NETWORK
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COMMUNITY

Marriott Marquis San Diego Marina | Nov 7-9, 2018

CFA's 74th Annual Convention

SPONSORSHIP & EXHIBITION PROSPECTUS 2018

WWW.CFA.COM

WORLD-CLASS SPEAKERS

VENUS WILLIAMS AT THE 72ND ANNUAL

BRAND EXPOSURE TO INDUSTRY LEADERS

TOP KEY-NOTE SPEAKERS

JEB BUSH AT THE 72ND ANNUAL

CFA'S 74TH ANNUAL CONVENTION

NOVEMBER 7 – 9, 2018
MARRIOTT MARQUIS SAN DIEGO MARINA

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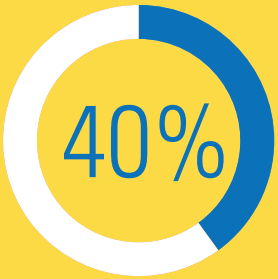
Your sponsorship will put you face-to-face with over 1,000 key decision makers in the ABL industry.

INTEGRATED SOLUTIONS
TARGETED REACH
POWERFUL RESULTS

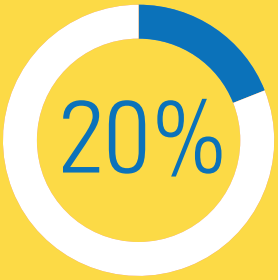
Sponsorship And Exhibit Opportunities Maximize Your Brand Engagement: 2018 CFA convention

If you are looking for an exceptional way to promote your company, reinforce your brand loyalty, increase your visibility and boost your market share, become an official sponsor of the CFA 74THANNUAL CONVENTION SPONSOR. Sponsorships at the CFA Annual Convention are a unique way to make you stand out from the crowd and showcase your brand in front of thousands of attendees with style. With over 1,000 key decision makers in attendance, The Annual has been the Premier Networking Event for the Commercial Finance industry for over 70 years!

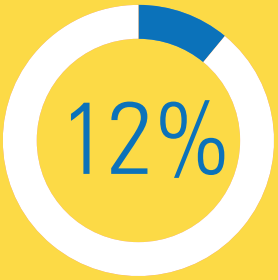
These opportunities will not last— Compliment your company's marketing plan by increasing your visibility as an official CFA 74THANNUAL CONVENTION SPONSOR. Your competitors will be here. Make sure you are too!



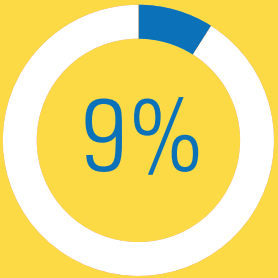
BANK AFFILIATED ABL



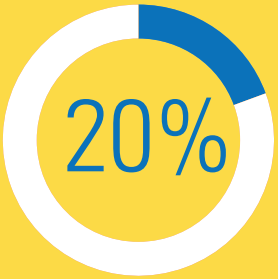
ENTREPRENEURIAL
FINANCE & FACTORING



MIDDLE MARKET ABL



TRADITIONAL FACTORING



OTHER FINANCE, TECHNOLOGY
SOFTWARE AND AFFILIATES

NETWORK
INSIGHTS
COMMUNITY

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CONVENTION PARTNER | INVESTMENT: $50,000
Opening Reception – Exclusive
Keynote Speaker – Exclusive

DIAMOND LEVEL | INVESTMENT: $25,000
Golf Outing - Exclusive
Networking Central – Exclusive
WiFi Sponsor – Exclusive

PLATINUM LEVEL | INVESTMENT: $17,500
Hallway Clings – Exclusive
Night Cap Reception – (2 Co-Sponsors)
Reception In Exhibit Hall – Exclusive
Registration Area Sponsor – Exclusive

TITANIUM PLUS LEVEL | INVESTMENT: $15,000
Exhibit Hall Happy Hour and Live Music – Exclusive
Lunch Libations Thursday – Exclusive
Over-the-Arm Branded Sling – Exclusive
Branded Mini Liquor Bottle Tote Bag Insert – Exlusive
Branded Headphones – Exlusive
Branded Keychain Flashlights – Exlusive
Branded Thermos – Exlusive

TITANIUM LEVEL | INVESTMENT: $13,500
Opening Session Kickoff – Exclusive
Hotel Room Key Cards – Exclusive
Portfolios – Exclusive
Branded Tote Bags- Exclusive
Branded iPhone Cases – Exclusive
Name Badge Lanyards – Exclusive

GOLD LEVEL | INVESTMENT: $10,000
Moleskine Mini Notepads – Exclusive
Branded USB Car Chargers – Exclusive
Pocket Agenda – Exclusive
Branded Airplane Neck Pillows – Exclusive
Branded Golf Balls – Exclusive
Branded Door Hangers ("do not disturb") – Exclusive
Portable Charger– Exclusive
Custom Labeled Water Bottles – Exclusive
Keynote Libations Friday – Exclusive

SILVER LEVEL | INVESTMENT: $7,750
General Session Speaker – Exclusive
Virtual Golf Machine in Exhibit Hall – Exclusive
Coffee Break: Thursday/Friday
Exhibit Hall Guide Ad – Back Cover
Program Book Ad – Back Cover
Reception In Exhibit Hall – Co-Sponsorship (limit 2 – Not available if Exclusive is taken)
Daily Convention Newsletter

BRONZE LEVEL | INVESTMENT: $5,500
Exhibit Hall Guide Ad – Inside Front Cover
Branded Gift Cards
Mobile App Co-Sponsorship (5 available)
Branded Gift Room Drops – Exclusive
2018 Online Convention Resource Center
Mouthwash Stations: Branded Mouthwash cups
Wall Street Journal Room Delivery – 2 days available
Program Book Ad – Inside Front Cover – Exclusive
Program Book Ad – Inside Back Cover - Exclusive
Custom Labeled Pens – Exclusive
Branded Hand Sanitizer – Exclusive
Branded Breath Mints – Exclusive

EXECUTIVE LEVEL | INVESTMENT: $3,500
Tote Bag Inserts
General Session Speaker with Lunch – Co-sponsorship (limit 3 – Not available if Exclusive is taken)
Friday's Breakfast – Co-sponsorship (2 Available)
Branded Gift Cards giveaway ($500.00 Value per card/sponsorship)
Coffee Break – Co-sponsorship (limit 3 per break – Not available if Exclusive is taken)
2018 Online Convention Resource Center – Co-sponsorship (limit 2 – Not available if Exclusive is taken)
Program Book Interior Ad (5 available)
CFA Selfie Wall

WOMEN IN COMMERCIAL FINANCE THURSDAY LUNCH
WICF Gold Level | Investment: $10,000
WICF Silver Level | Investment: $7,750
WICF Bronze Level | Investment: $5,500
WICF Executive Level | Investment: $3,500

CLICK HERE FOR DETAILED PROSPECTUS

CONTACT JAMES KRAVITZ NOW
TEL: (646) 839-6080 | EMAIL: JKRAVITZ@CFA.COM

KEY EXHIBITOR INFORMATION

EXHIBIT HALL HOURS (SUBJECT TO CHANGE):

Wednesday, November 7, 2018:
10:00 a.m. – 2:30 p.m. – Exhibit Hall set-up
2:30 p.m. – 5:30 p.m. – Exhibit Hall open

Thursday, November 8, 2018:
8:45 a.m. – 5:00 p.m. – Exhibit Hall open
(Traffic will be greatest during Networking Break from 9:45 a.m. – 11:15 a.m.)
5:00 p.m. – 6:30 p.m. – Reception in Exhibit Hall

Friday, November 9, 2018:
9:30 a.m. – 11:30 a.m. – Exhibit Hall open
(Prize Drawing at 11:00 a.m.)
11:30 a.m. – 5:00 p.m. – Exhibit Hall tear-down

EXHIBIT BOOTH REGISTRATION $3,495

EXHIBIT BOOTH/ADVERTORIAL $7,795

Advertorial in The Secured Lender

IMPORTANT EXHIBITOR INFORMATION:

Exhibit Equipment: The 10' x 10' exhibit booth includes the following:
1 identification sign 6-foot skirted table 2 chairs
1 wastebasket
The exhibit hall is carpeted

BOOTH ASSIGNMENTS

Booths are assigned on a first-come, first-serve basis and according to your priority points.

EXHIBITOR PRIZES:

Exhibitors have the opportunity to collect business cards for a drawing at their booth. On Friday, November 9, 2018, CFA will hold a prize drawing to raffle off exhibitor items. All prizes are subject to CFA review and approval. Attendees must be present to win.

EXHIBITOR REGISTRATION:

This registration fee includes admission to Exposition and to all Convention social and meal functions, seminars and programs. Employee(s) must be listed under the same corporate name as that of the exhibitor. NOTE: ALL EXHIBIT BOOTH STAFF MUST REGISTER FOR THE CONVENTION. Exhibit booth personnel cannot staff the exhibit booth without a paid full convention registration. Individuals registered at the spouse fee cannot staff the booth.
Exhibitor Setup & Tear Down: TBD

HOW DO I RESERVE AN EXHIBIT BOOTH?

For more information or to reserve an exhibitor booth, contact James Kravitz at (646) 839-6080; jkravitz@cfa.com. In order to reserve your booth, you must submit your contract & payment by September 14, 2018. In order to be included with the Exhibitor Guide that will be distributed with the October issue of The Secured Lender, you must submit form and payment by August 15, 2018.

Please send the completed form with payment to CFA, 370 7th Avenue, Suite 1801, New York, NY, 10001 or fax to 212.564.6053.

EXHIBITOR BENEFITS:

Opportunity to do an educational webinar (CFA must approve topic)

Free listing on CFA's Service Provider Directory for 4 months

A one-time use of the pre-and post-show list of 74th Annual Convention attendees

Exhibit Hall Guide including an exhibit map and company info mailed with the October issue of The Secured Lender and to be handed out at the Convention

Acknowledgment with company description in the 74th Annual Convention Program Book

Acknowledgment in the 74th Annual Convention Program

Acknowledgment on the CFA website

Acknowledgment in November issue of The Secured Lender

Key events to be held in the exhibit hall:
- All refreshment breaks
- Networking Central
- Exhibit Hall Happy Hour
- Thursday Evening Reception

"Exhibitor" ribbons for attendee name badge

SPONSOR & EXHIBITOR FORM

Company (as you would like it to appear in promotional materials)

Contact Name

Contact Nickname

Contact Job Title

Address

City State Zip

Telephone

Email

Company Web Address

□ Please register me; I will also be using the complimentary Convention registration that comes with my sponsorship (if applicable).

It is understood that this application will become a binding contract upon acceptance by CFA, and incorporated into this contract are the attached terms and conditions. **Payment is due 30 days from receipt of signed contract.**

Authorized Signature

Payment Method □ VISA □ MasterCard □ AmEx □ Discover □ Check Enclosed (payable to CFA)

Account # _____ Exp. Date _____ Cardholder's Name _____ Signature _____

TYPE OF ORGANIZATION: (CHECK ONE)
□ Accountant
□ Appraiser/Auctioneer/Liquidator
□ Attorney
□ Broker
□ Community Bank
□ Entrepreneurial Finance & Factoring
□ Field Examination
□ Hedge fund
□ Insurance
□ International ABL & Factoring
□ Middle Market ABL
□ Private Equity Firm
□ Search, Filing & Document Retrieval
□ Software
□ Supply Chain Finance
□ Syndicated ABL/Capital Markets
□ Traditional Factoring
□ Turnaround Management
□ Other: _____

YES, WE WOULD LIKE TO PARTICIPATE IN THE CONVENTION AS A: □ SPONSOR □ EXHIBITOR □ BOTH (SAVE 10% ON TOTAL)

□ **I have read and agree to the 73rd Annual Convention Sponsor & Exhibitor Terms And Conditions**

Please indicate which opportunity you are interested in:

CONVENTION SPONSORSHIPS

Convention Partner Sponsor - $50,000
- □ Opening Reception– Exclusive
- □ Keynote Speaker – Exclusive

Diamond Level Sponsor - $25,000
- □ Golf Outing - Exclusive
- □ Networking Central - Exclusive
- □ WiFi Sponsor - Exclusive

Platinum Level Sponsor - $17,500
- □ Hallway Clings
- □ Reception in the Exhibit Hall
- □ Night Cap Reception
- □ Registration Area
- □ Reception in the Exhibit Hall

Titanium Plus Level Sponsor - $15,000
- □ Exhibit Hall Happy Hour and Live Music – Exclusive
  - □ Wednesday □ Thursday
- □ Lunch Libations Thursday - Exclusive
- □ Branded Mini Liquor Tote Bag Insert
- □ Over-the-Arm Branded Sling
- □ Branded Headphones
- □ Branded Keychain Flashlight
- □ Branded Thermos

Titanium Level Sponsor - $13,500
- □ Opening Session Kickoff – Exclusive
- □ Portfolios- Exclusive
- □ Branded Tote Bags- Exclusive
- □ Hotel Room Key Cards- Exclusive
- □ Name Badge Lanyards- Exclusive
- □ Branded iPhone Case

Gold Level Sponsor - $10,000
- □ Moleskine Mini Notepads - Exclusive
- □ Branded Car Charger
- □ Pocket Agenda - Exclusive
- □ Branded Airplane Neck Pillows
- □ Branded Golf Balls
- □ Branded Door Hangers
- □ Portable Phone Chargers
- □ Custom Labeled Water Bottles
- □ Lunch Libations Friday – Exclusive

Silver Level Sponsor - $7,750
- □ General Session Speaker □ Friday
- □ Coffee Break □ Thursday □ Friday
- □ Exhibit Hall Guide Ad - Back Cover
- □ Program Book Ad - Back Cover
- □ Virtual Golf Machine in Exhibit Hall – Exclusive
- □ Reception in Exhibit Hall – Co-Sponsorship
- □ Daily Convention Newsletter
- □ Mobile Charging Station

Bronze Level Sponsor - $5,500
- □ Exhibit Hall Guide Ad - Inside Front Cover
- □ Mobile App Co-Sponsorship (5 available)
- □ 2018 Online Convention Resource Center
- □ Branded Gift Cards
- □ Branded Gift in Room Drop
- □ Mouthwash Stations
- □ 2016 Online Convention Resource Center
- □ Wall Street Journal Room Delivery
  - □ Thursday □ Friday
- □ Program Book Ad – Inside Front Cover
- □ Program Book Ad - Inside Back Cover
- □ Custom Labeled Pens
- □ Branded Hand Sanitizer
- □ Branded Breath Mints

Executive Sponsor - $3,500
- □ Tote Bag Insert (1 Available)
- □ General Session Speaker w/Lunch – Co-sponsorship
- □ Friday's Breakfast (Co-sponsor)
- □ Coffee Break (Co-sponsor)
  - □ Thursday □ Friday
- □ 2019 Online Convention Resource Center (Co- sponsor)
- □ Program Book Ad - Interior Ad (5 available)
- □ CFA Selfie Wall

WICF Thursday Lunch
- □ WICF Gold Level - $10,000
- □ WICF Silver Level - $7,750
- □ WICF Bronze Level - $5,500
- □ WICF Executive Level - $3,500

EXHIBIT BOOTH REGISTRATION

EXHIBIT BOOTH REGISTRATION
EACH EXHIBITOR BOOTH IS 10' X 10' : $3,495
OF BOOTHS: _____

□ EXHIBIT BOOTH/ADVERTORIAL OPTION IN *THE SECURED LENDER* $7,795

PLEASE INDICATE YOUR LOCATION PREFERENCE FOR A BOOTH ASSIGNMENT:
1ST CHOICE: _____
2ND CHOICE: _____
3RD CHOICE: _____
4TH CHOICE: _____

PLEASE NUMBER IN ORDER OF IMPORTANCE:
___ LOCATION
___ NEAR REFRESHMENTS
___ NEAR ENTRANCE
___ CORNER (REGARDLESS OF LOCATION)

ASSIGNMENT OF SPACE IS MADE IN ACCORDANCE WITH CFA'S PRIORITY POINT SYSTEM, SPONSORSHIP LEVEL, AND ON A FIRST-COME, FIRST-SERVE BASIS.

CFA'S 74TH ANNUAL CONVENTION SPONSORSHIP & EXHIBITOR TERMS AND CONDITIONS

ACCEPTANCE OF APPLICATION: An application for sponsorship and/or the use of an exhibitor booth at the Commercial Finance Association's 74th Annual Convention ("Convention") will not be binding on the Commercial Finance Association ("CFA") until accepted in writing by either the Chief Executive Officer or the Director of Events of CFA, where upon it will be a binding contract (hereafter referred to as a "Sponsorship and/or Exhibitor Agreement") between the CFA and the applicant(hereinafter referred to as the "Sponsor" and/or "Exhibitor"). Applications may be accepted or rejected by CFA in its sole and absolute discretion; however, applications from acceptable applicants for particular functions or promotional opportunities including but not limited to exhibitor booth space will be accepted on a first come, first serve basis. CFA will use its best efforts to honor an applicant's first, second or third choice preferences for functions, promotional opportunities and exhibitor booth space and if it is unable to do so will contact the applicant prior to acceptance of the application to determine another mutually acceptable choice, if any. All promotional and/or media materials to be distributed by any Sponsor or Exhibitor at the Convention, whether in print, video or electronic form, shall have the prior approval of an authorized representative of CFA and CFA reserves the right to prohibit the distribution of any promotional and/or media materials, whether in print, video or electronic form, at the Convention which materials do not have the prior approval of CFA.

GROUP FUNCTIONS: Sponsors and/or Exhibitors agree not to sponsor or conduct any group function that will be in conflict with any scheduled activity of the Event.

CO-SPONSORSHIP: An organization that chooses to co-sponsor an event will not have the right to refuse another firm's bid to co-sponsor the same event.

SPONSOR / EXHIBITOR GIVEAWAYS AND MARKETING MATERIAL: All giveaways and marketing material is subject to review and approval by CFA. Exhibitor giveaways and marketing material can only be distributed from inside your assigned exhibit booth during assigned exhibit hours.

LICENSES: As a condition to the sponsorship and/or exhibitor booth, a Sponsor and/or Exhibitor will be deemed to have granted CFA the right to use the Sponsor and/or Exhibitor's name and logo in connection with the promotion and production of the Event. A Sponsor and/or Exhibitor may use the Event name before and during the Event solely to promote its participation in the Event and solely in compliance with such guidelines as are provided by CFA from time to time. A Sponsor and/or Exhibitor may use Event attendee lists provided to it by CFA solely for the Sponsor and/or Exhibitor's own business promotional activities, and may not provide the list to any other person or entity (including any affiliated company) or use the lists for any other purpose. The attendee lists (pre-show and post-show) may only be used one time, for one marketing piece. The lists may only be used by the company sponsoring/exhibiting.

LEGAL COMPLIANCE: A Sponsor and/or Exhibitor must comply with all applicable laws, regulations and ordinances in connection with its participation in the Event, including but not limited to rules of the Event Facility. A Sponsor and/or Exhibitor may not violate any proprietary rights of third parties in connection with its participation in the Event, including but not limited to the performance, distribution or posting of copyrighted or trademarked material without a license, assignment or other legally effective permission. The list is for a one time use only.

BUSINESS DESCRIPTION: A Sponsor and/or Exhibitor will be entitled to publication of a description of its business in materials relating to the Event. The Sponsor and/or Exhibitor will provide such description on or prior to a deadline established by CFA and will be responsible for the accuracy of all information included in such description, subject to CFA's right to edit copy as it determines appropriate.

TERMINATION OF SPONSORSHIP AND/OR EXHIBITOR AGREEMENT: Terminations by Sponsors and/or Exhibitors are not accepted once agreement is signed. CFA may terminate a Sponsorship and/or Exhibitor Agreement only in the case of material breach of the Sponsorship and/or Exhibitor Agreement by the Sponsor and/or Exhibitor, which is not cured within 30 days following written notice of the breach.

LIMITATION OF LIABILITY: Neither CFA nor a Sponsor and/or Exhibitor will be liable in any manner for failure or delay of fulfillment of all or part of such party's obligations under a Sponsorship and/or Exhibitor Agreement owing to any causes or circumstances beyond its reasonable control, including, without limitation, acts of God, government orders, war, acts of terrorism, strikes, lockouts, fires, and floods (each a "Force Majeure Event"). If the Event is cancelled because of a Force Majeure Event, CFA will refund to a Sponsor and/or Exhibitor the sponsorship and/or exhibitor payments previously remitted to CFA to the extent that CFA has not expended such payments in connection with the planning of the Event or is able to recover such payments from the Facility and other vendors. UNDER NO CIRCUMSTANCES WILL CFA BE LIABLE FOR ANY SPECIAL, INDIRECT, INCIDENTAL OR CONSEQUENTIAL DAMAGES, INCLUDING WITHOUT LIMITATION, DAMAGES FOR LOST INCOME OR PROFITS.

NO WARRANTY: CFA makes no representations or warranties of any kind, express or implied, regarding the Event, the number of persons who will attend the Event or the benefits that will accrue to a Sponsor and/or Exhibitor from its sponsorship and/or booth. Details of the Event are subject to change, and a Sponsor and/or Exhibitor will be notified in advance of any change directly affecting the Sponsor and/or Exhibitor.

GENERAL RELEASE AND INDEMNIFICATION: As a condition of its participation in the Event, each Sponsor and/or Exhibitor releases, and agrees to indemnify and hold harmless, CFA and its officers, directors, members and agents, including its event management firm from any and all loss, damage, claim or expense (including reasonable attorneys' fees) that arise out of or relate to the Sponsor's and/or Exhibitor's participation in the Event, other than claims relating to material breach by CFA of its obligations under the Sponsorship and/or Exhibitor Agreement.

CONSENT: Each Sponsor and/or Exhibitor acknowledges that the Event and Sponsor and/or Exhibitor representatives participating in the Event may be photographed, and that proceedings of the Event, including proceedings in which Sponsor and/or Exhibitor representatives participate, may be recorded. Each Sponsor and/or Exhibitor authorizes CFA to display, distribute, redistribute, record, transcribe, modify, reproduce, publicly perform, and transmit in any form (and for any purpose) any such photograph or recording of the Event, and agrees to execute any additional release presented by CFA in connection with such activity or to give effect to this provision.

GOVERNING LAW AND JURISDICTION: Sponsorship and/or Exhibitor Agreements will be governed by, construed and enforced in accordance with the internal laws of the State of New York, without regard to conflict of law provisions. All claims or disputes arising from or in connection with a Sponsorship and/or Exhibitor Agreement, or as a result of the relationship created by it, will be adjudicated only by the state or federal courts sitting in New York, NY.

NO ASSIGNMENT OR SUBLETTING: The rights of a Sponsor and/or Exhibitor are not assignable to any other firm or persons whatsoever. No Exhibitor may assign, sublet or apportion the whole or any part of the space allotted to him nor exhibits therein any other goods than those manufactured or sold in the regular course of business by the Exhibitor. Identification badges are not transferable.

EXHIBIT DISPLAYS: Exhibitors may not attach any item to any stationary wall, floor, window, columns, furniture or ceiling with screws, nails, staples, tape or any other substance. Nothing can be posted, nailed, screwed or otherwise attached to columns, floors, furniture or other areas of the exhibit hall. Only professional printed signs will be allowed for display. Should you need assistance, there will be hotel staff members on site.

ELECTRICAL INFORMATION: Electrical fixtures must be wired by union shop and conform to the applicable electrical code requirements. General illumination is provided. Additional lighting and power must be arranged for at the exhibitor's expense, through GES. Forms will be provided in exhibitor kit.

SOUND: Sound devices must be operated at a level that does not permit sound to travel beyond an exhibitor's assigned booth.

SHIPPING INSTRUCTIONS: Exhibitors may send their materials in advance according to the shipping instructions as listed in GES' exhibitor kit and are responsible for all shipping charges.

INSURANCE: CFA is not liable for injuries to any person or for damages to or loss of property owned or controlled by Exhibitors to which claims for damages or injuries may be incident to or arising from, or to be in any way connected with, the Exhibitor's occupancy of the exhibit space or participation in the Exposition. The Exhibitor should contact his insurance broker or carrier to arrange for available insurance coverage. CFA and Marriott Marquis San Diego Marina shall not be responsible for the conduct of contractors or their employees and assumes no responsibility for failure to perform by contractors, their charges or any other matter relating to contractors or exhibit facility. The Exhibitors will defend, hold harmless, and indemnify Marriott Marquis San Diego Marina and CFA from and against all liability costs and expense, including reasonable attorney fees, resulting from claims of injury to persons or damages to property out of Exhibitor's sole negligence.

SECURITY: Exhibitors should take all steps which they deem advisable, to protect displayed merchandise or equipment. CFA is not liable to any Exhibitor for the loss or damage of property. The Exhibit Facility is a public building. Exhibitors are advised to contact their insurance agents or carriers to arrange for appropriate available insurance coverage. At least two guards will be on duty at all times when the Exhibit Hall is not open. Exhibitors are cautioned to take valuable items, including laptop computers, to their rooms or otherwise ensure their safety when they are not in attendance at their Exhibit booths and to exercise caution during the Exhibit hours. During closed hours, an Exhibitor must present proper identification credentials to gain entry.

REGULATIONS OF THE SHERATON GRAND CHICAGO: In accordance with the requirements of the exhibit facility, Sponsors and/or Exhibitors agree to be bound by all the rules and regulations of Marriott Marquis San Diego Marina.

DISCLAIMER: CFA appreciates the support of our Sponsors and Exhibitors. However, it does not intend to enter into an exclusive agreement or relationship of any kind with the Sponsor and/or Exhibitor, nor does CFA endorse the programs, products or services of the Sponsor and/or Exhibitor. Agreement to Sponsor and/or Exhibit does not entitle the company to any preferential treatment or services.

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