

Funding Source Exhibitor Information

# National FUNDING Conference

April 14-16, 2026 | Hilton Palmer House - Chicago, Illinois

37 Years Helping the Industry Meet Its Funding Needs

Register now online at: [www.elfaonline.org/events/national-funding-conference](http://www.elfaonline.org/events/national-funding-conference)

ELFA

## Why Participate as a Funding Source Exhibitor this Year?

As a funding source, you have the opportunity to drive growth by participating in the ELFA National Funding Conference. This event connects you with a wide range of industry players, offering a platform to network, explore diverse business opportunities, and focus on the deals that matter most to you. The structured format ensures valuable face-to-face time with key decision-makers, enabling meaningful discussions and partnerships.

## 2026 Attendance Expected To Hold Strong

Attendance at the ELFA National Funding Conference has been steadily increasing since 2010. In 2025, the event drew 679 participants, and ELFA expects this growth trend to continue in 2026, with a rise in both overall attendees and the number of Funding Sources exhibiting.

## 2026 Funding Exhibition Planning Committee

**MICHAEL J. ASH** (*Committee Chair*)  
First Horizon Bank

**LEIF GRUNDAHL**  
Wells Fargo Equipment Finance

**SERA OLIVER**  
Key Equipment Finance

**ROBERT BLEE**  
Healthcare Financial Services,  
GE Healthcare

**BOB JOHNSON, CLFP**  
Summitt Funding Group

**THOMAS PAGANO**  
Customers Commercial  
Finance, LLC

**MICHAEL CLUNE**  
First American Equipment Finance,  
an RBC/City National Company

**KURT NICKELS**  
Fifth Third Bank

**ROO ROSENKRANTZ**  
Republic Bank of Chicago

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** (Open to Nonmembers)—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 10x15 space.**
- 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. Suite or Meeting Room Only** (For ELFA Members Only)—greatest privacy\*. You schedule your own appointments, but you will still be listed as a Funding Source for the conference. Meeting Room Funding Sources will not be required to have a presence in the exhibit hall, but are encouraged to do so. Suites and meeting rooms will be available to those companies who only register for the conference. We ask you to update your company profile in the Funding Source Database. If your company chooses a meeting room as a 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 a Hotel Meeting or Suite Room\***—gives you the option to hold initial meetings in the exhibit hall and extensive meetings in more private surroundings of a hotel suite or meeting room. If your company chooses a suite as a meeting space, the main company contact will receive hotel reservation information to make your suite reservation after your ELFA Funding registration has been processed.

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

## SCHEDULE OF EVENTS

### TUESDAY, APRIL 14

2:30 – 7:00 pm

**Funding Conference Registration**

2:00 – 4:00 pm

**Exhibitor Set Up**

4:30 – 6:30 pm

**Opening Reception**

### WEDNESDAY, APRIL 15

7:00 – 8:30 am

**Full Breakfast to Facilitate Networking**

8:30 am – Noon

**Individual Appointments with Funding Source Exhibitors**

Noon – 2:00 pm

**Hosted Luncheon**

2:00 – 5:00 pm

**Individual Appointments with Funding Source Exhibitors**

5:00 – 6:30 pm

**Hosted Reception**

### THURSDAY, APRIL 16

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**



### 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 Empire Room!

Join us for two full sit-down breakfasts on Wednesday and Thursday, April 15-16, from 7:00–8:30 am in the Empire Room. Skip the hassle of hotel reservations and lines—start your morning networking with ease.

## 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/Meeting Room\*
4. Hotel Suite/Meeting Room Only\* (Please note: electronic scheduling of appointments is now available to all funding source exhibitors. Suites/Meeting Rooms and Booths.)

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

### Fees

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

\$2,500 ELFA Member Funding Sources

\$5,000 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

\$5,000 ELFA Member Funding Sources

\$10,000 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 Hotel Suite/Meeting Room**

\$3,600 plus cost of Suite; \$249 a night for a One Bed Suite or \$499 a night for a Parlor Suite

- 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 suite at a rate of \$249 or \$499. Meeting rooms can be reserved at a lower rate than the discounted hotel rate of \$269 per day.

**Option No. 4: Hotel Suite/Meeting Room Only**

\$3,000 plus cost of Suite, \$249 a night for a One Bed Suite or \$499 a night for a Parlor Suite

- 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 suite at a rate of \$249 or \$499. Meeting rooms can be reserved at a lower rate than the discounted hotel rate of \$295 per day.

**Each additional Funding Source Exhibitor: \$1,000**

(available to individuals whose companies have already purchased a booth or meeting room)

**Planning Committee Exhibitor Attendee: \$500**

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

To enhance the experience of the National Funding Conference for all, we ask that Hotel Suite-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 & 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 \$1,000 each.)
2. Your company name in the online Attendee Brochure.
3. 10 HOURS of scheduled appointment time for each Funding Source/Attendee (each appointment is scheduled for 20 minutes).
4. Identification sign for each booth purchased.
5. 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 Monday, March 30, 2026.**

### Assignment of Space

Booths will be assigned alphabetically, with the exception of the Hotel Suite/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.



## 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 [stevew@cvmprmedia.com](mailto:stevew@cvmprmedia.com) or 440-247-1060 if you are interested in sponsoring any of the events/items listed below:

Elevator Clings on meeting floor (4 total)	\$11,500
Mobile App	\$9,500
Mobile Charging Station	\$9,500
Customized Name Badges	\$9,500
Water Bottle Room Drop with Flyer (3 total)	\$9,500
Hotel Card Keys with logo	\$9,500
WiFi in Meeting Rooms	\$9,000
Conference bags (eco-friendly)	\$8,000
Lanyards with company logo	\$7,500
Beverage Sleeves	\$6,000
Pens	\$5,500
Cookie Break	\$5,000
Wellness Break	\$5,000
Napkins	\$5,000

## Breakfasts

Full Breakfast - Wednesday	\$7,500
Full Breakfast - Thursday	\$7,500
Luncheon	\$9,500

## Receptions

Opening Reception	\$10,500
Closing Reception	\$7,500

## Hotel Reservations

A block of rooms is being held for attendees of the 37th Annual National Funding Conference at the Hilton Palmer House in Chicago, located at 17 E Monroe St, Chicago, IL in the popular theatre and financial district of Chicago and near Millennium Park. A special conference rate of \$249 plus tax, single/double occupancy, is offered to attendees. Check in time is 3:00 pm, and check-out time is 11:00 am. Please call Reservations at (312) 726-7500, provide your arrival and departure dates and mention ELFA Room Block in order to receive the ELFA group rate.

**Make Hotel Reservations Online:** We strongly encourage you to make your Funding Conference hotel reservations online. Please use this link: <https://book.passkey.com/go/ELFA2026>

**Make Hotel Reservations by Monday, March 23, 2026!**

Reservations after this date are based on availability and may be at a higher rate.

## Hotel Reservations for Funding Sources Suites at Hilton Palmer House

A block of suites has been reserved for this exhibition at the Hilton Palmer House in Chicago, located at 17 E Monroe St, Chicago, IL. A special group rate of \$240 a night for a One Bed Suite or \$450 a night for a Parlor Suite. Following your Funding Exhibitor registration completion, you will receive a separate email containing contact information with our assigned ELFA Reservation Coordinator at the Palmer House to reserve your suite. Meeting rooms can be reserved at a lower rate than the discounted hotel rate of \$295 per day.

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

## Getting There

The Hilton Palmer House is located in the popular theatre and financial district of Chicagoland. Approximately 18 miles from Chicago-O'Hare International Airport, 11 miles from Chicago Midway Airport. If renting a car, the Hilton Palmer House has valet parking and self-parking from \$47 per day. Visiting by Metro - When taking public transportation from O'Hare International Airport, take the Blue Line train to Monroe/Dearborn stop. Take Monroe east to the hotel. The Palmer House is on the south side of the street. From Midway Airport, take the Orange Line from Midway to downtown. Get off at the Adams/Wabash stop. The Palmer House is located on the west side of Wabash Avenue.

For additional transportation information, please visit the hotel website at <https://www3.hilton.com/en/hotels/illinois/palmer-house-a-hilton-hotel-CHIPHHH/maps-directions/index.html>

## 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 National Funding Conference.

## 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.