

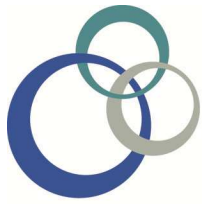
# *NEFA*

## *2012 Partner Program*

The National Equipment Finance Association (NEFA) Partner Program was created to provide you with a way to participate in the NEFA community and to be recognized as a high-level partner while increasing your buying power 25 to 40 percent. The program provides Free NEFA-Bucks that you can spend 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.

NEFA has created four different levels of partnership. The higher your 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.



## *Thank You!*

November, 2011

On behalf of all the members of NEFA, we thank you for your interest in 'partnering' with us for 2012, a year which promises some exciting opportunities for all of us in the commercial equipment finance and related businesses.

Your support shows your commitment both to the industry, to your own customers and suppliers and to the highest standards of professionalism, which is what NEFA stands for.

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 2012 activities are also available.

We thank you in advance for your participation and support, and look forward to an exciting year of delivering outstanding, exclusive and rewarding benefits to your organization.

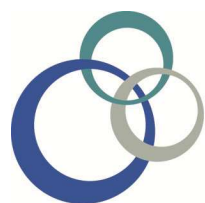
Please do not hesitate to contact Kim King, NEFA Senior Association Coordinator, at: [KKing@NEFAAssociation.org](mailto:KKing@NEFAAssociation.org); or 847.380.5053; if you have any questions regarding the program.

We look forward to "partnering" with you in 2012!

Regards,

Hugh Swandel  
2012 NEFA President

Gerry Egan  
Executive Director



# *How It Works*

- **Partner Program**

- The NEFA 2012 Partner Program provides an avenue to recognize and reward you as a major supporter of the association. The higher your level of sponsorship, the more “NEFA-Bucks” rewards you’ll receive.
- While you may continue to sponsor and advertise on an a-la-carte basis, by choosing to become a part of the Partner Program, you will reap program benefits, including:
  - A year-long listing on the NEFA Web site identifying you as a partner of the organization
  - More opportunities to promote your organization and receive recognition from the association members and conference attendees
  - “NEFA-Bucks” added to your Partner Program dollars that can be spent like real dollars on advertising and sponsorship items throughout the year

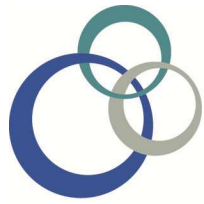
- **Program Mechanics**

- There are four distinct partnership levels: Bronze, Silver, Gold and Platinum
- You will select your partnership level and pay the appropriate amount to NEFA
- You will then have, on account, the amount of money you paid plus the free NEFA-Bucks we added to your account to spend throughout the year

- **Signing up is Easy**

- Choose your partner level
- Sign your partner agreement
- Send in your payment
- We’ll add your NEFA-Bucks to your partner account
- Start selecting advertising and sponsorship opportunities which will be paid for out of your account
- NEFA staff will confirm that the items you select throughout the year are available and will notify you 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 2012 program year
  - NEFA staff will track the balance of your partner and NEFA-Bucks account to ensure you get the most out of your program

# Partner Program Levels



## Free Bonus Recognition!

Add up to five Stars to your partnership level at no cost to you! You'll earn one for each new member you bring into NEFA in 2012.

Star Partners will get extra recognition on the website and, for each star earned, a free broadcast email to our 2,000+ industry mailing list to promote your exhibit at a NEFA event.

\*Qualifying new members added must not have been members in the previous membership year.

### Bronze Partner

|                       |                  |
|-----------------------|------------------|
| Financial Commitment: | \$2,500.00       |
| Free NEFA-Bucks:      | <u>\$ 835.00</u> |
| Account Total:        | \$3,335.00       |

### Silver Partner

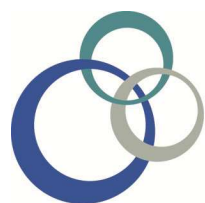
|                       |                   |
|-----------------------|-------------------|
| Financial Commitment: | \$4,000.00        |
| Free NEFA-Bucks:      | <u>\$1,720.00</u> |
| Account Total:        | \$5,720.00        |

### Gold Partner

|                       |                   |
|-----------------------|-------------------|
| Financial Commitment: | \$6,000.00        |
| Free NEFA-Bucks:      | <u>\$3,230.00</u> |
| Account Total:        | \$9,230.00        |

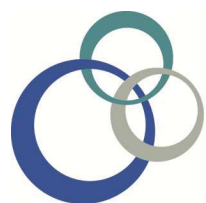
### Platinum Sponsor

|                       |                   |
|-----------------------|-------------------|
| Financial Commitment: | \$8,000.00        |
| Free NEFA-Bucks:      | <u>\$5,335.00</u> |
| Account Total:        | \$13,335.00       |



## Exhibit/Sponsorship Opportunity

| Partner Offer  | Amount    | Spring | Fall |
|--|-----------|--------|------|
| Exhibit Space:<br><i>* Includes one attendee</i>                 | \$1400.00 |        |      |
| Sponsorship: Conference Gift                                     | \$3000.00 |        |      |
| Sponsorship: Mobile Application / Pocket Schedule                | \$2500.00 |        |      |
| Sponsorship: Keynote Speaker<br><i>* Subject availability</i>    | \$2500.00 |        |      |
| Sponsorship: Drink Tickets                                       | \$2500.00 |        |      |
| Sponsorship: Networking Luncheon<br><i>* Friday or Saturday</i>  | \$2500.00 |        |      |
| Sponsorship: Breaks<br><i>*Friday or Saturday</i>                | \$1000.00 |        |      |
| Sponsorship: Continental Breakfast<br><i>*Friday or Saturday</i> | \$2000.00 |        |      |
| Sponsorship: President's Reception                               | \$1500.00 |        |      |
| Sponsorship: Welcome Reception                                   | \$3000.00 |        |      |
| Sponsorship: Ambassador's Reception                              | \$1500.00 |        |      |
| Sponsorship: Evening Event<br><i>* Subject to availability</i>   | \$3000.00 |        |      |
| Sponsorship: Name Badge  | \$1000.00 |        |      |
| Sponsorship: CLP Breakfast                                       | \$2000.00 |        |      |
| Sponsorship: Educational Session                                 | \$250.00  |        |      |

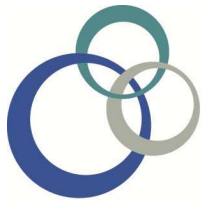


## *Exhibit/Sponsorship Opportunity*

### *NJ Expo Super Regional*

| Partner Offer  | Amount    | NJ Expo |
|--|-----------|---------|
| Exhibit:<br><i>* Does not include an attendee</i>                | \$395.00  |         |
| Sponsorship: Keynote Speaker<br><i>* Subject to availability</i> | \$1500.00 |         |
| Sponsorship: Drink Tickets                                       | \$800.00  |         |
| Sponsorship: Networking Lunch                                    | \$1500.00 |         |
| Sponsorship: Breaks  | \$1000.00 |         |
| Sponsorship: Continental Breakfast                               | \$1500.00 |         |
| Sponsorship: Welcome Reception                                   | \$1500.00 |         |
| Sponsorship: Name Badge  | \$1000.00 |         |
| Sponsorship: Educational Sessions                                | \$250.00  |         |

*\* Prices are subject to change \**



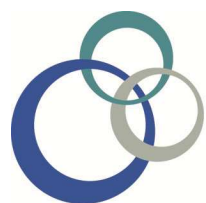
## Website Advertising

|              |          |  |
|--------------|----------|--|
| 1 Month Run  | \$125.00 |  |
| 3 Month Run  | \$300.00 |  |
| 6 Month Run  | \$500.00 |  |
| 12 Month Run | \$900.00 |  |

***Website Advertising Specs:***

\*180 pixels wide x 180 pixels tall

\*Under 50KB; JPEG, JIF or PNG



## Conference Registration

| Attendee   | Registration Fee | Spring | Fall |
|--|------------------|--------|------|
| Primary<br><i>Funding Source / Service Provider</i>    | \$850.00         |        |      |
| Additional<br><i>Funding Source / Service Provider</i> | \$750.00         |        |      |
| Primary<br><i>Broker / Lessor</i>                      | \$595.00         |        |      |
| Additional<br><i>Broker / Lessor</i>                   | \$495.00         |        |      |

| Attendee   | Registration Fee | NJ Expo |
|------------|------------------|---------|
| Primary    | \$199            |         |
| Additional | \$149            |         |

•Prices are subject to change \*

# 2012 NEFA Partner Program Agreement

Please complete and return to:



Kim King, The National Equipment Finance Association  
P.O. Box 69, Northbrook, IL 60065-0069  
Phone: 847.380.5053 Fax: 847.380.5055  
E-mail: kking@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 Silver Partner: \_\_\_\_\_ \$4,000  
Gold Partner: \_\_\_\_\_ \$6,000 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.

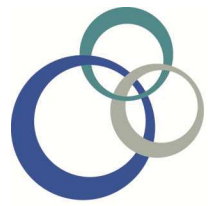
## **Payment Information (please print):** Please select the appropriate payment options:

Payment Amount: \$ \_\_\_\_\_  
 Check (please make checks payable to The National Equipment Finance Association)  
 Visa  Master  American Express  
Name (as appears on credit card): \_\_\_\_\_  
Credit Card Number: \_\_\_\_\_  
Expiration Date: \_\_\_\_\_ Security Code: \_\_\_\_\_  
Card Holder's Signature: \_\_\_\_\_

## **Additional Terms and Conditions**

All existing Terms and Conditions for the individual benefits (i.e. advertising, 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.

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.



# For More Information

- **National Equipment Finance Association**
  - PO Box 69, Northbrook, IL 60065
  - Phone: 847-380-5050
  - Fax: 847-380-5050
  - Email: [Info@NEFAssociation.org](mailto:Info@NEFAssociation.org)
  - Web: [www.NEFAssociation.org](http://www.NEFAssociation.org)
- **Gerry Egan, Executive Director**
  - Direct Phone: 847-380-5052
  - Email: [GEgan@NEFAssociation.org](mailto:GEgan@NEFAssociation.org)
- **Kim King, Senior Association Coordinator**
  - Direct Phone: 847-380-5053
  - Email: [KKing@NEFAssociation.org](mailto:KKing@NEFAssociation.org)