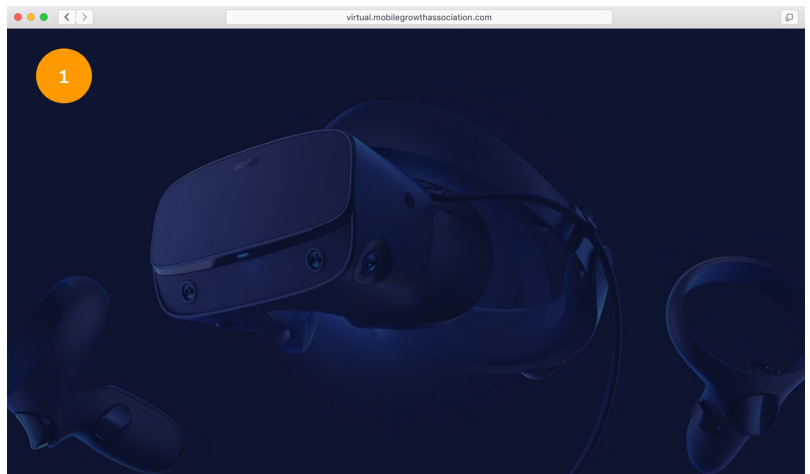
Right Side (Interactive)

Chat, Q&A, Polls, Offers, Handouts, Giveaways



Example Booth

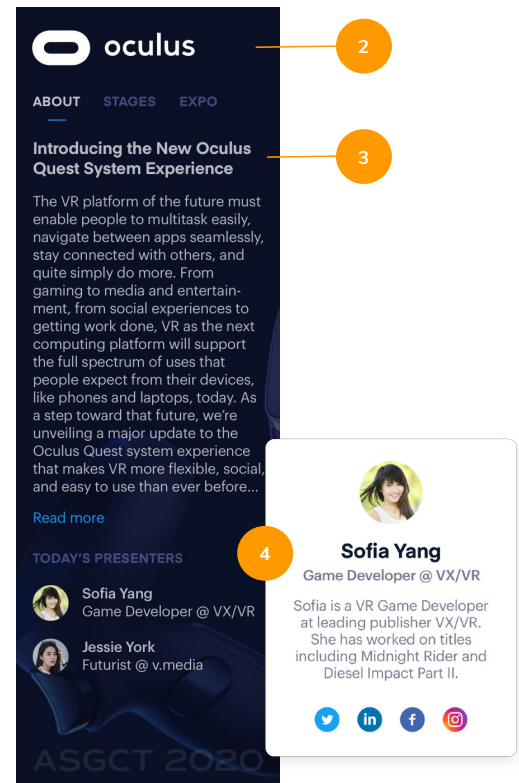
- 1 Background: Background branding inside the exhibitor booth



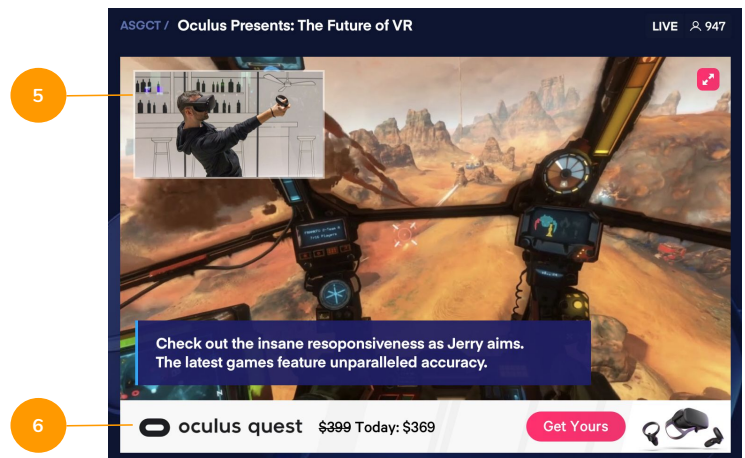
Booth Branding & Customizations

The following booth branding options and customizations are available for all booth types. Once your exhibit booth registration form is received and your booth number has been decided, you will receive a packet of information with specifics about each customizable item within your virtual booth space.

- 2 Logo: Internal exhibitor booth branding
- 3 Booth Title & Description : Exhibitor introduces topic of booth
- 4 Today's Presenters: Introduces exhibitor representatives through a virtual business card with the following options:
 - ❑ Links to Social Media (LinkedIn, Twitter, Facebook, & more)
 - ❑ 1:1 video chat scheduling request
 - ❑ Direct chat request



- 5 Videos: You can run live, evergreen, or hybrid/pre-recorded events inside your booth
- 6 Banner Offer: Sponsors can drive lead gen to a website or landing page



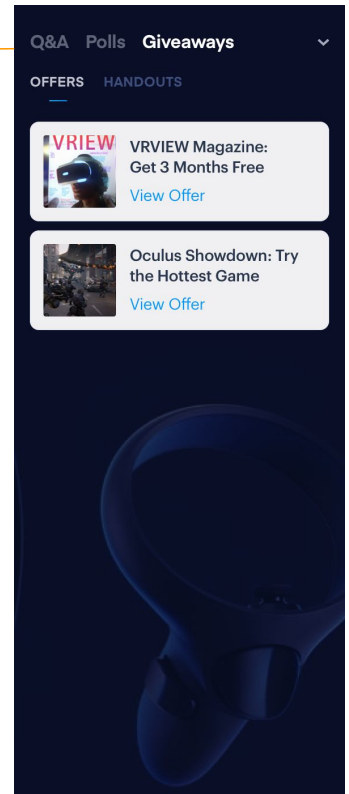
Booth Branding & Customizations

The following booth branding options and customizations are available for all booth types. Once your exhibit booth registration form is received and your booth number has been decided, you will receive a packet of information with specifics about each customizable item within your virtual booth space.

7 Live interaction

- ☐ Q&A: Sponsor can run a live moderated Q&A session with attendees
- ☐ Polls: Sponsor can run and share live polling with attendees
- ☐ Giveaways: Sponsors can provide handouts + offers
- ☐ Lead Form (In Progress): Sponsors can capture data

7



Exhibitor Booth Details

Expo Hall Assets

- ☐ Booth Image
 - ☐ 284 x 332px
- ☐ Booth Logo
 - ☐ White Transparent Background PNG, high resolution (at least 200px tall)
- ☐ Tile Description
 - ☐ Short tagline, up to 30 characters

Virtual Exhibitor Booth Assets

- ☐ Booth Branding & Description
 - ☐ Background Image: High-resolution 1600x900 PNG
 - ☐ Logo: High-res transparent PNG at least 96px tall
 - ☐ Detailed Tile: Text (5-8 words) describing the booth
 - ☐ Description: Text, 80-90 words
 - ☐ Presenters: Name, image, title, short 15-25 word bio, social profile links
- ☐ Main Content Area
 - ☐ Videos: MP4 format
 - ☐ Banner Offer: High-res PNG: 1300x112
- ☐ Interactive Panel
 - ☐ Handouts format: PDF

CANCELLATION POLICY

Attendee Cancellations to the ELFA 2021 Equipment Management LIVE! must be made via email. Please email Janet Fianko at jfianko@elfaonline.org.

- **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 Wednesday, February 9, 2021. ELFA regrets that refunds will not be given for no-shows during the actual virtual conference dates.

Cancellation of Virtual Exhibit Space

Once Exhibitor completes the exhibition registration form and is given an exhibit space number for this exposition, it is understood that the space is non-refundable if cancellation occurs after Tuesday, February 9, 2021.

Dedicated Virtual Exhibit Hours

After all sessions, attendees will be automatically placed in the exhibit hall.

Event times are listed in the Eastern Time zone.

Tuesday, February 23rd

12:15 – 1:00 pm
2:00 – 2:30 pm
3:30 – 3:45 pm

Wednesday, February 24th

12:15 – 1:00 pm
2:00 – 2:30 pm
3:30 – 4:15 pm

VIRTUAL CONFERENCE COMPLIANCE

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, contact Janet Fianko at jfianko@elfaonline.org.

ELFA Professional Code of Conduct

Thank you for choosing to enhance your professional development by participating in ELFA activities. Our goal is to ensure that we promote a safe, inclusive and productive environment for all participants.

We ask that you help us make each ELFA-sponsored activity welcoming and respectful to all participants, regardless of their 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, or the on-premise staff at host events 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 and/or non-inclusive 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 +1 202-238-3414. Thank you for your help in keeping this and all ELFA events professional, welcoming and respectful to all.

Exhibitor Registration Form

Fax your completed registration form to ELFA at (440) 247-1068 or email it to Steve Wafalosky at stevew@larichadv.com. Please be sure to include the appropriate credit card information or select to be invoiced. An email confirmation will be sent to you after your form has been processed. If necessary, we can accept mailed payments; however, due to ELFA staff working from home due to the COVID crisis, please send your Exhibitor Registration Form electronically. To mail payments, please send to:

Equipment Leasing and Finance Association

Attn: Accounts Receivable, Exhibition Payment
1625 Eye Street NW, Suite 850
Washington, DC 20006

Make checks payable to ELFA. A confirmation of your payment and thus completed registration will be emailed to you once processed.

1. Enter Your Contact Information

Organization Name (EXACTLY AS YOU WANT IT PRINTED FOR RECOGNITION): _____

*Contact Person: _____

Email: _____

Full Address: _____

Phone: _____

*This person will serve as point of contact for the booth 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.

2. Make Your Selection(s):

Sponsorship & Exhibition Registration Due by Friday, October 2, 2020.

Sponsorship Options		Pricing
<input type="checkbox"/> Keynote Session Sponsor – Tuesday		\$4,000
<input type="checkbox"/> Keynote Session Sponsor – Wednesday		\$4,000
<input type="checkbox"/> General Session Media Presentation		\$3,000
<input type="checkbox"/> Registration Sponsor		\$3,000
<input type="checkbox"/> Breakout Session Banners - (12 available)		\$1,500
<input type="checkbox"/> Lobby Banner		\$3,500
<input type="checkbox"/> Virtual Reception - Tuesday, General		\$2,000
<input type="checkbox"/> Virtual Reception - Wednesday, General		\$2,000

Virtual Exhibition Options	Member	Non-Member
<input type="checkbox"/> Premium Booth	\$2,500	\$3,500
<input type="checkbox"/> Regular Booth	\$2,000	\$3,000

3. Calculate Total Amount: \$ _____

4. Booth Location Preference: Please use the Virtual Booth Layout on Page 8

1st Choice _____ 2nd Choice _____ 3rd Choice _____

I prefer NOT to be next to the following companies (ELFA will try to accommodate your request on the virtual screen plan): _____

5. Complimentary Registrations:

Each booth purchased receives (2) Complimentary Registrations.

1st Person (Included with booth fee)

Name: _____

Title: _____

Company: _____

City: _____

State: _____ Zip: _____

2nd Person (Included with booth fee)

Name: _____

Title: _____

Company: _____

City: _____

State: _____ Zip: _____

Additional registrations may be completed via the
[ELFA 2021 Equipment Management LIVE! website](#)

6. PAYMENT

☐ Visa ☐ MasterCard ☐ AMEX ☐ Discover ☐ Diners Club

Card Number _____

Exp. Date _____ CVV _____

Name & Address as it appears on billing statement (please print) _____

Signature _____

Date: _____

☐ Please Bill Me

Invoices will be sent to the Exhibitor Contact listed above, via email.

Confirmations will be emailed to the Exhibitor Contact after form is received and processed. The Exhibition Tool-kit will be included with your confirmation receipt. The tool-kit will outline all of booth specifications and how to get started designing your virtual booth.

Exhibitor Deadlines:

- ☐ **ASAP**—Exhibit registration form and payment for booth due
- ☐ **February 2**—Last day to register and get company name and booth listed within all program information
- ☐ **February 5**—Company description and logo due
- ☐ **February**—Last day to cancel a registration and receive full refund for exhibits
- ☐ **February 9**—Last day to cancel attendee registrations and receive full refund, minus \$100 cancellation fee.