



The Only Association for Brokers by Brokers

NAELB 2016 Sponsor/Exhibitor Prospectus



NEED TO CONNECT WITH BROKERS TO ACCELERATE YOUR GROWTH?

Position your company with the industry's leading and emerging brokers.

Your Annual Sponsorship of the NAELB provides a unique and valuable way to showcase your product or service. Aligning your brand with NAELB maximizes your reach within the industry and provides exclusive access to an engaged broker community.

- NAELB is the exclusive professional home for brokers and gives you immediate access to over 350 broker-member companies.
- Only the best & brightest brokers pass NAELB's rigorous application process: NAELB's members include 65 individual CLFP members and 24 members with the exclusive Best Practices Broker™ designation.
- Expand your reach through a network of NAELB Broker Members located throughout the US, in Ireland and in three Canadian provinces.

NAELB sponsorship provides the best benefits in the industry. Don't miss out on this opportunity – call our headquarters today to sign up!



REACHING NEW HEIGHTS WITH ANNUAL SPONSORSHIP

Each level of our Annual Sponsorship (Gold, Silver, and Bronze) is designed to provide the sponsoring company significant marketing advantages and/or exposure to members of the National Association of Equipment Leasing Brokers. While several of the Annual Sponsor benefits are linked to the Annual Conference and two Regional Meetings, sponsorship exposure extends far beyond these three events, and throughout the year. Your enrollment as a NAELB Annual Sponsor should be considered an investment in your immediate and long-term business with the leasing community. Fully leverage your sponsorship dollars, simplify your sponsorship budget and make the most of your NAELB membership – become a 2016 Annual Sponsor!

Sponsorship Benefits	Gold \$7,000	Silver \$3,500	Bronze \$1,750
Annual Conference Benefits			
Complimentary Attendees	3	2	1
Exhibit Booth	✓	✓	½ Price
Attendance at First Timers' Reception	✓	✓	✓
Discounted Broker Invitations	4	3	2
Promotional Items in Conference Tote Bag	✓		
Recognition on Signage and Materials	Logo	Name	Name
Pre/Post Conference Attendee List	✓	✓	✓
Exhibitor Floor Decal	✓		
Drink Tickets for Opening Reception	10	5	2
Free Registration Pass for Two Brokers of your Choice	✓		
Regional Meeting Benefits			
Complimentary Attendees	2	1	
Tabletop Exhibit Space	East & West	1 Meeting	
Drink Tickets for Reception	5	2	
Free Registration Pass for Two Brokers of your Choice	✓		
Association Benefits			
Meet the Funder – Live Call & Dedicated Email Blast	✓		
<i>LeasingLogic</i> Newsletter (logo with link)	✓	✓	✓
Printable/Online Funding Source Directory (color ad with link)	Full Page	Full Page	Half Page
Recognition in electronic communications	Logo	Logo	Logo
Logo and Link on NAELB Website	✓	✓	✓

2016 BROKER SPONSORSHIP PROGRAM

Become a broker sponsor and you'll stand out as well. Your investment gets your company recognition on the NAELB Website and throughout the 2016 Annual Conference.

Sponsor Policy: All sponsorships must be paid in full by March 1, 2016. There are no exceptions. Sponsorships are binding and are non-refundable.

Attention Brokers:

Where else can you achieve this much visibility and this kind of return on your investment of just \$150?

"The question is why wouldn't one be a broker sponsor? Where else in your advertising budget will \$150.00 pay for itself multiple times over? This benefit occurs in an indirect way as all Funding Source and Associate Members will see your company's name on the Association's website and all marketing literature at the Eastern and Western Regional Meetings as well as the Annual Conference. There is no better way to "brand" your company within the industry. TCCG, LLC dba The Cambridge Capital Group has been a Broker Sponsor since 2004. We have reaped the benefits of being a Broker Sponsor as many Funding Sources have commented on our Broker Sponsorship status when evaluating our Broker/Discounter Applications. The annual cost is less than a documentation fee – so why are you waiting to become a Broker Sponsor?"

- Jaime A. Kaneshina, CLFB, BPB, The Cambridge Capital Group



Annual Conference Exhibitor Information

NAELB 2016 Annual Conference *Crossing the Chasm* *Change. Challenge. Opportunity.* April 28-30, 2016 Tropicana Las Vegas



Exhibit Hours

Thursday, April 28, 2016

12:00 pm – 5:00 pm Set-Up

Friday, April 29, 2016

9:00 am – 1:00 pm Exhibit Hall Open

Saturday, April 30, 2016

9:00 am – 1:00 pm Exhibit Hall Open

1:00 pm – 5:00 pm Tear Down

Exhibit Space—\$2,500

- 10' x 10' draped space
- Six foot (6') draped table with 4 chairs
- (2) Annual Conference Badges

NEW FOR 2016 – SATURDAY MORNING HOURS!

We heard you and have made some changes to our program to ensure maximum face time between exhibitors and attendees. New for 2016, Saturday exhibit hours will now take place in the morning instead of the afternoon. How are we going to get our attendees in the exhibit hall on a Saturday morning?? Check out our sponsorship opportunities to see how you can help!

Product/Services Description

Please provide a 50-word or less description of your products or services. This description should inform the attendee of what he or she may learn while visiting your booth. It is the responsibility of the exhibitor to provide this information and NAELB staff will not follow up to secure it. Only the company name and booth number will appear if the description is not received by Monday, April 4, 2016. Email your description to Astrid Schrier at aschrier@fernley.com.

Payment and Space Information

Indicate your booth space preferences on the application form. NAELB will make every effort to accommodate preferences. Full payment is required with this application. If full payment is not received prior to the start of the Exhibition, NAELB reserves the right to deny entrance to the exhibitor. All exhibitor applications are due no later than Friday, March 25, 2016 to secure space. Applications received after Friday, March 25 will be accepted based on availability.

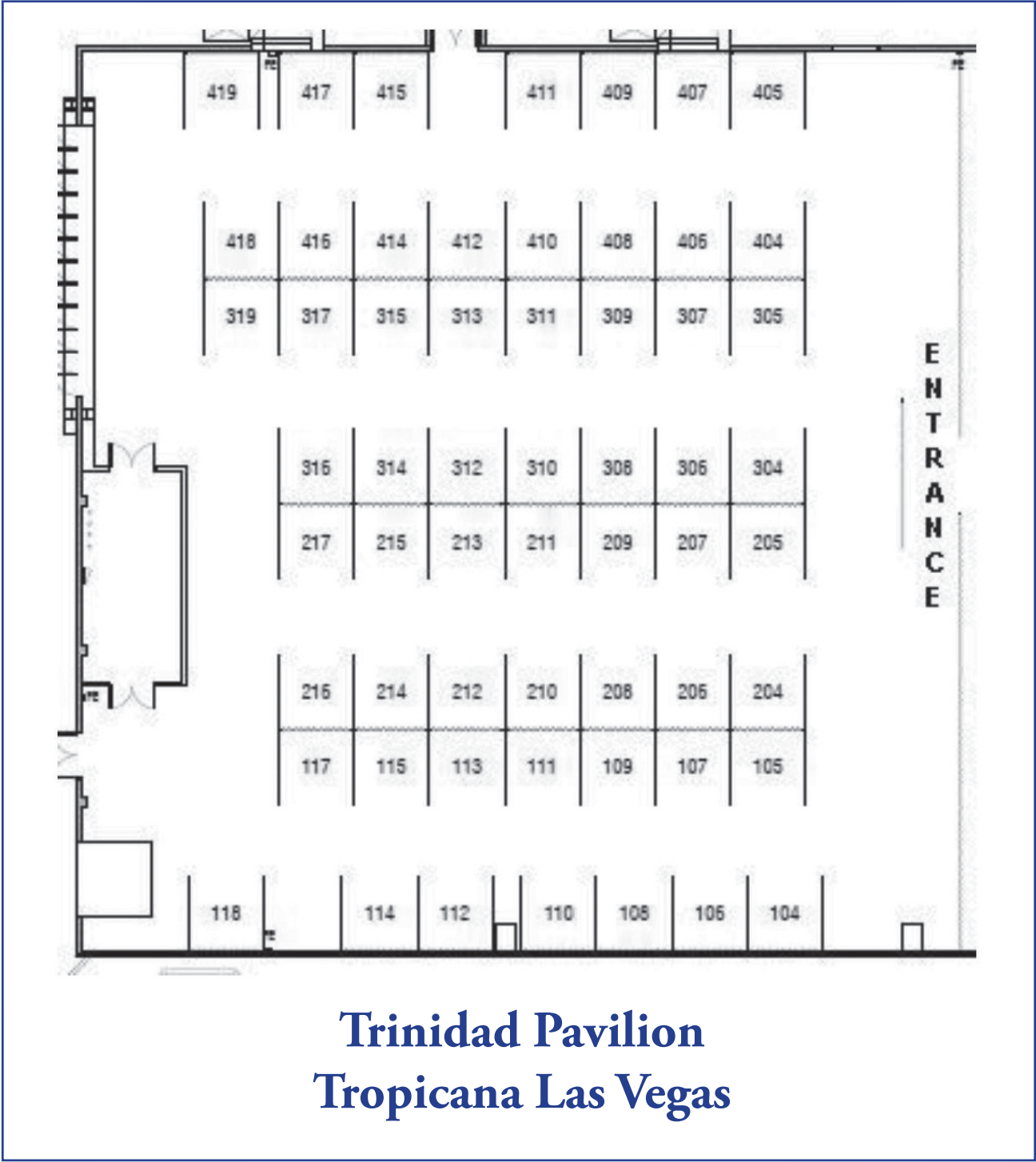
Cancellations and Refunds

Should the exhibitor be unable to occupy and use the exhibit space contracted for, he or she shall promptly notify exhibit management in writing. All sums paid by the exhibitor, less a service charge of 50 percent of the net contract price, will be refunded. No refund or cancellation will be made after Friday, April 1, 2016.

Critical Deadlines:

Friday, March 25	Exhibitor Applications Due
Friday, April 1	Last Day to Cancel Exhibit Space
Monday, April 4	50-word Company Descriptions Due
Monday, April 4	Exhibitor Badge Names Due

Exhibitor Floor Plan – Annual Conference



Note: Efforts will be made to accommodate all space requests; however Annual Sponsors receive preferential placements in the Exhibit Hall. Please include your top three choices as well as competitors on the application form.

A la Carte Sponsorship Opportunities - Annual Conference

Tote Bag Sponsor

Cost: \$1,000 (exclusive)

All attendees at the Annual Conference will receive a tote bag with your name/logo printed on it. Let everyone see your name being carried around all weekend instead of someone else's!

- Company name/logo on tote bags
- Recognition on sponsorship sign and in conference materials

Hotel Key Card Sponsor

Cost: \$1,500 (exclusive)

Have your company's name and logo on the second most important thing people carry after their wallet – their hotel key card. On average, hotel guests look at their guest room key card no less than 10 times a day, making key cards the number one advertising tool in the hotel. Your company's name and logo can be on every attendee's key card. You can also print on the back of your key card – a perfect place to advertise a drawing or raffle at your company's exhibit booth to help draw attendance to your booth.

- Company designed double sided key card
- Recognition on sponsorship sign and in conference materials

Name Badge Sponsor (Conference and 2 Regional Meetings)

Cost: \$2,000 (exclusive)

Your company name and logo will be on all attendees' name pouches and/or lanyards. Your name will accompany everyone everywhere!

- Company name/logo on name badges or lanyards (Sponsor works with staff to select style)
- Recognition on sponsorship sign and in conference materials

Room Drop Sponsor

Cost: \$750 (two opportunities available)

This allows you the ability to have your company's information placed in each attendee's room after a day of conference. (Sponsor is responsible for all costs associated with producing materials and all material must be pre-approved).

Bag Stuffer

Cost: \$750 (three opportunities available)

This provides the ability to place your company's information in each attendee's conference bag. (Sponsor is responsible for all costs associated with producing materials and all material must be pre-approved).

Luncheon Sponsor

Cost: \$2,500 (two opportunities available)

This is an opportunity to showcase your company to conference attendees during lunch on Friday or Saturday of the Annual Conference.

- Opportunity to address attendees from the podium for 5 minutes
- Opportunity to place promotional items/materials on luncheon tables
- Recognition on sponsorship sign and in conference materials, including individual recognition sign outside of luncheon room

Ice Cream Break Sponsor

Cost: \$1,500 (exclusive)

Help continue the tradition of the Friday afternoon ice cream break! This is an opportunity to interact with attendees as they enjoy this delicious break between education sessions!

- Logo placed on cocktail napkins to accompany ice cream.
- Opportunity to place promotional items/materials on tables
- Recognition on sponsorship sign and in conference materials, including individual recognition sign during the break

NEW! Bloody Mary Bar Sponsor

Cost: \$3,000 (exclusive)

With Saturday morning exhibit floor hours in Las Vegas, we need a good reason to get everyone out of bed!! This is an opportunity to interact with attendees as they enjoy their bloody mary on the Exhibit Hall floor.

- Logo placed on cocktail napkins on Bloody Mary bar
- Opportunity to place promotional items/materials on tables
- Recognition on sponsorship sign and in conference materials, including individual recognition sign on the bar

Golf Tournament Luncheon Sponsor

Cost: \$500 (exclusive)

Help our golfers refresh after a round of networking and golf!

- Recognition on sponsorship sign and in conference materials

UNIQUE TO THIS CONFERENCE! - 25th Anniversary Party Sponsor

Cost: \$250 (exclusive for 2016!)

Help NAELB celebrate its Silver Anniversary as the only association for brokers by brokers.

- Recognition on sponsorship sign and in conference materials

A la Carte Sponsorship Opportunities - Regional Meetings

**Opportunities are available for each regional meeting (Eastern & Western)*

Tote Bag Sponsor

Cost: \$500 (For BOTH Regional Meetings)

All attendees at BOTH 2016 Regional Meetings will receive a bag with your name/logo printed on it. Let everyone see your name being carried around all weekend instead of someone else's!

- Company name/logo on bags
- Recognition on sponsorship sign and in conference materials

Luncheon Sponsor

Cost: \$1,000 (exclusive)

This is an opportunity to showcase your company to conference attendees during lunch on Saturday at either of the Regional Meetings.

- Opportunity to address attendees from the podium for 5 minutes
- Opportunity to place promotional items/materials on luncheon tables
- Recognition on sponsorship sign and in conference materials, including individual recognition sign outside of luncheon room

Ice Cream Break Sponsor

Cost: \$500 (exclusive)

Help continue the tradition of the Saturday afternoon ice cream break!

This is an opportunity to interact with attendees as they enjoy this delicious break between education sessions!

- Opportunity to place promotional items/materials on tables
- Recognition on sponsorship sign and in conference materials, including individual recognition sign during the break

Room Drop Sponsor

Cost: \$250 (exclusive)

This allows you the ability to have your company's information placed in each attendee's room after a day of conference. (Sponsor is responsible for all costs associated with producing materials and all material must be pre-approved).

2015 – 2016 Sponsorship Committee & Contacts

*For more information on how you can become involved as a NAELB sponsor,
please contact a member of the Sponsorship committee:*

LIAISON TO THE BOARD OF DIRECTORS
Pete Sawyer, CLFP, Sun South Equipment Leasing, Inc.

COMMITTEE MEMBERS

Jon Albertson	Fernwood Capital & Leasing
Gordon Fredricks	BC Leasing Associates
Jaime Kaneshina, CLFP, BPB	The Cambridge Capital Group
Wayne Moseley	General Equipment Leasing
Gerry Oestreich	ABC Leasing & Financing
Spencer Richman, CLFP, BPB	American Financial Network, Inc.
Gary Trebels	Canvass Capital, LLC

NAELB STAFF

Laura Huestis, Associate Director – Annual Sponsorships
lhuestis@fernley.com
Astrid Schrier, CMP, Meeting Manager – Exhibits and Meeting Sponsorships
aschrier@fernley.com



The Only Association for Brokers by Brokers

NAELB
100 N. 20th Street, Suite 400
Philadelphia, PA 19103
Phone: 800-99-NAELB or 800-996-2352
Fax: 215-564-2175
www.naelb.org



2016 Sponsorship & Exhibit Application Form

INSTITUTION/COMPANY: _____

CONTACT PERSON: _____

ADDRESS: _____

CITY, STATE, ZIP: _____

E-MAIL: _____ TITLE: _____

PHONE: _____ FAX: _____

WEBSITE/URL: _____

Annual Sponsorships

- ☐ Gold Sponsor - \$7,000
- ☐ Silver Sponsor - \$3,500
- ☐ Bronze Sponsor - \$1,750
- ☐ Broker Sponsor - \$150

A la Carte Sponsorships – Regional Meetings

- ☐ Tote Bag Sponsor - \$500
- ☐ Luncheon Sponsor - \$1,000
- ☐ Ice Cream Break Sponsor - \$500
- ☐ Room Drop Sponsor - \$250

A la Carte Sponsorships - Conference

- ☐ Tote Bag Sponsor - \$1,000
- ☐ Hotel Key Card Sponsor - \$1,500
- ☐ Name Badge Sponsor - \$2,000
- ☐ Room Drop Sponsor - \$750
- ☐ Bag Stuffer - \$750
- ☐ Luncheon Sponsor - \$2,500
- ☐ Ice Cream Break Sponsor - \$1,500
- ☐ Bloody Mary Bar Sponsor - \$3,000
- ☐ Golf Tournament Luncheon Sponsor - \$500
- ☐ 25th Anniversary Party - \$250

Annual Conference - Exhibit Space ☐ 10' x 10' - \$2,500 ☐ 10' x 10' - \$1,250 (Bronze Sponsor half price)

Space Location Request (see floor plan on page 6) 1st Choice: _____ 2nd Choice: _____ 3rd Choice: _____

If our requested space is not available:

- ☐ We will accept NAELB's alternate placement.
- ☐ Contact us for a new choice.

Competitors you do NOT wish to be near: _____

Companies you would like to be near: _____

Exhibitor Badge Information

1. Name: _____ E-mail: _____

2. Name: _____ E-mail: _____

Payment Information – TOTAL: _____

☐ Check (Please make check payable to NAELB) ☐ AMEX ☐ Visa ☐ MasterCard

Account Number: _____ Exp. Date ____ / ____

Name of Card Holder: _____ CVV: _____

Card Holder Signature: _____



SUBMIT COMPLETED FORM WITH PAYMENT TO:

National Association of Equipment Leasing Brokers

100 North 20th Street, Suite 400

Philadelphia, PA 19103

FAX TO: 215-564-2175

EMAIL TO: info@naelb.org

