

# The National Funding Conference

April 9-11, 2019

Swissôtel • Chicago, Illinois



## Funding Source Meeting Room and Booth Exhibitor Information

*(All suites have been reserved. Meeting rooms and booths are still available.)*

Register now online at:

[www.elfaonline.org/events/2019/NFC/](http://www.elfaonline.org/events/2019/NFC/)

## 2019 Funding Outlook

According to the Equipment Leasing & Finance Foundation's 2019 Equipment Leasing & Finance U.S. Economic Outlook, the equipment leasing and finance industry appears poised to continue expanding into 2019. Overall, a projected 2.3% GDP growth for 2019 is expected along with healthy 4.1% expansion in equipment and software investment.

## Why Participate as a Funding Source Exhibitor this Year

As a funding source, you are in the best position to fuel this growth. The ELFA National Funding Conference provides you the platform to meet and do business with diverse companies from across the industry. At the same time, the conference is structured so that you get "face time" with the people you want to meet and consider the transactions attractive to you.

## 2019 Attendance Expected To Rise

Every year since 2010, attendance has been on the rise at the ELFA National Funding Conference. In 2018, there were an amazing 678 attendees and an incredible increase in Funding Source Exhibitors with 71 in attendance. ELFA anticipates that 2019 attendance will continue to grow, along with the number of Funding Sources participating as exhibitors.



### MICHAEL J. ASH

*(Committee Chair)*  
Signature Financial

### STEVE GRAY

BB&T Equipment Finance

### ROBERT BLEE

GE Capital Markets Group

### TODD LEAVEY

GSG Financial

### DAVID R. CARDEW

Element Financial Corporation

### LINDSEY MCLORG

Hitachi Capital America Corp.

### SERA OLIVER

Key Equipment Finance

### MICHAEL CLUNE

First American Equipment Finance, an RBC/City National Company

### THOMAS PAGANO

Customers Bank Commercial Finance, LLC

### DAN FLUHARTY

Huntington Equipment Finance

### ERIC STACZEK

MB Equipment Finance

### HENRY FROMMER

Wells Fargo Equipment Finance, Inc.

### JACOB UEHLIN

U.S. Bank Equipment Finance

To help Funding Sources conduct business *your* way, and to allow you to make the most of your time during the conference, we offer several participation options:

- 1. Exhibit Booth in the Hall**—where the action is. This is still the best place to be and be seen by all attendees. **Booths are large for comfort and privacy with a square space of 10x15.**
- 2. Two Exhibit Booths in the Hall.** The second booth is *not* required to use the ELFA Electronic Appointment Scheduler, giving you **maximum flexibility** in meeting the people you want to meet, and still be part of the action.
- 3. Meeting Room Only**—greatest privacy\*. You schedule your own appointments, but you will still be listed as a Funding Source for the conference.\* Meeting Room-Only Funding Sources will not be required to have a presence in the exhibit hall, but are encouraged to do so. Electronic scheduling will not be available to those companies who only purchase hotel suites and meeting rooms. However we ask you to update your company profile in the Funding Source Database. If your company chooses a meeting room as a meeting space, the main company contact will receive hotel reservation information to make your meeting room reservation after your ELFA Funding registration has been processed.
- 4. Exhibit Booth and Meeting Room**—gives you the option to hold initial meetings in the exhibit hall and extensive meetings in more private surroundings of a meeting room. If your company chooses a meeting room as a meeting space, the main company contact will receive hotel reservation information to make your meeting room reservation after your ELFA Funding registration has been processed.

**\*Please Note:** Only companies that participate as Funding Sources will be able to reserve suites or meeting rooms at the Swissôtel. ELFA members who are not registered for the Funding Conference will not be allowed to reserve suites or meeting rooms at the Swissôtel.

## The National Funding Conference Offers You the Most Value:

- **An Up-To-Date Company Profile Helps Eliminate Mismatched Appointments:** Your time is valuable. You don't want to waste it meeting with customers that may not be a good fit for your business. The first thing you need to do after you register as a Funding Source Exhibitor is update your Company Profile on the ELFA Website. It's easy! ELFA will provide you with the information on how to do this.
- **Know Who You Are Meeting With:** All attendees are required to complete a detailed profile BEFORE they can schedule appointments with any of the Funding Source Exhibitors. This allows you to be better matched with potential customers. Funding Source Exhibitors who purchase an Exhibit Booth will have access to *all attendee profiles*, not just the ones who have made appointments with you. This feature allows you to be more pro-active in determining who you want to see. *In addition, attendees will be required to identify whether they are Buyers, Sellers and/or Equity Providers.*
- **Decline Meetings With Companies That Don't Fit Your Funding Profile Now Unlimited:** Funding Source Exhibitors are able to decline an unlimited number of appointments with companies that have scheduled with them online. However, Funding Source Exhibitors must do this **within 5 days or 120 hours** of the appointment being scheduled, otherwise the appointment is set.
- **Flexibility in Scheduling Your Own Appointments:** Funding Sources are able to block up to 50% of the appointment times to schedule their own appointments.
- **On-Site Appointment Scheduling Optional this Year:** Not all Funding Source Exhibitor appointments are filled up prior to the start of the Conference. Traditionally, this has allowed potential customers to sign up for an appointment on-site. You now have the choice to **Opt In or Opt Out of taking additional "walk-in" appointments**. Simply indicate your preference on the registration form.

### Who Are the Attendees?

The ELFA National Funding Conference attracts the principals in leasing and finance organizations responsible for funding the company and its transactions, and for participating in transactions. They come to the National Funding Conference to meet with current funding sources and to establish new relationships to fulfill their funding needs.

### Breakfast Meetings? Schedule Them for the Vevey Room!

Once again, the ELFA has planned for two, full, sit-down breakfasts to facilitate networking. These breakfasts are scheduled for Wednesday and Thursday mornings, April 10 and 11 from 7:00 – 8:30 am in the Vevey Room. No need to make a reservation at the hotel restaurant and waste valuable time waiting in line for a table.



## SCHEDULE OF EVENTS

### TUESDAY, APRIL 9

11:00 am – Noon

#### Best Practices Roundtable Registration

(Separate registration fee from The Funding Conference)

- Bank Best Practices Roundtable

Sponsored by



- Independent Best Practices Roundtable
- Captives and Vendor Finance Best Practices Roundtable

Roundtables are for senior executives from banks leasing companies, independent finance companies, captive finance companies and vendor finance companies respectively. Attendees must be from ELFA member companies only. The goal is to get a group of like-minded individuals together to discuss current issues they are

facing and to learn from one another how each is addressing these issues. To receive more information on any of these Roundtables, please contact Alexa Carnibella at [acarnibella@elfaonline.org](mailto:acarnibella@elfaonline.org).

Noon – 12:30 pm

#### Hosted Luncheon

This luncheon will be held jointly with attendees from all three Roundtables.

12:30 – 1:30 pm

#### General Session

This session will be attended jointly by all three Roundtable participants.

1:45 – 4:30 pm

#### Bank Best Practices Roundtable

Facilitator to be announced.

#### Independent Best Practices Roundtable

Facilitator to be announced.

#### Captives Best Practices Roundtable

Facilitator to be announced.

2:30 – 7:00 pm

#### Funding Conference Registration

Hotel Key Cards Sponsored by



Conference Bags sponsored by



Beverage Sleeves sponsored by



Lanyards sponsored by



2:30 – 4:30 pm

#### Exhibitor Set Up

4:30 – 5:30 pm

#### Women's Council Reception

Sponsored by **Key Equipment Finance**



5:00 – 7:00 pm

#### Opening Reception

### WEDNESDAY, APRIL 10

7:00 – 8:30 am

#### Full Breakfast to Facilitate Networking

Sponsored by **BB&T Equipment Finance**

8:30 am – Noon

#### Individual Appointments with Funding Source Exhibitors

Noon – 2:00 pm

#### Hosted Luncheon

Sponsored by **PayNet**

2:00 – 5:00 pm

#### Individual Appointments with Funding Source Exhibitors

5:00 – 6:30 pm

#### Hosted Reception

Sponsored by



**STONEBRIAR**  
COMMERCIAL FINANCE

### THURSDAY, APRIL 11

7:00 – 8:30 am

#### Full Breakfast to Facilitate Networking

8:30 am – Noon

#### Individual Appointments with Funding Source Exhibitors

Noon – 3:00 pm

#### Exhibitor Tear Down



## REGISTRATION AND GENERAL INFORMATION

### Funding Source Information

There are four different options to participate as a Funding Source Exhibitor:

1. Exhibit Booth in Hall
2. Two Exhibit Booths (one funding source may purchase two exhibit booths, only one of which must use the electronic appointment scheduler)
3. Exhibit Booth and a Hotel Suite or Meeting Room\*
4. Hotel Suite or Meeting Room Only\* Please note: electronic scheduling of appointments will not be available to those companies purchasing only hotel suites

\*Please Note: *Only companies that participate as Funding Sources will be able to reserve suites at the Swissôtel. ELFA members who are not registered for the Funding Conference will not be allowed to reserve suites or meeting rooms at the Swissôtel.*

### Fees

#### Option No. 1: Exhibit Booth in the Hall

\$2,300 ELFA Member Funding Sources

\$4,600 Non-Member Funding Sources

- This fee includes two registered attendees, plus a one year listing in the FundingSource™

#### Option No. 2: Two Exhibit Booths in the Hall

\$4,600 ELFA Member Funding Sources

\$9,200 Non-Member Funding Sources

- This fee includes four registered attendees, plus a one year listing in the FundingSource™

#### Option No. 3: Exhibit Booth in the Hall and a Meeting Room

\$3,300 plus cost of meeting room, \$489 a night

- This fee includes two registered attendees, plus a one year listing in the FundingSource™
- Once Funding Source registration is complete the key contact will receive emailed hotel information to reserve their meeting room at a rate of \$489 a night.

#### Option No. 4: Meeting Room Only

\$2,800 plus cost of meeting room, \$489 a night

- This fee includes two registered attendees, plus a one year listing in the FundingSource™
- Electronic appointment scheduling will not be available to those funding sources who select this option.
- Once Funding Source registration is complete the key contact will receive emailed hotel information to reserve their meeting room at a rate of \$489 a night.

Each additional Funding Source Exhibitor: **\$745**  
(available to individuals whose companies have already purchased a booth or suite)

Planning Committee Exhibitor Attendee: **\$390**

### Requirements for Hotel Suite- and Meeting Room-Only Exhibitors

To enhance the experience of the National Funding Conference for all, we ask that Hotel Suite- and Meeting Room-Only Funding Sources follow these requirements:

- Arrange your appointments as closely as possible to the same schedule used in the Exhibit Hall
- Allow ELFA to provide your suite number to individuals who have an appointment with you and need the information.

### Cost Includes

1. Full conference registration for TWO people per funding source fee. If you decide to purchase two booths, the conference registration fee entitles you to FOUR attendees per funding source fee. (Additional individuals from registered funding source companies may register at \$745 each.)
2. Your company name in the online Attendee Brochure
3. A one-year listing in **FundingSource™**. The ELFA **FundingSource™** database contains the most comprehensive listing of funding sources in the equipment leasing and finance industry. Each listing allows you to detail your company's funding programs, desired credit criteria, the size of transactions you prefer and finally, to describe your company core business focus. The **FundingSource™** database is used daily by member leasing companies seeking funding partners.
4. 10 HOURS of scheduled appointment time for each Funding Source/Attendee (each appointment is scheduled for 20 minutes).
5. Identification sign for each booth purchased.
6. Piping, draping, table and chairs for each booth.

A processing fee of \$500 will be applied to all Funding Source Exhibitor cancellations. **Due to the nature of the conference, no Funding Source registration fees will be refunded after Wednesday, March 13, 2019.**

### Assignment of Space

Booths will be assigned alphabetically, with the exception of the Hotel Suite- and Meeting Room-Only Funding Sources.

### Important Feature for Appointment Scheduling On-Site Appointment Scheduling Optional This Year:

Not all Funding Source Exhibitor appointments are filled up prior to the start of the Conference. Traditionally, this has allowed potential customers to sign up for an appointment on-site. Funding Sources now have the choice to **Opt In or Opt Out of taking additional "walk-in" appointments.** Simply indicate your preference on the registration form.

Register now online at:

[www.elfaonline.org/events/2019/NFC/](http://www.elfaonline.org/events/2019/NFC/)

## Sponsorship Opportunities

In addition to the many benefits of exhibiting, sponsoring events and functions at the ELFA Funding Conference provides excellent exposure for your company. Contact Steve Wafalosky at [steve@larichadv.com](mailto:steve@larichadv.com) or 440-247-1060 if you are interested in sponsoring any of the events/items listed below:

Wi-Fi in Meeting Area	\$6,000
Mobile App	\$6,000
Attendee Bag	<del>\$5,000</del> <b>Sold</b>
Lanyard with Company Logo	<del>\$5,000</del> <b>Sold</b>
Hotel Card Key	<del>\$5,000</del> <b>Sold</b>
Pens with logo	\$3,000
Coffee sleeves	<del>\$3,000</del> <b>Sold</b>
Napkins with logo	\$3,000
Hotel Key Card	<del>\$5,000</del> <b>Sold</b>

### Sit-Down Networking Breakfast

Wednesday April 10	<del>\$3,000</del> <b>Sold</b>
Thursday April 11	\$3,000

### Luncheon

Women's Council Reception	<del>\$2,000</del> <b>Sold</b>
Opening Reception	\$7,000
Closing Reception	<del>\$5,000</del> <b>Sold</b>

## Hotel Reservations for Sleeping Rooms On-line Reservations!

For your convenience two hotel room blocks have been arranged for ELFA Funding Conference Attendees.

### Swissôtel Chicago

A block of rooms has been reserved for this conference at the Swissôtel 323 E. Wacker Drive, Chicago, IL 60601. A special group rate of \$299 single/double (Standard Room) is available for attendees. You can make your hotel reservations on line. Follow these simple instructions:

**Log on to:** <https://book.passkey.com/go/elfa2019nattfundingconf>  
**Enter:** Arrival and Departure Dates  
**Click on:** Check Availability and rates

Once the reservation is complete, you will receive an instant confirmation number via e-mail (as long as your e-mail address has been entered).

## Radisson Blu Aqua Hotel, Chicago

The Radisson Blu Aqua Hotel, Chicago is located at 221 North Columbus Drive, Chicago, IL 60601, and is directly in front of the Swissôtel. A special group rate of \$289 single/double (Standard Room) is available for attendees.

To make hotel reservations at the Radisson Blu Aqua Hotel, Chicago please call +1 312 565-5258 or go here: [ELFA 2019 National Funding Con-Radisson Blu Aqua, Chicago](#)

Available dates at the ELFA rate are between April 5th and April 13th.

Promotional Code: ELFA19

## Hotel Reservations for Funding Sources Suites at Swissôtel

A block of rooms has been reserved for this conference at the Swissôtel 323 E. Wacker Drive, Chicago, IL 60601. A special group rate of \$499 single/double (Standard Room) is available for Suite Funding Sources. Following your Funding Conference registration completion, you will receive a separate email containing a separate link to reserve your Suite meeting space.

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## Phone-In and Email Reservations

If you prefer, you can make reservations by calling this number 1-888-73-SWISS (1-888-737-9477), or via email using this link: [reservations.chicago@swissotel.com](mailto:reservations.chicago@swissotel.com). Be sure to tell the reservations clerk you will be attending the ELFA Funding Conference. Reservations should be guaranteed with a credit card and made before the **cut-off date of Monday, March 18, 2019**. After the cut-off date, rooms are on a first-come, first-served basis and possibly at a higher rate.

## Getting There

The Swissôtel is a downtown hotel located in Illinois Center overlooking Lake Michigan, five minutes from I-55 and I-90/94. The hotel is within walking distance of the downtown business district and the Magnificent Mile. The Swissôtel is 18 miles, 30 minutes, from O'Hare International Airport. The Airport Express Shuttle bus is available every 30 minutes for \$27 per person one way, and taxis are about \$40. The hotel is 12 miles, 20 minutes, from Midway Airport; the airport bus runs every 30 minutes for \$21 per person one way.