

32 Years Helping the Industry Meet Its Funding Needs



The National Funding Conference

April 21-23, 2020

Hilton Palmer House • Chicago, Illinois

ATTENDEE INFORMATION

ELFA

EQUIPMENT LEASING AND FINANCE ASSOCIATION
Equipping Business for Success

There is no better place to reconnect with funding sources you know and make contact with new funding sources who want your business.

For a quarter of a century, companies like yours have relied on the ELFA National Funding Conference for the funding that is the lifeblood of equipment finance. You've met, talked and done business with some of the finest funding sources in the industry, all in one convenient place. For many, it is the most productive two days of the year.

2020: A Good Year for Funding

According to the Equipment Leasing & Finance Foundation's *Equipment Leasing & Finance U.S. Economic Outlook*, the equipment leasing and finance industry appears poised to continue expanding into 2020. Overall, we expect the economy to grow 1.7% in 2020, while it is projected that equipment and software investment will expand 1.1%.

Why Attend the National Funding Conference?

The National Funding Conference is an unparalleled opportunity to meet funding sources face-to-face in an efficient, professional setting. You need funding, the dozens of funding source exhibitors need investments—it doesn't get simpler or more convenient. The National Funding Conference is all about meeting with your current funding sources and establishing relationships with new ones. If you are responsible for funding the leasing and finance company and its transactions, and for participating in transactions, this is the one conference you cannot afford to miss.

How It Works: Create Your Profile, then Schedule Appointments in Advance and Online

Once you have registered as an attendee with ELFA, you must enter or edit your company profile online. You will then be able to view the profiles of all the funding sources that are exhibiting and select those with whom you would like to schedule an appointment. Funding Sources have 5 days to accept your appointment if they believe your business is a good fit or reject your appointment if they believe it doesn't fit their business objectives.

Appointments with Funding Source Exhibitors are in 20-minute increments for booths, while suites can block their own time frames. Be one of the first to get the best appointment times with Funding Source exhibitors of your choice! Member attendees who register online at the ELFA website: www.elfaonline.org/events/2020/NFC/ will be able to view exhibitor profiles and set up appointments with Funding Sources in advance online.

Remember: Your time is valuable, and you don't want to spend it meeting with funding sources that do not fit your profile, or worse, get your appointment request rejected by a funding source for lack of adequate information! To

create your profile, go to: <https://www.elfaonline.org/events/2020/national-funding-conference>

NOTE: All member attendees not registering online will need their user IDs and passwords to enable them to schedule appointments online. If you don't have one or can't remember yours, go to the ELFA homepage: www.elfaonline.org, click on user login and follow the instructions. However, the FASTEST and EASIEST way is to register online!

So, what are you waiting for?

Log onto www.elfaonline.org/events/2020/NFC/, click on Attendee Registration and follow the instructions.

Profile of Exhibitors

Funding sources that focus on various ranges of transaction size are expected to exhibit at the ELFA National Funding Conference. Here is a summary of the type of funding programs offered by last year's exhibitors:

Funding Programs

- Buy Paper from Brokers
- Buy Paper: Our Documents Only
- Buy Paper from Leasing Companies
- Buy Paper: Standard Industry Documents Subject to Approval
- Discount-Nonrecourse
- Discount-Recourse
- Debt Side of a Leveraged Lease
- Equity/Purchase of Tax-Oriented Leases
- Fund Leases as a Group
- Fund Leases Individually
- Inventory Financing/Floor Planning
- Tax-Exempt Municipal Leasing
- Purchase Portfolios
- Progress Payments
- Residual Financing
- Residual Sharing
- Securitizations
- Venture Leasing
- Warehouse Lines (Direct Lines to Leasing Companies)

Remember: Online is the fastest and most efficient way to register and get the best appointment times with Funding Source Exhibitors!

Effective Way To Access The Investors You Need

Once again, we've kept it easy and attractive to meet the funding sources that fit your business profile:

1. FUNDING SOURCES: The following companies are currently Funding Sources in this year's conference (as of 2/5/2020):

36th Street Capital	LEAF Commercial Capital Inc.
Ascentium Capital LLC	Liventus, Inc.
Atlantic Union Equipment Finance	Mitsubishi UFJ Lease & Finance (U.S.A.) Inc.
Bank of the West	Nations Equipment Finance, LLC
BB&T Commercial Equipment Capital Corp.	Pacific Western Bank
BMO Harris Equipment Finance Company	Peapack Capital Corporation
Bridge Funding Group, Inc.	People's Capital and Leasing Corp.
CIT	Presidential Bank, FSB
Citizens Asset Finance, Inc.	Prime Alliance Bank
Customers Commercial Finance, LLC	SCG Capital Corporation
ECS Financial Services, Inc.	Signature Financial
Equipment Leasing Group of America, LLC	Societe Generale Equipment Finance
Fifth Third Bank	Sterling National Bank Equipment Finance Division
First American Equipment Finance, an RBC / City National Company	Sumitomo Mitsui Finance & Leasing Co., Ltd.
Flushing Bank	SunTrust Equipment Finance & Leasing Corp.
GE Healthcare Financial Services (HFS)	TCF Capital Solutions, a division of TCF National Bank
Hitachi Capital America Corp.	U.S. Bank Equipment Finance
Huntington Equipment Finance	Verdant Commercial Capital LLC
Innovation Finance USA LLC	VFI Corporate Finance
J.P. Morgan Equipment Finance	Wells Fargo Equipment Finance
Key Equipment Finance	Wintrust Commercial Finance
	Wintrust Specialty Finance

2. Booths are large (10' x 15') offering needed privacy during meetings.

3. Funding Sources have significant flexibility in determining who they meet with. Funding Source Exhibitors who purchase a "Booth on the Floor" have **access to all attendee profiles**, not just those who have made appointments with them. Therefore, it is very important that your business profile be as complete and as accurate as possible.

4. Convenient Schedule: The National Funding Conference will begin with a reception on Tuesday, April 21, followed by a full day of meetings on April 22, concluding with a half day of meetings on April 23.

5. Half-Day Best Practices Roundtables for Senior Execs from Banks, Captives, Independent and Small Ticket Companies. These events immediately precede the start of the National Funding Conference on April 21. *See Schedule of Events for more details.*

Roundtable attendees can register for both the roundtable AND Funding at a reduced bundled price. Get a \$200 discount when you register for both National Funding Conference and any Roundtable!



Impromptu Gatherings? We've Got You Covered!

We know you want more places to meet with potential funding sources.

This year's new hotel, The Hilton Palmer House has a large exhibit hall and foyer area, which will allow ELFA to provide more seating areas for attendees and exhibitors for more impromptu meetings.

Breakfast Meetings? Not to Worry!

Once again, ELFA has planned for complete sit-down breakfasts to facilitate networking. These breakfasts are scheduled for Wednesday and Thursday, April 22 and 23 from 7:00 – 8:30 am in the Empire Room. Tables of 8 and 10 will be available for private conversations. 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 21

11:00 am – Noon

Best Practices Roundtable Registration

- Bank Best Practices Roundtable

Sponsored by  PayNet

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

Sponsored by  The Alta Group

- Small Ticket Best Practices Roundtable

Roundtables are for senior executives from bank, captive and vendor, independent, and small ticket finance companies respectively. 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.

Noon – 12:30 pm

Hosted Luncheon

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

12:30 – 1:30 pm

General Session

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

1:45 – 4:30 pm

Bank Best Practices Roundtable

Captive and Vendor Finance Best Practices Roundtable

Independent Best Practices Roundtable

Small Ticket Best Practices Roundtable

2:30 – 7:00 pm

Funding Conference Registration

2:30 – 4:30 pm

Exhibitor Set Up

4:30 – 5:30 pm

Women's Council Reception

5:00 – 7:00 pm

Opening Reception

WEDNESDAY, APRIL 22

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

2020 and Beyond Political Outlook

Speaker: **Andy Fishburn**, VP of Federal Government Relations

Sponsored by  PayNet

2:00 – 5:00 pm

Individual Appointments with Funding Source Exhibitors

5:00 – 6:30 pm

Hosted Reception

THURSDAY, APRIL 23

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

DISCOUNT BUNDLE BACK BY POPULAR DEMAND

ELFA Members: Get a \$200 discount when you register for both National Funding Conference and a roundtable:

\$1025 Roundtable + Funding (first member attendee)

\$975 Roundtable + Funding (each additional member attendee)

Funding Only Pricing:

- \$815 First Member Attendee
- \$765 Each additional ELFA Member
- \$1630 Nonmembers *
- \$405 Funding Planning Committee Members

*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., they 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 nonmember, pay the non-member registration fee, and subsequently join the ELFA within 60 days.

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

We highly recommend that you register for this conference online. Please register as early as possible to ensure inclusion on the List of Attendees. ELFA will accept payment on-site using Visa, Master Card, American Express, Discover, checks and cash; however, we strongly urge you to pre-register.

Note: The Pre-registration deadline is **March 29, 2020**. To register after this date, bring the registration form and payment to the conference. ELFA cannot guarantee receipt of any payments mailed after **March 29, 2020**.

In order to be included in the final list of attendees, registration and payment must be received by **April 2, 2019**.

To Register Use ELFA Online

This is the *fastest and easiest* way to register for the National Funding Conference. Go to www.elfaonline.org/events/2020/NFC/ and follow the instructions. Remember: Registering online gives you the ability to make advance appointments with the Funding Source Exhibitors of your choice. **Note: Registration online is highly encouraged. If you require a paper registration form please contact Janet Fianko at jfianko@elfaonline.org.**

Cancellation Policy

- Refund minus \$100: If you need to cancel your registration, a \$100 service fee will be applied to your cancellation request.
- No refund: No refunds of registration fees will be given for cancellations received on or after **Friday, April 3, 2020**.

Please Note: Cancellations will be accepted by telephone to Janet Fianko at (202) 238-3420 or by email at fianko@elfaonline.org.

Substitutions

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

Attendee Contact Information –

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 PROFESSIONAL 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 activity 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 lramirez@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.

Membership Information

If you are interested in joining ELFA, please call the Julie Benson, Vice President Membership (202) 238-3432, or check the appropriate box on the registration form.

Funding Source Information

For information on how to register as a Funding Source, contact Lisa Ramirez at lramirez@elfaonline.org or 202-238-3414.

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@larichadv.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)	\$10,000
Mirror Cling on meeting floor	TBD
Pillar Decal on meeting floor	TBD
Customized name badges	\$7,000
Wi-Fi in Meeting Area	\$6,000
Mobile App	\$6,000
Attendee Bag	\$5,000
Lanyard with Company Logo	\$5,000
Hotel Card Key	\$6,000
Pens with logo	\$3,000
Coffee sleeves	\$3,000
Napkins with logo	\$3,000
Sit-Down Networking Breakfast	
Wednesday April 22	\$3,000
Thursday April 23	\$3,000
Luncheon	\$5,000
Women's Council Reception	\$3,000
Opening Reception	\$7,000
Closing Reception	\$5,000

Hotel Reservations

A block of rooms is being held for attendees of the 32nd 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 \$269 plus tax, single/double occupancy, is offered to attendees. Check in time is 3:00pm, and check-out time is 11:00am. 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/e/49937456>.

If you're attending the Women's Leadership Forum you will also need to make your hotel reservations here (in addition to the Funding hotel room block): <https://book.passkey.com/e/49931689>.

Make Hotel Reservations by Tuesday, March 31, 2020!

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

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>

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

Deadline Dates at a Glance

Hotel cutoff for room reservations

(after this date, based on availability)

March 31, 2020

Last day to cancel registration and receive a refund

March 29, 2019

Last day for mail-in registration

(to be included on the list of attendees)

March 29, 2020

2020 Funding Exhibition Planning Committee

MICHAEL J. ASH

(Committee Chair)

Signature Financial

ROBERT BLEE

GE Healthcare Financial Services (HFS)

DAVID R. CARDEW

Element Fleet Management

MICHAEL CLUNE

First American Equipment Finance,
an RBC/City National Company

NICK COLVIN

BB&T Equipment Finance Corporation

DAN FLUHARTY

Huntington Equipment Finance

HENRY FROMMER

Wells Fargo Equipment Finance, Inc.

LINDSEY MCLOGG

Hitachi Capital America Corp.

SERA OLIVER

Key Equipment Finance

THOMAS PAGANO

Customers Commercial Finance, LLC

ERIC STACZEK

Fifth Third Bank

JACOB UEHLIN

U.S. Bank Equipment Finance