



2010

The National Equipment Finance Association

PARTNER PROGRAM

The **National Equipment Finance Association (NEFA) Partner Program** was created to provide its members with a way to participate in the NEFA community and to be recognized as high-level partners while increasing their buying power 25 to 40 percent. The program provides **Free NEFA-Bucks** that can be spent like real money on a variety of advertising and conference benefits.

Being a NEFA Partner helps you leverage your commitment to the NEFA community by providing new and enhanced ways of delivering your message to the membership continually throughout the year while spending less of your own money to do it.

The NEFA has created four different levels of partnership. The higher the level of partnership, the higher the level of recognition for your company, and the higher the level of NEFA-Bucks rewards. The benefits of each NEFA Partner level are described on the following pages.

If you find that the NEFA Partner Program does not fit your current business needs, a-la-carte opportunities, including exhibiting, advertising and sponsorships for all of the 2010 activities are also available.

The NEFA thanks you in advance for your participation and support, and looks forward to an exciting year of delivering outstanding, exclusive and rewarding benefits to your organization.

Please do not hesitate to contact me if you have any questions regarding this new program. **We look forward to “partnering” with you in 2010!**

Regards,

A handwritten signature in black ink that reads "Robin E. Dahlen". The signature is written in a cursive, flowing style.

Robin E. Dahlen, CAE
Executive Director
The National Equipment Finance Association



National Equipment Finance Association 2010 Partner Program

The NEFA 2010 Partner Program provides an avenue to recognize and reward the major supporters of the association. The higher the level of sponsorship, the more "NEFA-Bucks" rewards you'll receive.

While members may continue to sponsor and advertise on an a-la-carte basis, those who choose to become a part of the Partner Program will reap program benefits, including:

1. A year-long listing on the NEFA Web site identifying them as partner of the organization;
2. More opportunities to promote their organization and receive recognition from the association members and conference attendees; and
3. Partner program dollars plus "NEFA-Bucks" that can be spent like real dollars on advertising and sponsorship items throughout the year.

Program Mechanics

There will be four distinct partnership levels: Bronze, Silver, Gold and Platinum. Partners will select a partnership level and pay that amount to NEFA. They will then have on account the amount of money they already paid plus free NEFA-Bucks to spend throughout the year.

Signing Up is Easy

1. Pick a partner level.
2. Sign the contract.
3. Send in the payment.
4. Add your NEFA-Bucks to your partner account.
5. Start selecting advertising and sponsorship opportunities paid for out of your account.

NEFA staff will confirm that the items you select throughout the year are available and will notify you directly should there be any problems. All advertising and sponsorship items are assigned on a first-come, first-served basis and are subject to availability, so we encourage you to make your selections as early as possible. Committed partner funds and NEFA-Bucks are non-refundable and must be utilized in the 2010 program year. NEFA staff will track the balance of your partner and NEFA-Bucks to help you ensure you get the most out of the program.

The following illustrates prices for each Partner Level plus the amount of free NEFA-Bucks that are available at that level to purchase sponsorship and advertising benefits.

Available Level	Financial Commitment	Additional NEFA-Bucks	Total on Account
Bronze	\$2,500	\$835	\$3,335
Silver	\$4,000	\$1,720	\$5,720
Gold	\$6,000	\$3,230	\$9,230
Platinum	\$8,000	\$5,335	\$13,335

2010 NEFA Partner Program

You can select sponsorship/advertising benefits from the table below or wait until the conference/ advertising prospectuses become available. Items are available on a first-come, first-served basis and prices are subject to change. Contact NEFA headquarters if you have any questions about the availability or benefits associated with any of the items listed below.

Spring Conference	Cost	Check box and return with contract to reserve this item
Exhibit Space	\$ 800.00	
Conference workbook ad, eighth-page, b&w	w/ Exhibit Space	
Recognition in registration and onsite materials	w/ Exhibit Space	
Upgrade to a Prime Location	\$ 200.00	
Recognition on conference blast e-mails to membership	\$ 100.00	
Sponsorship - Conference Gift (Subject to availability)	\$ 3,000.00	
Sponsorship - Keynote (Subject to availability)	\$ 3,000.00	
Sponsorship - Drink Tickets (Subject to availability)	\$ 2,500.00	
Sponsorship - Lunch (Subject to availability)	\$ 2,500.00	SOLD
Sponsorship - Registration Area (Subject to availability)	\$ 2,500.00	
Sponsorship - President's Reception (Subject to availability)	\$ 2,000.00	SOLD
Sponsorship - Break (Subject to availability)	\$ 1,500.00	
Sponsorship - Spring Conference Breakfast	\$ 2,000.00	
Sponsorship - Evening Event	\$ 3,000.00	N/A
Sponsorship - Welcome Reception	\$ 3,000.00	SOLD
Sponsorship - Ad-Hoc Workshop	\$ 1,000.00	
Sponsorship - CLP Breakfast	\$ 2,000.00	
Sponsorship - Program Guide	\$ 2,500.00	SOLD
Sponsorship - Badge Lanyard	\$ 1,000.00	SOLD
Sponsorship - Golf Hole (Subject to availability)	\$ 250.00	N/A
One Exhibit Staff or Regular Attendee	\$ 795.00	
Recognition on sponsorship signage, company name	\$ 100.00	

2010 NEFA Partner Program (Continued)

Fall Conference

Cost

Check box and return
with contract to reserve
this item

Fall Conference	Cost	Check box and return with contract to reserve this item
Exhibit Space (three hours dedicated time and during breaks)	\$ 1,400.00	
Conference workbook ad, eighth-page, b&w	w/ Exhibit Space	
Recognition in registration and onsite materials	w/ Exhibit Space	
Upgrade to a Prime Location	\$ 500.00	
Recognition on conference blast e-mails to membership	\$ 100.00	
Sponsorship - Conference Gift (Subject to availability)	\$ 3,000.00	
Sponsorship - Keynote (Subject to availability)	\$ 3,000.00	
Sponsorship - Drink Tickets (Subject to availability)	\$ 2,500.00	
Sponsorship - Lunch (Subject to availability)	\$ 2,500.00	
Sponsorship - Registration Area (Subject to availability)	\$ 2,500.00	
Sponsorship - President's Reception (Subject to availability)	\$ 2,000.00	
Sponsorship - Break (Subject to availability)	\$ 1,500.00	
Sponsorship - Conference Breakfast	\$ 1,500.00	
Sponsorship - Conference Evening Event	\$ 3,000.00	
Sponsorship - Conference Welcome Reception	\$ 3,000.00	
Sponsorship - Ad-Hoc Workshop	\$ 1,000.00	
Sponsorship - CLP Breakfast	\$ 1,500.00	
Sponsorship - Program Guide	\$ 2,500.00	SOLD
Sponsorship - Badge Lanyard	\$ 1,000.00	
Sponsorship - Golf Hole (Subject to availability)	\$ 250.00	N/A
One Exhibit Staff or Regular Attendee	\$ 795.00	
Recognition on sponsorship signage, company name	\$ 100.00	

2010 NEFA Partner Program (Continued)

Super Regional

Cost

Check box and return
with contract to reserve
this item

Exhibit Space	\$ 395.00	
Conference workbook ad, eighth-page, b&w	w/ Exhibit Space	
Recognition in registration and onsite materials	w/ Exhibit Space	
Recognition on conference blast e-mails to membership	\$ 50.00	
Sponsorship - Registration Area (Subject to availability)	\$ 600.00	
Sponsorship - Break (Subject to availability)	\$ 1,000.00	
Sponsorship - Lunch (Subject to availability)	\$ 1,000.00	
Sponsorship - Conference Partner of NEFA recognition	\$ 250.00	
Sponsorship - Seven roundtables	\$ 500.00	
Sponsorship - Opening Reception	\$ 1,000.00	
Sponsorship - Breakfast	\$ 1,000.00	
One Exhibit Staff or Regular Attendee	\$150 to \$199	
Recognition on sponsorship signage, company name	\$ 50.00	

Non-Conference Benefits

Website Banner Ad

Cost

Check box and return
with contract to reserve
this item

1-Month Run	\$ 125.00	
3-Month Run	\$ 300.00	
6-Month Run	\$ 500.00	
12-Month Run	\$ 900.00	
Meet the Sponsor Webinar	Cost	Check box and return with contract to reserve this item
Webinar (up to 25 registrants/participants)	\$ 625.00	

2010 NEFA Partner Program Agreement

Please complete and return to:



Kali Lack, The National Equipment Finance Association
3525 Piedmont Rd., Building Five, Suite 300, Atlanta, GA 30305
Phone: 404.760.8172 Fax: 404.240.0998
E-mail: klack@nefassociation.org

Contact Information (please print):

Company: _____ Company Web Site: _____

Primary Contact Name: _____ Title: _____

Mailing Address: _____

City: _____ State: _____ Postal Code: _____ Country: _____

Telephone: _____ Fax: _____ Cell: _____

E-Mail Address: _____

Authorized Signature: _____

NEFA Partner Program Pricing (please choose level):

Bronze Partner	_____ \$ 2,500	Gold Partner	_____ \$ 6,000
Silver Partner	_____ \$ 4,000	Platinum Partner	_____ \$ 8,000

Payment Terms and Conditions:

Payment due upon contract signing.

Note: The NEFA Partner Program is administered on a calendar-year basis (January 1 through December 31). However, benefits related to the conference and exhibits may start early depending on the conference marketing plans. Additional free NEFA-Bucks will be credited to your account as soon as your sponsorship payment is received.

Payment Information (please print):

Please select the appropriate payment options:

Payment Amount: \$ _____

- Check (Please make payable to The National Equipment Finance Association)
- Visa MasterCard American Express

Name (as it appears on credit card): _____

Credit Card Number: _____

Expiration Date: _____ Card Holder's Signature: _____

Additional Terms and Conditions:

All existing Terms and Conditions for the individual benefits (i.e., advertising and conference participation and activities) remain intact for each item or event. Delivery of NEFA Partner Program benefits may be tied to first-come, first-served selection of available programs (i.e., exclusive sponsorship items, advertising).

All sponsorships and advertisements within this contract are based on the receipt of materials by the deadline dates. The Conference & Exhibit Terms and Conditions govern all NEFA conference and sponsorship components of the NEFA Partner Program.