

Operations & Technology

CONFERENCE AND EXHIBITION

Enable. Evolve. Engage

PROGRAM
QUALIFIES FOR
CPE CREDIT

September 11-13, 2023

Sheraton New Orleans
New Orleans, LA



Program Highlights

- **Pre-Conference Forum: Session - Anatomy of a Breach: Safeguarding Against Ransomware Attacks.**
- The Revolution Continues: Moving from Talk to Action on Diversity, Equity and Inclusion in Equipment Financing
- Strengthening Your Customer Management Through Technology
- Don't Lose Your Voice When Using AI
- **Two Conferences for the Price of One!**
The Operations & Technology Conference and the Lease and Finance Accountants Conference are co-locating in New Orleans!
- Access to hybrid Lease and Finance Accountants Conference sessions
- Unmatched Networking Opportunities: Newcomers Reception, Hosted Receptions, 5k Fun Run, Breakfast and much more!

Who Should Attend

Executive management; directors of operations and administration; department managers for credit, collections, information technology, documentation, accounting, remarketing and equipment management; as well as representatives of companies providing systems support.

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

Sponsoring events and functions at ELFA meetings provides excellent exposure for your company. Contact **Steve Wafalosky** at steve@cvmpmedia.com or **440-247-1060** if you are interested in becoming a sponsor of this important event.

Become an Exhibitor at the 2023 Accounting and Technology Exhibition

A joint exhibit will be held for the Operations and Technology and the Lease & Finance Accountants conferences.

This is a great opportunity to get in front of an expected combined attendance of about 350 people!

2023 ELFA Operations & Technology Committee

TAWNYA STONE, CLFP
Committee Chair
*Vice President,
Strategic Technology*
GreatAmerica Financial Services

CHELSEY BARRON
Vice President of Sales Operations
LEAF Commercial Capital Inc.

ANDREW COTTER
EVP, Chief Information Officer
Somerset Capital Group, Ltd.

CHRISTINE EVERSHERD
Manager, Retail Credit Support, US
John Deere Financial

DANIEL GONZALEZ
VP, Business Development
Odessa

JOE GRAHAM
Managing Director
FIS

PETER HAUG
Product Manager
LTi Technology Solutions

JENNIFER MARTIN, CLFP
*SVP, Sales Enablement and
Initiative Support*
Key Equipment Finance

RON MEYER
Sr. Business Advisor
Linedata Lending and Leasing

JENA MORGAN, CLFP
COO
360 Equipment Finance, LLC

STEVEN NELSON
SVP, Director of Operations
TD Equipment Finance, Inc.

BRYAN PARFITT
Consultant
Northteq

CANDACE REINHART, CLFP
COO/CXO
CoreTech Leasing, Inc.

SHARI SCHMIDT
*Vice President,
Operations Manager*
Huntington Equipment Finance

DENIS STYPULKOSKI
Founder and Principal
Reimagine Advisors

DARREN TAUER
Senior Consultant
Tamarack Technology, Inc.

SARAH TEZUKA
Product Manager
Solifi



Operations & Technology

CONFERENCE AND EXHIBITION

SEPTEMBER 11-13, 2023

Sheraton New Orleans
New Orleans, LA



SUNDAY, SEPTEMBER 10

6:00 – 8:00 pm

New Orleans Historic Music and Jazz Tour

Location: Hotel Lobby

Must be pre-registered to attend. Approximately 2 miles will be covered on a walking tour during this event. Meet in the hotel lobby at 5:45pm – look for the ELFA event signage. *Must pre-register by August 28th for this event.*

MONDAY, SEPTEMBER 11

8:30 am

Early Registration for the Pre-Conference Session

Location: Grand Foyer, 5th Floor

9:30 am – 11:30 am

PRE-CONFERENCE SESSIONS

Pre-conference sessions are offered for attendees of both conferences. These sessions are slightly longer and thus are offered outside of the regular schedule. No additional fees to attend. Please register in advance.

Pre-Conference Session #1:

Anatomy of a Breach: Safeguarding Against Ransomware Attacks (Hybrid Session)

Location: Grand Ballroom B, 5th Floor

Join Howard Shiebler, President at Crossroads Equipment Lease and Finance, who will be sharing his experience with a ransomware attack. Discover the intricate details of the attack, early actions to mitigate the damage, and gain valuable insights on remediation. Learn actionable strategies to fortify your cybersecurity defenses and walk away with tools to help secure your organization from this very real and evolving threat.

Discussion Leaders:

ANDREW COTTER

Somerset Capital Group, Ltd.

DANIEL GONZALEZ

Odessa

HOWARD SHIEBLER

Crossroads Equipment Lease and Finance

Pre-Conference Session #2:

Exploring the Power of Artificial Intelligence and Generative AI for Lease Accounting (Hybrid Session)

Location: Grand Chenier, 5th Floor

How does AI effect lease accounting? In this presentation, we delve into the realm of artificial intelligence (AI) and generative AI, and how they are revolutionizing the business world. This session will demystify these cutting-edge technologies and shed light on their profound implications for industry with an emphasis on use cases in accounting and finance. This session will explain the fundamentals of AI, including generative AI and provide an overview of the landscape for these enablers as well as use cases for how they are deployed today in your business life.

Discussion Leader:

ED HAYDEN

Deloitte

11:30 am

General Conference Registration

Location: Grand Foyer, 5th Floor

1:00- 2:00 pm

Opening General Session (Hybrid Joint Session)

Location: Grand Ballroom C, 5th Floor

Welcome

TAWNYA STONE, CLFP

GreatAmerica Financial Services

Chair, ELFA Operations and Technology Committee

Operations & Technology Excellence Award Award Presentation

CANDACE REINHART, CLFP

Chair, Award Sub-Committee

Top 10 Trends in Equipment Finance Acquisition

ROBERT NEAGLE

President and CEO

Finova Capital, LLC

ELFA Board Chair

2:00 - 2:15 pm

Refreshment Break/Exhibits Open

Location: Grand Foyer, 5th Floor

2:15 – 2:30 pm

Operations & Technology Conference Kick-Off!

Location: Grand Ballroom D, 5th Floor

Welcome to the ELFA Operations & Technology Conference! This conference is co-located with the Lease Accounting conference with joint general sessions, then we breakout into our own conference sessions. Let the Operations & Technology Fun Begin!

Discussion Leader:

TAWNYA STONE, CLFP

GreatAmerica Financial Services

Chair, ELFA Operations & Technology Committee

2:30 – 3:15 pm

Operations & Technology Excellence Award – 23 Years of Excellence!

Location: Grand Ballroom D, 5th Floor

Now in its twenty-third year, the Operations & Technology Excellence Award program is designed to recognize noteworthy achievements in operational and technology innovation in our industry. In this session, we will honor this year's award winner and showcase their award-winning solution. Hear from our award winner as they share insights gleaned from their unique project experiences.



Discussion Leader:

CANDACE REINHART, CLFP

Award Sub-Committee Chair

CoreTech Leasing, Inc.

Winner: **OAKMONT CAPITAL SERVICES**

JEFF BILBREY

Leasepath

DARYN LECY

Oakmont Capital Services

SCOTT NELSON

Tamarack

BILL SCHMIDT

Oakmont Capital Services

3:15 – 4:30 pm

Digital Business Reinvention: A Complex Recipe for Continued Success

Location: Grand Ballroom D, 5th Floor

Digital Business Reinvention is a continuous journey that requires constant adaptation and alignment with the business vision and goals. Each company may start at a different point in their journey, but there are several commonalities that successful companies share. They embrace innovation, customer-centricity, agility, and collaboration. They leverage data and technology to create value and differentiation. They foster a culture of learning and experimentation. They align their strategy, processes, and capabilities with their desired outcomes.

Join us for this session to learn more about these key elements of digital business reinvention that can help any company thrive in the dynamic and competitive market.

Discussion Leaders:

SARAH TEZUKA

Solifi

JOE GRAHAM

FIS

PETER HAUG

LTi Technology Solutions

RON MEYER

Linedata Lending and Leasing

DARREN TAUER

Tamarack Technology, Inc.

4:30 – 5:00 pm

Exhibitor Lighting Round #1

Location: Grand Ballroom D, 5th Floor

Are you familiar with what our exhibitors have to offer? This fun and informal lightning round gives our exhibitors a short presentation window to convince their audience why they should work with them! This is a highly efficient way for conference participants to shop exhibitors and determine the vendors they want to further conversations with. You won't want to miss this!

Facilitators:

JENA MORGAN

360 Equipment Finance, LLC

ANDREW COTTER

Somerset Capital Group, Ltd.

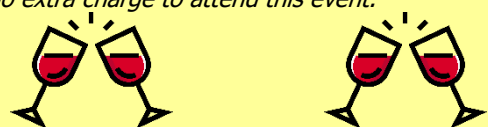
5:00 - 5:45 pm

Newcomers Reception

Location: Grand Couteau, 5th Floor

Calling all First Time Attendees! This is a great opportunity to meet with the Conference Planning Committee and fellow First Timers.

There is no extra charge to attend this event.



5:30 - 7:30 pm

Opening Reception/Exhibits Open

Location: Grand Foyer, 5th Floor

All attendees of the ELFA Operations & Technology and Lease & Finance Accountants Conferences are invited to connect and unwind at this fantastic reception.

The Exhibit booths will be open as well, and you will have some time to stop by and chat. Lite fare will be served with an open bar. This event is included with all conference registrations.

See you there!



TUESDAY, SEPTEMBER 12

6:00 – 7:30 am

5K Fun Run

Location: Hotel Lobby

Start the day with a little exercise and join your colleagues for a 5K fun run around New Orleans. *There is NO EXTRA FEE to attend this event.* Meet in the hotel lobby to discuss the route.

Leader:

Amie Sweeney

CBRE Corporate Capital Markets

7:00 - 8:00 am

Continental Breakfast/Exhibits Open

Location: Grand Foyer, 5th Floor

8:00 - 9:00 am

Keynote General Session: 2023 Economic Outlook

(Hybrid Joint Session)

Location: Grand Ballroom C, 5th Floor

Welcome:

JAY WILENSKY

Sasser Family Companies

Chair, ELFA Financial Accounting Committee

Keynote Presenter:



Jeff Jensen

**Vice President
Keybridge LLC**

Keybridge's 2023 Economic Outlook for the equipment finance industry. Jeff will speak about the state of the U.S. economy and implications for the equipment finance industry. His presentation will also highlight several relevant resources published by the

Equipment Leasing & Finance Foundation. When making plans for 2023, you certainly do not want to miss this fantastic presentation!

9:00 - 9:15am

Refreshment Break/Exhibits Open

Location: Grand Foyer, 5th Floor

9:15 – 10:15am

Joint General Session: Smart Start Strategies: Solving Tomorrow's Problems Today - *Your toolkit for making awesome happen from Day One (Hybrid Session)*

Location: Grand Ballroom C, 5th Floor

Changes isn't going to be slower than right now. We don't know what we don't know. So, awareness is low. Stakes are high. Risks

are high. No time to screw it up. What if we could solve tomorrow's problems today?

This presentation uncovers how to systematically future proof and avoid project drama/anxiety and major failures by starting right. Walk away with a process to transform the way you initiate your next project.

- Boost clarity and shared understanding.
- Accelerate collaboration.
- Avoid catastrophe.

Is this you? Are you:

- Participating in game changing projects to shape the future of your business.
- streamlining processes or procedures?
- implementing new policies or even a new system?
- fighting to keep your project on budget?

Transformational project success begins before kicking off. Join Deb Reuben, CLFP for an exploration of what it takes to start smart.

DEB REUBEN CLFP, DES

TomorrowZone

10:15 – 10:30 am

Refreshment Break/Exhibits Open

Location: Grand Foyer, 5th Floor

10:30 – 11:15 am

Engaging, Developing and Supporting Employees in a Hybrid Work Environment

Location: Grand Ballroom D, 5th Floor

Employee engagement, training and development has become more complex with a hybrid workplace model. How do leaders stay on top of the needs of their teams that have flexible work arrangements or different geographical locations. In this interactive session, you will collaborate with your colleagues on topics such as: onboarding new employees, proximity bias, workplace culture adjustment opportunities as well as staying connected to the changing needs of your employees and teams. Attendees will leave this session with valuable insights and best practices and formulate actionable ideas to better support your employees as well as fuel a more engaged and productive workforce.

Discussion Leaders:

CHELSEY BARRON

LEAF Commercial Capital Inc.

CHRISTINE EVERSLED

John Deere Financial

RON MEYER

Linedata Lending and Leasing

JENA MORGAN

360 Equipment Finance, LLC

STEVEN M. NELSON

TD Equipment Finance, Inc.

SARAH TEZUKA

Solifi

11:15 – 11:45 am

Exhibitor Lighting Round #2

Location: Grand Ballroom D, 5th Floor

Join us for more fun-filled vendor presentations! Prepare to be entertained by this fun and informal lightning round giving our exhibitors a short presentation window to convince you why you should work with them! This is a highly efficient way for you to shop exhibitors and determine the vendors you want to further conversations with. You won't want to miss this!

Facilitators:

JENA MORGAN

360 Equipment Finance, LLC

ANDREW COTTER

Somerset Capital Group, Ltd.

11:45 - 1:15 pm

Hosted Luncheon

Location: Grand Ballroom A

All conference attendees are welcome to join for a joint conference networking lunch.

1:15 – 2:15 pm

Don't Lose Your Voice When Using AI

Location: Grand Ballroom D, 5th Floor

Unlock the power of AI without sacrificing your unique voice! Join us as we dive into the latest AI trends and equip you with practical steps to kickstart your AI journey.

Discover how to harness the potential of AI while preserving your company's and personal identity, as our speakers share advice on maintaining authenticity and staying true to your core values in the age of AI.

Don't miss this opportunity to embrace AI without compromising who you are!

Discussion Leaders:

PETER HAUG

LTi Technology Solutions

JOE GRAHAM

FIS

STEVEN M. NELSON

TD Equipment Finance, Inc.

DARREN TAUER

Tamarack Technology, Inc.

2:15 – 3:15 pm

Digital Strategies to Enable Your Business & Increase Customer Satisfaction

Location: Grand Ballroom D, 5th Floor

Learn about the prevalent trends existing in the equipment finance space today and strategies and tools available to help your organization adapt quickly. Hear about new ways to mitigate

fraud, facilitate underwriting and financial analysis and ways to increase personalization in a digital world.

Presenters:

JEFF BOOTS

FIS

DANIEL GONZALEZ

Odessa

PETER HAUG

LTi Technology Solutions

BRYAN PARFITT

Northteq

JOURDAN SAEGUSA

Suru Consulting

3:15 – 3:30 pm

Refreshment Break/Exhibits Open

Location: Grand Foyer, 5th Floor

3:30 – 4:00 pm

Comply or Die: Navigating Regulatory Compliance in Equipment Financing

Location: Grand Ballroom D, 5th Floor

The equipment finance industry experienced new challenges in 2022 with the impact of financial disclosures requirements in the states of California and New York. Many of us went through significant operational changes, invested in technology upgrades, and spent hours training our teams on the new requirements. Legislation is now being introduced in more states. Join a diverse panel of experts as we unpack what we know, what we have learned, and where the future may take us in the world of regulatory compliance.

Discussion Leaders:

CHELSEY BARRON

LEAF Commercial Capital Inc.

JEFFREY BILBREY

Leasepath

CHRISTINE EVERSHERD

John Deere Financial

KRISTI WAGLEY RICHARD

McGlinchey Stafford, PLLC

4:00 – 4:15 pm

Get to Know the New Floating Rates: SOFR, BSBY, etc.

Location: Grand Ballroom D, 5th Floor

Now that SOFR has completely replaced LIBR in the list of available floating rate options, have equipment finance companies embraced its use?

In this short session we will outline the true definition and difference SOFR brings to servicing contracts including

documentation nuances, system do's and don'ts as well as how SOFR has changed the way potentially constantly fluctuating receivables are being handled.

Discussion Leaders:

SHARI SCHMIDT

Huntington Equipment Finance

4:15 – 4:45 pm

Exhibitor Lightning Round #3

Location: Grand Ballroom D, 5th Floor

Join us for more fun-filled vendor presentations! Prepare to be entertained by this fun and informal lightning round giving our exhibitors a short presentation window to convince you why you should work with them! This is a highly efficient way for you to shop exhibitors and determine the vendors you want to further conversations with. You won't want to miss this!

Facilitators:

Discussion Leaders:

JENA MORGAN

360 Equipment Finance, LLC

ANDREW COTTER

Somerset Capital Group, Ltd.

5:00 – 6:30 pm

Hosted Reception/ Exhibits Open

Location: Grand Foyer, 5th Floor

Join your fellow conference attendees for an evening reception. This is a great time to mingle and chat with the fantastic exhibitors attending the conference!



WEDNESDAY, SEPTEMBER 13

7:00 - 8:00 am

Continental Breakfast/ Exhibits Open

Location: Grand Foyer, 5th Floor

Be sure to take some time to visit with our fantastic exhibitors. Booths will be closing at 9:30am.

8:00 - 9:15 am

As a Service / Service Contracts

(Joint Session)

Location: Grand Ballroom C, 5th Floor

This session will cover the intricacies of evaluating "As-a-Service" arrangements and their potential to include embedded lease components. "As-a-Service" models have revolutionized various industries, offering flexible and scalable solutions. However, these arrangements may contain embedded lease components that require careful evaluation in order to arrive at the accurate financial impact and assessment.

Join us as we unravel the complexities of embedded lease impacts in "As-a-Service" arrangements. We will discuss how these

contracts combine both service and lease components, making it crucial to understand their implications from an accounting and financial perspective.

Through practical examples and an interactive discussion, you will gain a comprehensive understanding of the evaluation process and how to apply lease accounting standards effectively in "As-a-Service".

Discussion Leaders:

CHELSEY BARRON

LEAF Commercial Capital Inc.

MIKE DONNARY

Capgemini America, Inc.

JEFFREY LEZINSKI

Odessa

TIM KOLBER

Deloitte

SCOTT MUIR

KPMG LLP

STEVEN PINAMONTI

IBM Global Financing

9:15 – 9:30 am

Refreshment Break/Exhibits Open

Location: Grand Foyer, 5th Floor

The exhibitors will be closing after this break, so make sure you have those last conversations and make connections.

9:30 – 10:15 am

Re-inventing Communications Through Digitization

Location: Grand Ballroom D, 5th Floor

Personalize customer touchpoints to drive lender intended actions during the contract lifecycle - beyond the limitations of physical paper.

Speakers:

RICHARD BISHOP

Precisely

JOE GRAHAM

FIS

Discussion Leaders:

RON MEYER

Linedata Lending and Leasing

DARREN TAUER

Tamarack Technology, Inc.

SARAH TEZUKA

Solifi

10:15 - 11:15 am

The Revolution Continues: Moving from Talk to Action on Diversity, Equity, and Inclusion in Equipment Financing

Location: Grand Ballroom D, 5th Floor

Are you struggling to implement effective diversity, equity, and inclusion strategies in your organization? Join us for an engaging round table discussion with peers from companies of all sizes in the equipment financing industry. Learn from experts who have successfully implemented diversity initiatives and share insights with peers who are facing similar challenges. Discover practical tips and strategies for overcoming common obstacles and creating a truly equitable workplace, regardless of company size. Engage in meaningful dialogue and leave with actionable takeaways that can be applied to your organization. Join us and be part of the revolution towards a more inclusive industry!

Discussion Leaders:

TAWNYA STONE, CLFP

GreatAmerica Financial Services

Chair, ELFA Operations and Technology Committee

MICHAEL BAEZ

Leasepath

SCOTT THACKER

Ivory Consulting Corporation

11:15 am – 11:30 am

Lessons Learned / Take-a-ways / Wrap-up

Location: Grand Ballroom D, 5th Floor

Stay for a great wrap-up with Operations and Technology Committee Chair, Tawnya Stone. This will be a great end to a fantastic few days of learning and growing. Write down those take-a-ways, so you can go back to your office with tangible changes!

Discussion Leader:

TAWNYA STONE, CLFP

Chair, ELFA Operations and Technology Committee

Registration and General Information

Please register as far in advance as possible.

Register by **Monday, August 21, 2023** to ensure that your name appears on the list of attendees. Please note: you must register for this conference via the ELFA website—www.elfaonline.org/events/2023/OT.

Registration fees:

ELFA Member (1st Person):	\$1,355
Each additional ELFA Member representative:	\$1,305
Nonmembers:	\$2,715
*First time attendee:	\$1,160
Spouse/Companion Fee:	\$200
Operations & Technology Committee Members:	\$625
Speakers (attending entire conference):	\$625

**See speaker/committee registration and policy under "Registration and General Information" for fee clarification.*

*First Time Attendee Fee

The First Time Attendee fee only applies to individuals from ELFA Member companies. If you have never attended the Operations & Technology and at least ONE other person from your company is registered, you may register at the first time attendee fee of \$1,160.

Speaker/Committee Registration Fee and Fee Policy

All speakers and Operations & Technology Planning Committee members must complete and return the registration form. Speakers attending the entire conference pay half the registration fee (in this case \$610). 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 (\$610). To register for your session only or if you have questions regarding these policies, please contact Emily Winkler at (202) 238-3415 or ewinkler@elfaonline.org.

Spouse/Companion Fee

A spouse/companion attending any portion of the social functions must be registered and must pay the spouse/companion fee (\$200). Please mark the appropriate box on the registration form. If your spouse/companion is employed in the equipment leasing and finance industry and wishes to attend any portion of the conference content and/or social functions, the full attendee (ELFA member) registration fee is due.

Mail-In Address

Mail completed registration form and payments to: ELFA, Attn: Accounts Receivable 1625 Eye Street, NW, Suite 850, Washington, DC 20006.

Register On-Line

Visit ELFA online at www.elfaonline.org for information about this and other educational programs. Go to the Events & Training section for details on the agenda, speakers, location and registration information. You can register directly on-line via American Express, MasterCard, Discover, Diners Club or VISA on our secure server. Or select "Bill Me" for check payments. Online registrations will receive a confirmation email from the website.

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

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

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 fees will be given for cancellations received on or after **Monday, August 21, 2023.**

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
- 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.

Photographs Taken at the Conference – Please Note the Following

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 conference.

In addition, 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.

The Operations and Technology Conference is Paperless!

Attendees to this conference receive free access to all electronic materials via the ELFA Conference Resource Center (CRC) and the ELFA Engage Mobile App. Access handouts and the attendee roster before and after the conference through the CRC. The mobile app will provide access to handouts, hotel maps, exhibitor profiles, the attendee roster and much more, while you are attending the conference!

Membership Information

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

Exhibitor Opportunities

An exhibition is held in conjunction with the Operations & Technology and Lease and Finance Accountants Conference. Visit the ELFA website to obtain additional details about exhibiting at these events www.elfaonline.org/Events/Exhibit/ or contact **Steve Wafalosky** at steve@cvmpmedia.com or (440) 247-1060.

Sponsorship Opportunities

Sponsoring events and functions at ELFA meetings provides excellent exposure for your company. Visit the ELFA website to obtain additional details about sponsoring at these events www.elfaonline.org/Events/Sponsor/ or contact **Steve Wafalosky** at steve@cvmpmedia.com or (440) 247-1060.

(All pricing includes access to both conferences: Operations & Technology + Lease & Finance Accountants)

Online Attendee Handouts	\$4,000
Conference Mobile App	\$4,000
Conference Bags (eco-friendly)	\$4,000
Lanyard with Company Logo	\$4,000
Wi-Fi	\$4,000
Hotel Card Keys with Logo	\$4,000

Networking Events

Newcomers Reception (Monday)	\$2,000
Reception (Monday or Tuesday)	\$3,000
Luncheon (Tuesday)	\$2,500
General Breakfast (Monday or Tuesday)	\$2,000

Hotel Information

A block of rooms is being held for attendees of the 2023 Operations and Technology Conference & Exhibition at the **Sheraton New Orleans Hotel**, 500 Canal St., New Orleans, LA 70130 at a discounted rate of \$229 +tax. Check in time is 4:00 pm and check-out time is 12:00 noon. Please call Reservations at 1 (855) 516-1090 or use the web link below before **August 21, 2023**. Reservations made after **August 21, 2023** are based on availability and maybe at a higher rate.

Make Hotel Reservations Online!

We strongly encourage you to make your hotel reservations online. Please go to this link to register online: https://book.passkey.com/event/50337949/owner/111/home?utm_campaign=289531776

Make your hotel reservations by August 21, 2023 to receive the discounted ELFA room rate.

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

Getting There

The Sheraton New Orleans is about 13 miles from the Louis Armstrong New Orleans International Airport (MSY). Approximate cost from the airport to the Sheraton New Orleans is approximately \$36.00 one-way with a Taxi and \$24.00 one-way via airport shuttle.

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

Parking

Limited self-parking is available at the hotel for \$35.00 per day as a hotel guest and valet parking is available for \$48.00 per day.

Inquiries

If you have a question about this conference not related to registration, please call contact Heather Staverman at hstaverman@elfaonline.org.

Email for registration inquiries:

jfianko@elfaonline.org

(Note: no registrations can be made by telephone)

CPE Credits

ELFA is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credits. Complaints regarding registered sponsors may be addressed to the National Registry of CPE Sponsors, 150 Fourth Avenue North, Nashville, TN 37219-2417 or (615) 880-4200. Website: www.nasba.org. Individuals will receive 11 Management credit hours for attending the Operations & Technology Conference and Exhibition.

For further information, go to ELFA's website: www.elfaonline.org/events/continuing-education-credits or contact Janet Fianko at (202) 238-3420 or jfianko@elfaonline.org.

Attire

Business casual is appropriate for this meeting.