

# EQUIPMENT MANAGEMENT

Conference & Exhibition

FEBRUARY 23-25, 2025 • JW MARRIOTT LAS VEGAS RESORT & SPA • LAS VEGAS, NV



## Exhibitor & Sponsorship Prospectus

*SERVING EQUIPMENT MANAGEMENT PROFESSIONALS FOR OVER A QUARTER OF A CENTURY*

# ELFA

EQUIPMENT LEASING AND FINANCE ASSOCIATION

# Investing *FORWARD.*

**Reserve your booth today!**

The Equipment Management Conference and Exhibition continues to be the “must attend” event for anyone involved in equipment management. INVEST in your personal growth and move your company FORWARD at the 2025 ELFA Equipment Management Conference and Exhibition, February 23-25, 2025, in Las Vegas, Nevada.

Attendees consider the exhibit hall one of the major reasons to attend this conference. Don't miss this opportunity to acquaint equipment management professionals from across the industry with your latest services, technologies and tools. The agenda includes off-site equipment tours at actual worksite locations, multiple breakout sessions evaluating the current marketing conditions and multiple networking opportunities for all attendees.



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

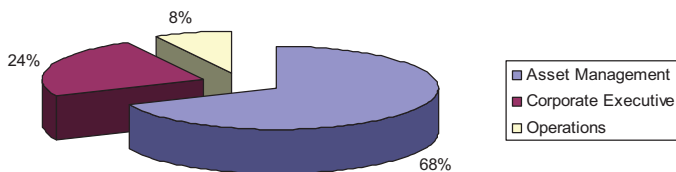
## Who Attends?

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

## Attendance/Membership Profile

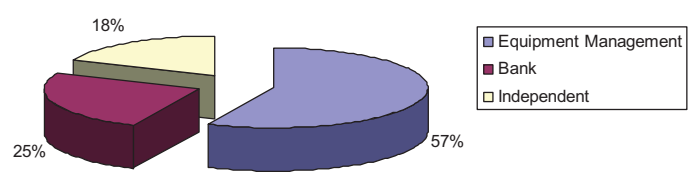
### Top 3 Position Types of Attendees:

1. Asset Management
2. Corporate Executive
3. Operations



### Top 3 Company Types of Attendees:

1. Equipment Management
2. Bank
3. Independent



## Why Exhibit at the ELFA Equipment Management Conference?

- Reach your target audience easily and directly! When you exhibit at the ELFA Equipment Management Conference, you are able to connect personally with existing and new customers in one convenient location.
- Build relationships with key decision-makers. Not only will you meet with Asset Managers and Corporate Executives, but also the Operations side who greatly influence decisions and have a keen awareness of the needs for their business.
- Strengthen your brand awareness! When else will you have such a concentrated, cost-effective opportunity to reach your target market and share your business. The ELFA Equipment Management Conference continues to be the “must attend” event for anyone involved in equipment management. This is where YOU need to be!
- Chances are your competition participates. To see which companies participated in last year's exhibit, see pages 3 & 4 of this brochure. And to see who has already contracted for this year, visit the conference website at [www.elfaonline.org/events/2025/EMC](http://www.elfaonline.org/events/2025/EMC).

**315**  
**TOTAL 2024 CONFERENCE**  
**ATTENDANCE**

**167**  
**COMPANIES REPRESENTED**

**165+**  
**ASSET MANAGERS**

**80+**  
**CORPORATE EXECUTIVES**

## What is included in your booth package?

### Booth Pricing:

- Cost per 10'x 10' space
- Member: \$3,500
  - Nonmember: \$4,500

### Booth package includes:

Rental of a 10' by 10' booth space, standard 8' draped back wall and 3' draped side rails, 2 complimentary registrations per 10'x10' booth (includes access to sessions, off-site tours, all food functions and the closing reception), ballroom is carpeted, hall security, general cleaning of hall aisles, booth identification sign, one 6' skirted table, 2 chairs and 1 wastebasket.

Electricity and additional furnishings are NOT included in the booth price and will require separate fees. The exhibitor kit with order forms will be provided to you once ELFA has received your completed contract, registration form and payment.

### Networking & Marketing Extras:

- Food and beverage breaks in the exhibit hall
- Complimentary listing on the ELFA conference website
- One complimentary list of pre- and postconference attendees
- Opportunity to promote your services and products using ELFA's Social Media tools
- Complimentary listing in the ELFA mobile app
- Receptions in the exhibit hall

### Assignment of space:

Booths will be assigned on a first-come, first-served basis upon receipt of contract and payment.

## 2024 Attending Companies

1st Source Bank  
 ACI Aviation Consulting  
 Action Machinery Consulting LLC  
 Alliance Funding Group  
 Altec Capital Services, LLC  
 Amur Equipment Finance  
 Ansley Park Capital  
 AP Equipment Financing  
 Apple Bank for Savings  
 APTO Solutions  
 ARCOA Group  
 ARG Industrial, LLC  
 Aspen Field Services  
 Asset Compliant Solutions (ACS)  
 ATEL Capital Group  
 Atlantic Union Equipment Finance  
 Atlantic Utility Trailer Sales, Inc.  
 Auxilior Capital Partners, Inc.  
 Banc of California Corporate Asset Finance  
 Bank of America Global Leasing  
 bidadoo Inc.  
 Bigfoot Forklift LLC  
 BigIron Auctions  
 BMO  
 BMO Commercial Bank  
 BMO Harris Bank  
 BMO Transportation Finance  
 Bridge Funding Group, Inc.  
 Capteris  
 CIBC  
 ClickLease LLC  
 CNB Computers Inc.  
 Cohn & Dussi, LLC  
 Comerford & Orlando Forklifts  
 Commerce Bank  
 Commercial Equipment Finance, Inc.  
 Commerz Real Mobilienleasing GmbH  
 Computer Wholesalers Inc.  
 Corcentric, LLC  
 Crossroads Equipment Lease & Finance LLC  
 Customers Commercial Finance, LLC  
 Dakota Financial, LLC  
 Dedicated Financial GBC  
 Deutsche Leasing USA, Inc.  
 Dext Capital  
 Direct Forklift and Equipment  
 DJ Braun Equipment  
 DLL  
 ELFA  
 ENGEN CAPITAL  
 Enlivened Tech  
 Equipment Leasing and Finance Association  
 Equipment Placement Services, Inc.  
 EverBank  
 F.N.B. Equipment Finance  
 Falcon Equipment Finance  
 Farm Credit Leasing  
 Fifth Third Bank, National Association  
 Financial Pacific Leasing, Inc.,  
     an Umpqua Bank Company  
 First Citizens Bank Capital Equipment Finance  
 First Citizens Bank Equipment Finance  
 First Commonwealth Equipment Finance  
 First Financial Equipment Leasing  
 First Horizon Equipment Finance,  
     a division of First Horizon Bank  
 First National Capital Corporation  
 Flagstar Financial & Leasing, LLC  
 FLD Inc.  
 Forklift Exchange Inc.  
 Global Equipment Management Services, LLC  
 Global Financial & Leasing Services, LLC  
 Global Inventory Management  
 Gordon Brothers Equipment Finance  
 Great American Insurance Group,  
     Specialty Equipment  
 Great Lakes Advisors,  
     a Wintrust Wealth Management Company  
 Great Lakes Asset Solutions  
 GreatAmerica Financial Services  
 Green Truck General Partner, LLC  
     (dba Green Truck Financial)  
 Hancock Whitney Equipment Finance, LLC  
 Harbor Capital Leasing, Inc.  
 Harry Davis and Company  
 HealthCare Appraisers, Inc.  
 Highland Capital Corporation  
 Hines Furlong Line, Inc.  
 HOB International, Inc.  
 Holck Appraisal Co LLC  
 Housby Online Sales  
 Huntington Equipment Finance  
 Huntington Technology Finance  
 InPlace Auction  
 Insight Investments, LLC  
 Irontrax  
 JB&B Capital, LLC  
 JJ Kane Auctions  
 Karatzas Marine Advisors & Co  
 Key Equipment Finance  
 KLC Financial LLC  
 LEAF Commercial Capital Inc.  
 Lee Financial Services  
 Lonestar Forklift  
 M&T Bank Corporation  
 M&T Capital and Leasing Corp.  
 MachineryMax, Inc.  
 Macquarie Specialized and Asset Finance  
 Manitowoc Cranes, Inc.  
 Maritime Partners LLC  
 Marshall & Stevens, Incorporated  
 Marubeni America Corporation  
 Maynards Capital LP  
 Midland Equipment Finance  
 Mitsubishi HC Capital America, Inc.  
 Mobilease, Inc.  
 MXR Imaging  
 Nassau Asset Management  
 Nations Capital Inc  
 Nations Capital, Inc.  
 Nationwide Equipment Co., LLC  
 NEC Financial Services, LLC  
 North American Marine Consultants, LLC  
 North Mill Equipment Finance  
 Northland Capital Equipment Finance  
 Orion First Financial, LLC  
 PassTime GPS Solutions  
 Pathward Commercial Finance  
 PEAC Solutions  
 Peapack Capital Corporation  
 Pinnacle Financial Partners, Inc.  
 PlanITROI, Inc  
 PNC Equipment Finance  
 PNC Vendor Finance  
 Port of New Orleans  
 Prestige Equipment Corporation  
 Purple Wave Auction  
 Regents Capital Corporation  
 Remarketplace LLC  
 Revelation Machinery LLC  
 Ritchie Bros.  
 Ross International  
 Rouse Services LLC  
 RTR Services, Inc.  
 Russell Equipment Company  
 RVI Group  
 Sandhills Global  
 SCJ Commercial Financial Services  
 Sencer Appraisal Associates, Inc.  
 SLR Equipment Finance  
 SMBC Leasing And Finance, Inc.  
 Stonebriar Commercial Finance  
 Strategic Asset Management  
 Summit Funding Group,  
     A First Financial Bank Company  
 Tadano America Corporation  
 Taylor & Martin Auctioneers and Appraisals  
 TD Equipment Finance, Inc.  
 The Alta Group LLC  
 Toyota Industries Commercial Finance, Inc.  
 Trans Lease, Inc.  
 Truist Equipment Finance Corp.  
 US Bancorp Business Equipment Finance  
 Utica Leaseco/Utica Equipment Finance  
 Vista Consulting Group, Inc.  
 Wallwork Financial  
 Webster Capital Finance, Inc.  
 Wells Fargo Equipment Finance  
 Western Equipment Finance  
 Wiese USA  
 Wintrust Commercial Finance  
 Yoder and Frey Auctioneers  
 Zadoo



## General Information



### VENUE

**JW Marriott Las Vegas Resort & Spa**  
221 N Rampart Blvd, Las Vegas, NV 89145

**GES** is the official decor company for this exhibition. Once your booth is **paid in full**, you will receive the Exhibitor Kit with further details, shipping and booth arrangements.

### DEADLINES

- ASAP**  
Contract, Registration Form and Payment for Booth Due
- January 28**  
Company Description & Logo Due
- January 28**  
Hotel Cut Off – Reserve Hotel Rooms online or by phone
- January 31**  
Last Day to Cancel Your Exhibit Booth with 50% Refund.

### EXHIBITOR CHECK-IN

**Sunday, February 23** 12:30 – 5:00 pm

### EXHIBITOR MOVE-IN

Exhibitors agree to install their booths within the time frame established by ELFA.

**Sunday, February 23** 12:30 – 4:00 pm

### EXHIBITION DATES & HOURS

#### Sunday, February 23

Set-up 12:30 – 4:00 pm  
Opening Reception 5:00 – 7:00 pm

#### Monday, February 24

Breakfast 7:30 – 8:30 am  
Lunch 11:45 am  
Hosted Reception 5:30 – 7:00 pm

#### Tuesday, February 25

Breakfast 8:00 – 8:45 am  
Tear-down 10:15 am

### EXHIBITOR MOVE-OUT

Dismantling exhibits includes packing equipment, literature, display materials, graphics, giveaways or in any way altering the appearance of an exhibit.

**Tuesday, February 25** 10:15 am – 12:00 Noon

### Hotel Information

A special conference rate of \$229 plus tax and a \$40 resort fee per night is offered to attendees. The discounted room rate is available until EITHER the room block sells out OR the discounted rate expires on January 28, 2025. Check in time is 4:00 pm and check-out time is 11:00 am.

### Hotel Reservations

We strongly encourage you to make your hotel reservations as early as possible. Please use this link to make your hotel reservations: <https://book.passkey.com/e/50801719>.

REMEMBER – The discounted room rate is available until EITHER the room block sells out OR the discounted rate expires on January 28, 2025. Reservations made after this date are based on hotel availability and may be at a higher rate.

## Registration and General Information

Please complete and return this registration form to:

Mailing Address:

Attn: Equipment Leasing and Finance Association  
Accounts Receivable  
1625 Eye Street, NW, Suite 850  
Washington, DC 20006-1203

Attn: Steve Wafalosky

Email Address: [stevev@cvmppmedia.com](mailto:stevev@cvmppmedia.com)

Make all payments to:

**Equipment Leasing and Finance Association**

### Booth fees:

**Member:** \$3,500 per 10' x 10' booth

**Nonmember:** \$4,500 per 10' x 10' booth

### Please note:

- Booth location is assigned on a first-come, first-served basis.
- Each exhibitor is limited to maximum of two booths.

### Registration fees:

Complimentary Registration #1:	\$0 with booth
Complimentary Registration #2:	\$0 with booth
Additional Exhibitor:	\$1,160
ELFA Member (1st person):	\$1,290
Each additional ELFA member representative:	\$1,160
First time attendee from ELFA member company:	\$1,095
Non-Member:	\$2,580
Spouse/companion fee:	\$270
Golf:	\$300
Committee Member:	\$650
Speaker Fee – attending entire conference:	\$650
Speaker Fee – attending day of presentation only:	\$0

### Speaker/Committee Registration Policy

All speakers and committee members must complete and return the registration form, or register online. Speakers attending the entire conference pay half the registration fee (this case \$650). 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 (\$650). Please make sure you check the appropriate box on the registration form. If you have questions regarding these policies, contact Heather Staverman at (202) 238-3420, [hstaverman@elfaonline.org](mailto:hstaverman@elfaonline.org).

### Spouse/Companion Fee

A spouse/companion attending any portion of the conference or social functions must be registered and must pay the spouse/ companion fee (\$270). Please mark the appropriate box on the registration form. If your spouse/companion is employed in leasing and wishes to attend any portion of the conference, the full attendee (member/nonmember) registration fee is due.

### 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., it 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 the ELFA within 60 days.

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

### Get Credit Towards Your ASA Re-Accreditation

Attendees of the Equipment Management Conference may obtain credit toward their American Society of Appraisers (ASA) re-accreditation requirements.

### Golf

#### Sunday, February 23, 2025

There will be a golf tournament at the TPC Las Vegas course on Sunday, February 23, 2025, beginning at 8:00 am (shotgun start). Included in the \$300 fee is a continental breakfast, greens fees, cart and taxes. If you are interested in playing in the golf tournament, please check the appropriate box on the registration form and include your \$300 tournament fee. No refunds for golf cancellations will be made after Tuesday, February 4, 2025.

Golf club rental is available. You will be contacted prior to the event, by an ELFA staff person regarding club rentals. All rentals are paid by the user and not covered in your tournament fee. To put together or join a foursome, visit the online registration page at [www.elfaonline.org/events/2025/EMC/Golfpairings.cfm](http://www.elfaonline.org/events/2025/EMC/Golfpairings.cfm).

## On-Site Tours

**Monday, February 24, 2025 • 12:45-4:30pm**

This is a unique opportunity to visit with the experts and experience the equipment in a real-world setting. The following tour has been planned:

\* Ritchie Bros. Auction Site Tour (Unlimited attendees)

Complete descriptions of each tour can be found on the conference website at [www.elfaonline.org/events/2025/EMC/](http://www.elfaonline.org/events/2025/EMC/). A box lunch will be provided before the tour.

Important Information about the On-Site Tour: Please wear comfortable clothing and footwear, you will be walking outside. Pre-registration is mandatory. Registration is required by Monday, February 10, 2025. No additional fee is required. Be sure to check the box of the tour you wish to attend on the attached registration form.

## Closing Reception

**Tuesday, February 25, 4:45 - 6:30 pm**

Pre-registration required. Event is included in Attendee and Spouse/ Companion registration options. For additional guests, please contact Janet Fianko at [jfianko@elfaonline.org](mailto:jfianko@elfaonline.org).



## 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 Equipment Management Conference and Exhibition.

### 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 please contact Janet Fianko at [jfianko@elfaonline.org](mailto:jfianko@elfaonline.org).

## ELFA CODE OF CONDUCT

Thank you for choosing to enhance your professional development by attending this ELFA conference. One of our goals is to ensure that we promote a safe and productive environment for all conference attendees.

We invite you to help us make each ELFA-sponsored conference and live event a place that is welcoming and respectful to all participants, regardless of 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, 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 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](mailto:lramirez@elfaonline.org). You may also report violations by calling call +1 202-238-3414. Thank you for your help in keeping this and all ELFA events professional, welcoming, and respectful to all.



## 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 or exhibit fees will be given for cancellations received after Friday, January 31, 2025..
- **No golf fee refund** after Friday, February 4, 2025.

*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:

- mailed to Janet Fianko at ELFA Headquarters:  
1625 Eye Street, NW, Suite 850, Washington, DC 20006-1203
- emailed to Janet Fianko at [jfianko@elfaonline.org](mailto:jfianko@elfaonline.org)

### Substitutions

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

## Membership Information

If you are interested in joining ELFA, please call ELFA Member Services at (202) 238-3432, or check the appropriate box on the registration form.

## Inquiries

If you have a question about this conference not related to registration, please call ELFA Professional Development at (202) 238-3400.

Email for registration inquiries:

[jfianko@elfaonline.org](mailto:jfianko@elfaonline.org)

(Note: no registrations can be made by telephone)

Email for conference brochure:

[rjordan@elfaonline.org](mailto:rjordan@elfaonline.org)

## Getting There

The JW Marriott Las Vegas Resort is 16 miles from the **Harry Reid International Airport (LAS)**. Approximate cost from the airport to the Resort is between \$30-\$40 one-way with a Taxi and takes 20-30 minutes depending on traffic.

## Parking

Complimentary on-site self-parking is available for hotel guests in the Rampart Casino garage and parking lot. Valet parking is included in your resort fee for conference attendees under the discounted room block or \$29 per day for non-guests.



## Hotel Information

A block of rooms is being held for attendees of the 2025 Equipment Management Conference and Exhibition at the **JW Marriott Las Vegas Resort**, 221 N Rampart Blvd., Las Vegas, NV – minutes from the Las Vegas Strip and Red Rock Canyon. A special conference rate of \$229 plus tax and a \$40 per night resort fee, is offered to attendees. Check-in time is 4:00 pm and check-out time is 11:00am.

### Resort Fee Includes:

- Guest Room Enhanced High-Speed Internet
- Valet Parking, Two well drinks at any Casino bar
- Access to the fitness center
- Access to Spa Aquae's Relaxation Areas & Fitness Center
- One-hour bike rental
- Access and equipment for the recreational area
- One round at the Angel Park putting course
- \$10 in slot play
- 2 electronic bingo packs

**Hotel Reservations Online:** We strongly encourage you to make your hotel reservations online. Please use this link before January 28, 2025.

<https://book.passkey.com/e/50801719>

The discounted room rate is available until EITHER the room block sells out OR the discounted rate expires on January 28, 2025.



## Exclusive Sponsorship Opportunities

Sponsoring events and functions at ELFA meetings provides excellent exposure for your company. Contact Steve Wafalosky at [steve@cvmpmedia.com](mailto:steve@cvmpmedia.com) or 440-247-1060 if you are interested in becoming a sponsor for the ELFA Equipment Management Conference & Exhibition.

### Extend Your Presence at the Conference

Mobile App.....	\$5,000
Keynote Speaker (Tuesday).....	\$5,000
Online Attendee Handouts.....	\$4,000
Hotel Key Cards.....	\$4,000
Conference bags (eco-friendly).....	\$4,000
Lanyard with company logo.....	\$4,000
WiFi in Meeting Space.....	\$4,000
Coffee Sleeves (with logo).....	\$3,000
Writing Pad.....	\$3,000
Company Pen.....	\$2,000



### Networking Events

#### Breakfasts

Monday Continental Breakfast.....	\$1,500
Tuesday Continental Breakfast.....	\$1,500

#### Lunch

Monday Box Lunch with Company Logo.....	\$3,000
Tuesday.....	\$3,000

#### Receptions

Sunday Opening Reception.....	\$4,000
Closing Reception.....	\$4,000



### Golf Tournament

Individual Holes.....	\$500 each
Longest Drive.....	\$600
Closest to Pin.....	\$600
Continental Breakfast for Golfers.....	\$1,500



### Mobile App Information

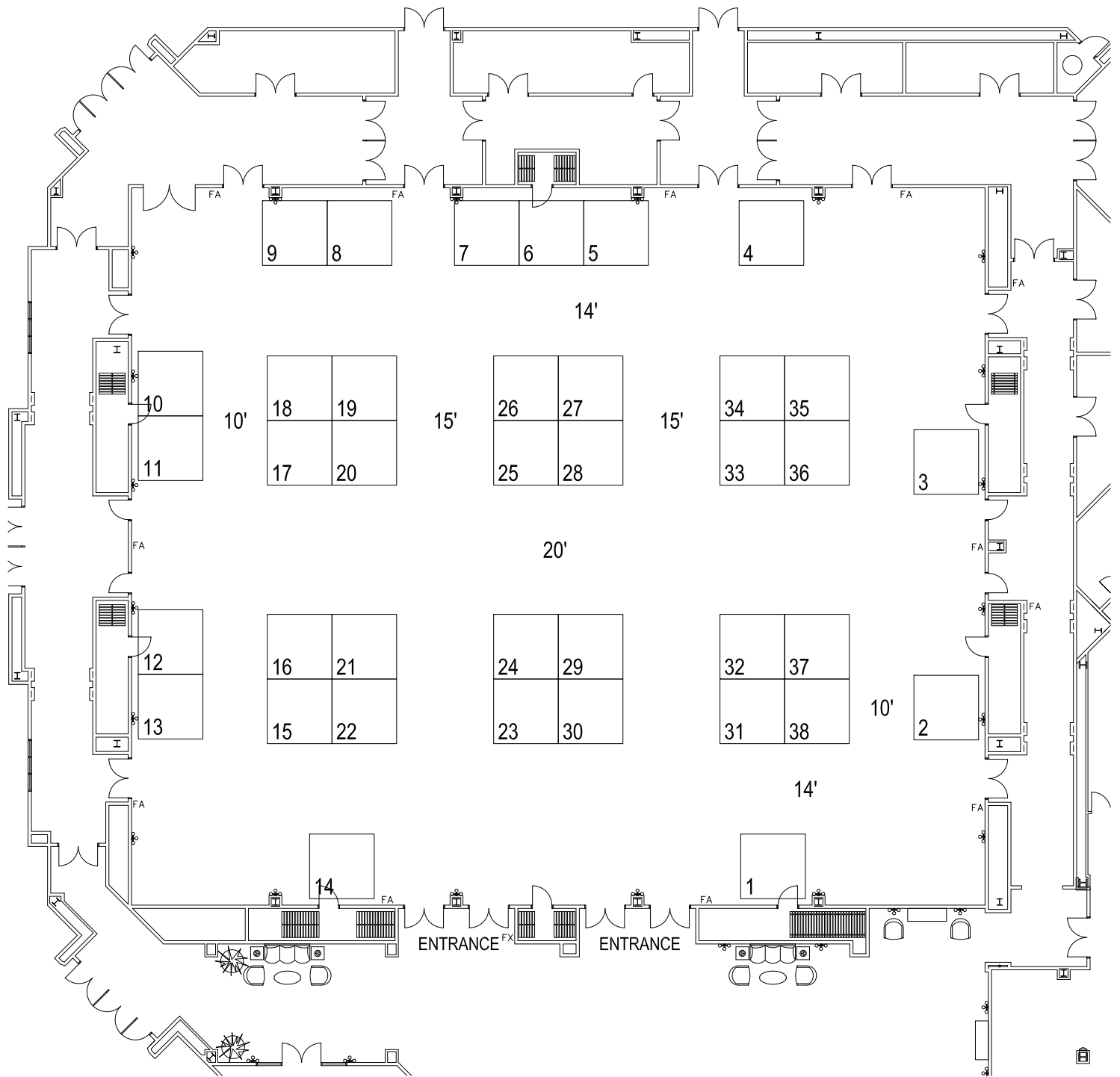
Your on-site experience is going **totally green with the ELFA Events app**. No longer will you have to carry around large packets of information on-site. Now you can access all conference information on your smartphone.

In the ELFA Events app you can find the agenda, list of attendees, speaker bios, exhibitor listings, presentations, sponsors, and also enter real-time session evaluations. Not only will this make it easier for you to stay up to date with the latest information, but ELFA is doing its part to reduce waste and our carbon footprint.

You will receive information on how to download the ELFA Events app one week prior to the conference date.

# Exhibit Floorplan

JW Marriott Las Vegas Resort & Spa • Marquis Ballroom, Salons 1-5



## Important Notes:

- Exact locations of beverage stations, food stations and bars will not be decided until exhibit hall has been set-up onsite.
- The Sunday and Monday evening receptions, Monday lunch, Monday beverage breaks and beverage breaks until 10:15am on Tuesday will be held in the exhibit hall.

# Exhibit Agreement

Exhibiting Company \_\_\_\_\_

Contact Person\* \_\_\_\_\_

Title \_\_\_\_\_

Address \_\_\_\_\_

Address \_\_\_\_\_

Email \_\_\_\_\_ Telephone \_\_\_\_\_

\*This person will serve as point of contact and will receive all follow-up information. If **not attending**, this person will be responsible for forwarding information to the individual(s) who will be attending.

## YES, WE WOULD LIKE TO PARTICIPATE AS A:

- Sponsor
- Member Exhibitor @ \$3500
- Non-member Exhibitor @ \$4500

\$\_\_\_\_\_ each

Sponsorship Preference: \_\_\_\_\_ at \$\_\_\_\_\_

## BOOTH PREFERENCE:

(see floor plan to select booth space)

\_\_\_\_\_ 1st choice

\_\_\_\_\_ 2nd choice

\_\_\_\_\_ 3rd choice

I prefer not to be next to the following companies:  
(ELFA will try to accommodate your request)

\_\_\_\_\_  
\_\_\_\_\_

## Please contact me:

- Yes, I would like information about my company becoming a member of ELFA.

## Instructions for Reserving an Exhibit Booth:

The following pages should be returned to Steve Wafalosky by email at [steve@cvmpmedia.com](mailto:steve@cvmpmedia.com) in order to secure your booth space.

1. Exhibitor Agreement - with booth choices and contact name completed.
2. 1st and 2nd Complimentary Registration Forms - registrant details completed and payment information.
3. Exhibitor Contract signature page

All exhibit booths must be reserved and paid in full by Friday, January 31, 2025.

*An exhibit booth purchase includes up to two registrations from the exhibiting company. Any additional representatives may register at the price listed under registration fees at the ELFA website:*

[www.elfaonline.org/events/2025/EMC/](http://www.elfaonline.org/events/2025/EMC/)



**1st Registrant** (included with booth fee)

Name

Title

Address

City / State / Zip

Telephone Fax

Email

**Spouse/Companion Option**

- Yes, I would like to bring a Spouse/Companion for an additional fee of \$270.

Name

Nickname for badge

E-mail

**Off-Site Tour, Monday, February 24th**

Pre-registration is mandatory. Should a tour become full, a wait list will be maintained on a first come, first served basis. Please check the box of the tour you wish to attend. Do not select more than one tour. For complete details on each tour, please refer to the conference website at [www.elfaonline.org/events/2025/EMC/](http://www.elfaonline.org/events/2025/EMC/).

- Ritchie Bros. Auction Site Tour (Unlimited attendees)

 **Golf**

Yes, I will be participating in the ELFA Golf Tournament on Sunday, February 23, 2025, beginning at 8:00 am (shotgun start). The course is located offsite. I am enclosing \$300 with my registration fee for this purpose. No refunds for golf cancellations will be made after Wednesday, February 4, 2025. To put together or join a foursome, go to: [www.elfaonline.org/events/2025/EMC/Golfpairings.cfm](http://www.elfaonline.org/events/2025/EMC/Golfpairings.cfm).

 **Closing Reception***Pre-registration required***Tuesday, February 25, 5:00 - 6:30pm**

This event is included with your conference registration; however, you must indicate your attendance by checking the box above.

**Help Us Understand What You Want From Your Association!**

To ensure that ELFA focuses its efforts and resources on what you do, please complete the following two sections.

**Section I.**

I am primarily involved in the following market (choose one)

- Small Ticket** – Transactions under \$250,000 either individually or through lines
- Middle Market** – Transactions between \$250,000 and \$5 million either individually or through lines
- Financial Institutions** – Financial services companies (commercial banks, investment banks, multi-line finance companies) engaged in middle market and large ticket sectors
- Captive & Vendor Program** – Vendor and manufacturer support activities either as a third party or captive organization
- Service Provider** – All Associate members of ELFA. Primarily involved in providing legal, accounting, software and systems support, as well as other specialized professional services

**Section II.**

My Primary Job Function and Areas of Interest (Choose no more than three)

- |   |  |
|---|--|
| <input type="checkbox"/> AC – Accounting and Finance (Controller, Treasurer)      | <input type="checkbox"/> LG – Legal  |
| <input type="checkbox"/> AM – Asset Management (Appraiser/ Equipment Remarketing) | <input type="checkbox"/> MK – Marketing (Public Relations/Communications)        |
| <input type="checkbox"/> CE – Business Head or C-level Executive                  | <input type="checkbox"/> OP – Operations (Administrative/ Documentation)         |
| <input type="checkbox"/> CM – Capital Markets (Securitization/ Funding/Investing) | <input type="checkbox"/> PR – Pricing and Underwriting                           |
| <input type="checkbox"/> CO – Collections and Workouts                            | <input type="checkbox"/> RM – Risk Management (Credit/ Insurance)                |
| <input type="checkbox"/> CT – Consulting and Research                             | <input type="checkbox"/> SA – Sales and Business Development (Broker/Municipals) |
| <input type="checkbox"/> GR – Government (State and Federal)                      | <input type="checkbox"/> SN – Syndications                                       |
| <input type="checkbox"/> HR – Human Resources (Recruiting/Training)               | <input type="checkbox"/> TX – Tax  |
| <input type="checkbox"/> IT – Information Technology                              | <input type="checkbox"/> UN – Academic (Student/ Educator)                       |

Any additional representatives may register online at the price listed under registration fees at the ELFA website: [www.elfaonline.org/events/2025/EMC](http://www.elfaonline.org/events/2025/EMC)



**2nd Registrant** (included with booth fee)

Name \_\_\_\_\_

Title \_\_\_\_\_

Address \_\_\_\_\_

City / State / Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

**Spouse/Companion Option**

- Yes, I would like to bring a Spouse/Companion for an additional fee of \$270.

Name \_\_\_\_\_

Nickname for badge \_\_\_\_\_

E-mail \_\_\_\_\_

**Off-Site Tour, Monday, February 24th**

Pre-registration is mandatory. Should a tour become full, a wait list will be maintained on a first come, first served basis. Please check the box of the tour you wish to attend. Do not select more than one tour. For complete details on each tour, please refer to the conference website at [www.elfaonline.org/events/2025/EMC/](http://www.elfaonline.org/events/2025/EMC/).

- Ritchie Bros. Auction Site Tour (Unlimited attendees)

 **Golf**

Yes, I will be participating in the ELFA Golf Tournament on Sunday, February 23, 2025, beginning at 8:00 am (shotgun start). The course is located offsite. I am enclosing \$300 with my registration fee for this purpose. No refunds for golf cancellations will be made after Wednesday, February 4, 2025. To put together or join a foursome, go to: [www.elfaonline.org/events/2025/EMC/Golfpairings.cfm](http://www.elfaonline.org/events/2025/EMC/Golfpairings.cfm).

 **Closing Reception***Pre-registration required***Tuesday, February 25, 5:00 - 6:30pm**

This event is included with your conference registration; however, you must indicate your attendance by checking the box above.

**Help Us Understand What You Want From Your Association!**

To ensure that ELFA focuses its efforts and resources on what you do, please complete the following two sections.

**Section I.**

I am primarily involved in the following market (choose one)

- Small Ticket** – Transactions under \$250,000 either individually or through lines
- Middle Market** – Transactions between \$250,000 and \$5 million either individually or through lines
- Financial Institutions** – Financial services companies (commercial banks, investment banks, multi-line finance companies) engaged in middle market and large ticket sectors
- Captive & Vendor Program** – Vendor and manufacturer support activities either as a third party or captive organization
- Service Provider** – All Associate members of ELFA. Primarily involved in providing legal, accounting, software and systems support, as well as other specialized professional services

**Section II.**

My Primary Job Function and Areas of Interest (Choose no more than three)

- |   |  |
|---|--|
| <input type="checkbox"/> AC – Accounting and Finance (Controller, Treasurer)      | <input type="checkbox"/> LG – Legal  |
| <input type="checkbox"/> AM – Asset Management (Appraiser/ Equipment Remarketing) | <input type="checkbox"/> MK – Marketing (Public Relations/Communications)        |
| <input type="checkbox"/> CE – Business Head or C-level Executive                  | <input type="checkbox"/> OP – Operations (Administrative/ Documentation)         |
| <input type="checkbox"/> CM – Capital Markets (Securitization/ Funding/Investing) | <input type="checkbox"/> PR – Pricing and Underwriting                           |
| <input type="checkbox"/> CO – Collections and Workouts                            | <input type="checkbox"/> RM – Risk Management (Credit/ Insurance)                |
| <input type="checkbox"/> CT – Consulting and Research                             | <input type="checkbox"/> SA – Sales and Business Development (Broker/Municipals) |
| <input type="checkbox"/> GR – Government (State and Federal)                      | <input type="checkbox"/> SN – Syndications                                       |
| <input type="checkbox"/> HR – Human Resources (Recruiting/Training)               | <input type="checkbox"/> TX – Tax  |
| <input type="checkbox"/> IT – Information Technology                              | <input type="checkbox"/> UN – Academic (Student/ Educator)                       |

**Payment**

Please complete and return this registration form and mail with payment to: Equipment Leasing and Finance Association, Attn: Accounts Receivable, 1625 Eye Street, Suite 850, Washington, DC 20006. Email this completed form to Steve Wafalosky at [steve@cvmpmedia.com](mailto:steve@cvmpmedia.com).

- Invoice for Payment (Pay via check, ACH or wire transfer)

**Credit Card:**

- VISA  MasterCard  Amex  Discover  Diners Club

Total Amount to be charged \$ \_\_\_\_\_

Card Number \_\_\_\_\_

Exp. Date \_\_\_\_\_ CVV \_\_\_\_\_

Name & Address as it appears on billing statement (PLEASE PRINT)

\_\_\_\_\_

Signature \_\_\_\_\_

Payment receipt and the exhibitor services kit will be emailed once contract is processed.

# EXHIBITOR CONTRACT

## Codes and Agreements

These Rules and Regulations are a part of the agreement between ELFA and Exhibitor for a Lease to use designated space at the Equipment Management Conference. Exhibitor hereby agrees to be bound by the "Rules and Regulations for Exhibitors." Exhibitor further agrees to adhere to and be bound by (i) all applicable fire, utility, and building codes and regulations; (ii) any rules or regulations of the facility where the Exposition is held; (iii) the terms of all leases and agreements between ELFA and the managers or owners of said facility; and (iv) the terms of any and all leases and agreements between ELFA and any other party relating to the exposition. Exhibitor shall not, nor shall Exhibitor permit others to do anything to the Booth or do anything in the facility, which would cause a difference in conditions from those previously approved by the insurance carriers of ELFA, or the owners or managers of said facility, which will in any way increase premiums payable by any of said parties. Exhibitor will be responsible for and will immediately reimburse ELFA or the facility for any such increase resulting from a violation of this section.

## Space Assignments

ELFA uses its best efforts to locate the booth in one of the locations designated by the Exhibitor on the Space Application and to provide physical separation from competitors from whom Exhibitor has requested such separations. Notwithstanding the above, ELFA reserves the right to change location assignments at any time, as it may in its sole discretion deem necessary.

## Hospitality Suites and Private Parties

Hospitality Suites and private parties shall not be open during regularly scheduled hours of meetings, exhibits or other ELFA functions.

## Equipment

Booth equipment provided by ELFA through the designated Exhibit Company (GES) shall be returned to the Exhibit Company at the end of the term herein, complete and in good condition, normal wear and tear expected. Exhibitor shall have no right, title or interest in such equipment, but only the right to use it under this Lease. Exhibitor shall provide all other equipment at his or her own expense. All draping and decorative materials used by Exhibitor shall be flame proof. All booth equipment shall be in keeping with and consistent with all rules, codes, and regulations referred to under Codes and Agreements above. All demonstrations and displays shall be confined to the Booth.

## Exclusion

ELFA shall have the right to exclude or to require modification of any display or demonstration, which, in its sole discretion, it considers unsuitable to or not in keeping with the character of the Exposition. ELFA shall have the right to prohibit the use of amplifying equipment or music, which, in its sole discretion, it considers objectionable. ELFA shall have the right to demand modification of the appearance of dress of persons or mannequins used in connection with displays or demonstrations.

## Assignment and Sublease

Exhibitor **shall not sublet or share** the whole or part of the Booth or any equipment provided by ELFA, nor shall Exhibitor assign this Lease in whole or in part without written notice to and approval from ELFA. Exhibitor shall not permit representatives of non-Exhibitors to conduct business in its booth. Exhibitor shall not allow any person from another company to utilize the exhibiting company's complimentary exhibition registrations.

## Liability

This Agreement shall not constitute or be considered a partnership, employer-employee relationship, joint venture or agency between ELFA and Exhibitor.

Exhibitor shall assume all liability for loss or damage by reason of its exhibit or presence at the Exhibition. Exhibitor hereby agrees to and shall indemnify, hold harmless and defend ELFA from and against any and all liability, responsibility, loss, damage, cost, or expense of any kind whatsoever (including but not limited to court costs, interest and attorney's fees) which ELFA may incur, suffer, be put to, pay or be required to pay, incident to or arising directly or indirectly from any intentional or negligent act or omission by Exhibitor or any of its employees, servants, or agents.

Exhibitor further agrees that ELFA and its respective agents and employees shall not be responsible in any way for (i) any damage, loss or destruction of any property of Exhibitor or (ii) injury to exhibitor or its representatives, agents, employees, licensees or invitees, except in cases of gross negligence by ELFA.

## Postponement of Exposition

In the event that the Exposition is postponed due to any occurrence not occasioned by the conduct of ELFA or Exhibitor, whether such occurrence be an Act of God or the common enemy or the result of war, terrorism, riot, civil commotion, sovereign conduct, or the act or conduct of any person or persons not party or privy to this Lease, then the performance of the parties under this Agreement shall be excused for such period of time as is reasonably necessary after such occurrence to remedy the effects thereof, and in any event for the duration of such postponement.



**Cancellation of Exposition**

In the event that the Exposition is cancelled for any reason, the obligations of the parties under this Agreement shall be automatically terminated and all rental payments made under this Lease shall be refunded to the Exhibitor, less a pro-rated share of expenses actually incurred by ELFA in connection with the Exposition. Exhibitor shall accept such refund in full settlement of all loss or damage suffered by Exhibitor.

**Handling and Storage**

ELFA and the owners or managers of the facility where the exposition is to be held shall not accept or store display materials or empty crates, and Exhibitor shall make its own arrangements for shipment, delivery, receipt and storage of such materials and empty crates.

**Cancellation of Lease by Exhibitor**

Once Exhibitor pays the fee for this exposition, it is understood that it is non-refundable if cancellation occurs after Friday, January 31, 2025.

**Security**

ELFA shall either provide or arrange for security service throughout the hours of installation, show and dismantling period, and exercise reasonable care for the protection of the exhibitors' materials and display. Exhibitor agrees that the provision of such services constitutes adequate discharge of all obligations of ELFA or the facility to protect the Exhibitor's property within the Exhibition.

**COVID**

Exhibitor acknowledges that COVID-19 has been declared a worldwide pandemic by the World Health Organization, is extremely contagious and is thought to spread mainly through close contact from person-to-person. Show Management cannot guarantee that Exhibitor's personnel and guests will not become infected with COVID-19 at the Event. Exhibitor shall indemnify the Indemnified Parties against all Claims by Exhibitor's personnel and guests arising out of or

related to infection with COVID-19, whether before, during or after attendance at the Event. Show Management may require individuals registered by Exhibitor to acknowledge the risks of COVID-19 infection and waive liability prior to participation at the Event.

**Insurance**

Exhibitor is required to maintain the following insurance policies: (i) Commercial General Liability of not less than \$1,000,000 per occurrence/\$2,000,000 aggregate; (ii) Commercial Automobile Liability (including hired and non-owned) of not less than \$1,000,000 CSL; and (iii) Worker Compensation in accordance with applicable statutory limits. The insurance company or companies providing such insurance must have authority to operate in the jurisdiction where the Exhibition is held and have at least an A VIII A.M. Best rating. Exhibitor is also required to (i) include ELFA, the facility and their respective employees and agents as additional insurers on these policies; (ii) obtain coverage which will apply as primary without regard to contribution from other sources; and (iii) include a waiver of subrogation clause in the policies. Exhibitor shall provide ELFA with a certificate or certificates of insurance as evidence of the above.

**Music**

ELFA has agreements with the two major music-licensing organizations, American Society of Composers, Authors and Publishers (ASCAP) and Broadcast Music, Inc. (BMI). These agreements require the reporting of any music played at exhibits and meetings and the payment of appropriate fees.

Therefore, any exhibitors playing music, either live or recorded, during show hours in the exhibit hall, will be required to reimburse ELFA for any fees payable to ASCAP and/or BMI as set forth in the licensing agreement.

**Acceptance**

Please indicate your acceptance below and return one copy to ELFA.

SIGNATURE

DATE