



# 2025 Partner Program

NATIONAL EQUIPMENT FINANCE ASSOCIATION



**HANNAH KROLL**  
DIRECTOR OF MEMBERSHIP  
[hkroll@nefassociation.org](mailto:hkroll@nefassociation.org)

# ABOUT US

The National Equipment Finance Association (NEFA) is a national trade association comprised of professionals serving the equipment leasing and finance industry. Our 385 member companies, located throughout the U.S. and Canada, are diverse and include independent and bank-owned lessors and funding sources, commercial finance brokers, specialty lenders, and various specialized service and product providers serving the needs of these equipment finance specialists.

NEFA's members are highly skilled in their fields and believe that working together to advance the equipment leasing and finance industry is highly important and best achieved by working collectively.

## EDUCATION



NEFA connects members by hosting national and regional events that provide venues for valuable networking opportunities.

## ENGAGEMENT



NEFA provides education to members through informative workshops, webinars, and educational sessions at various events and conferences.

## INFLUENCE



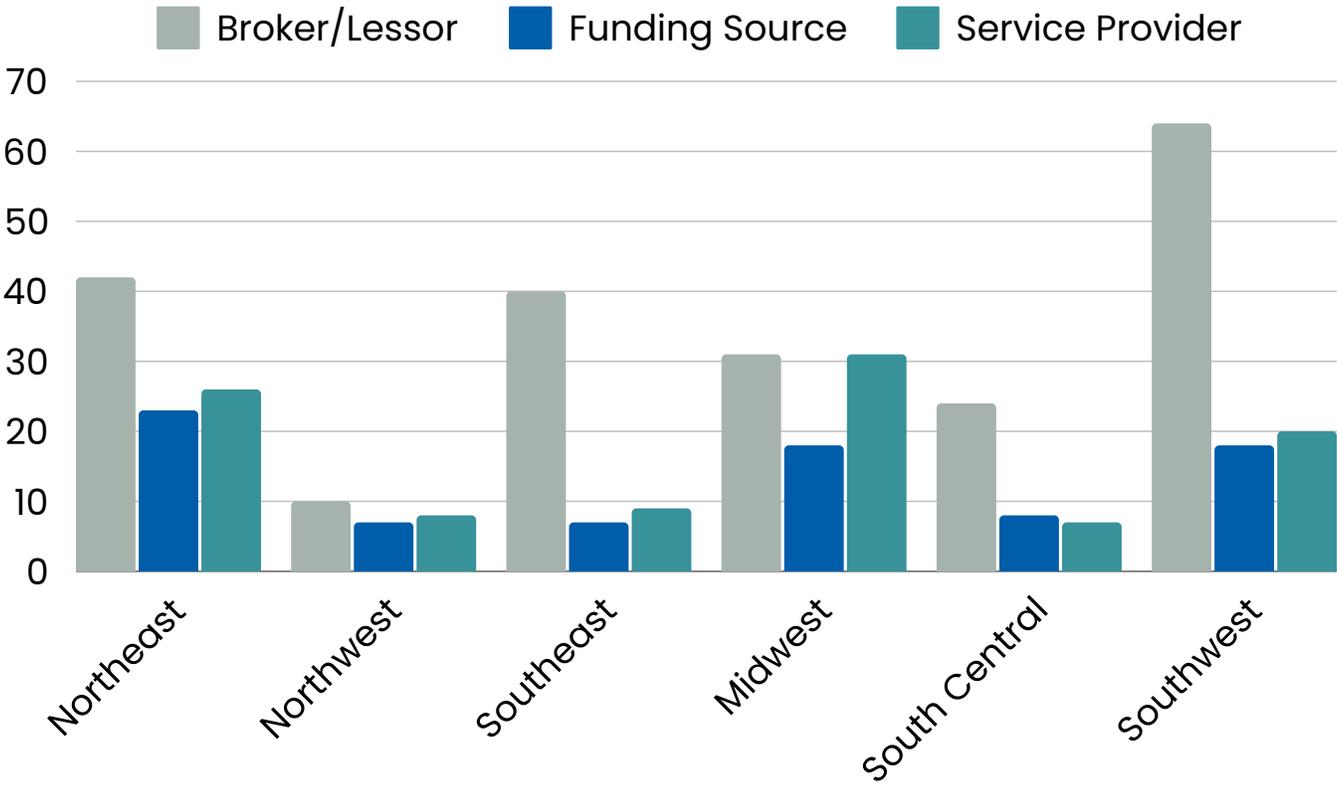
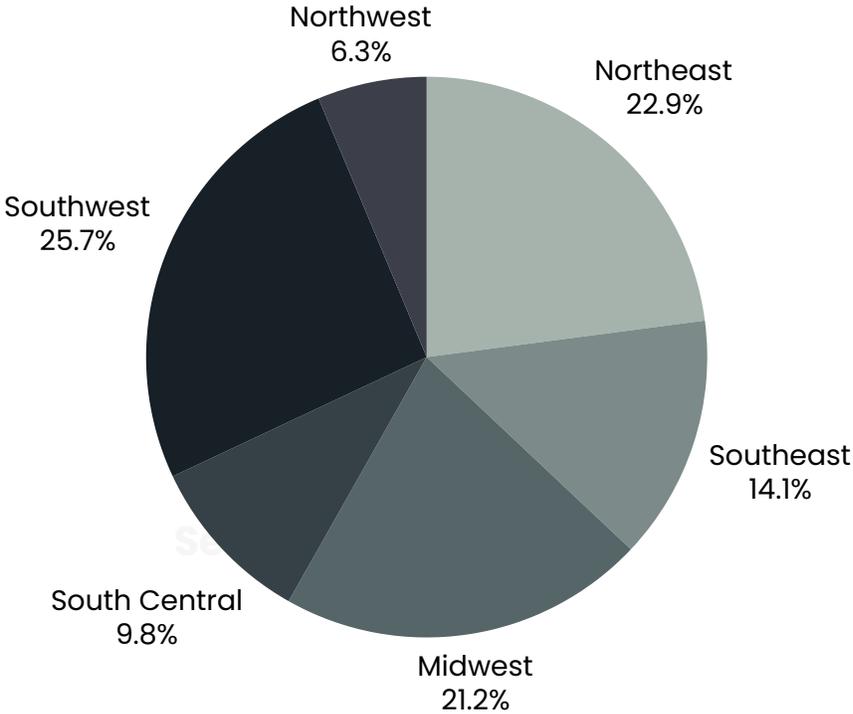
NEFA encourages and requires the highest standards of professional conduct and with this derives the creation of best practices among diverse companies and experienced professionals.

## COMMUNITY



NEFA brings together individuals for fun and memorable experiences; fostering friendships, community, and long-term relationships transcending the business environment.

# Membership Breakdown





# THINK PARTNERSHIP

The National Equipment Finance Association (NEFA) Partner Program provides participating members high-level exposure to our association members and other professionals serving the equipment finance industry. It keeps your company in front of prospects and existing relationships while being recognized and rewarded for your support of the association.

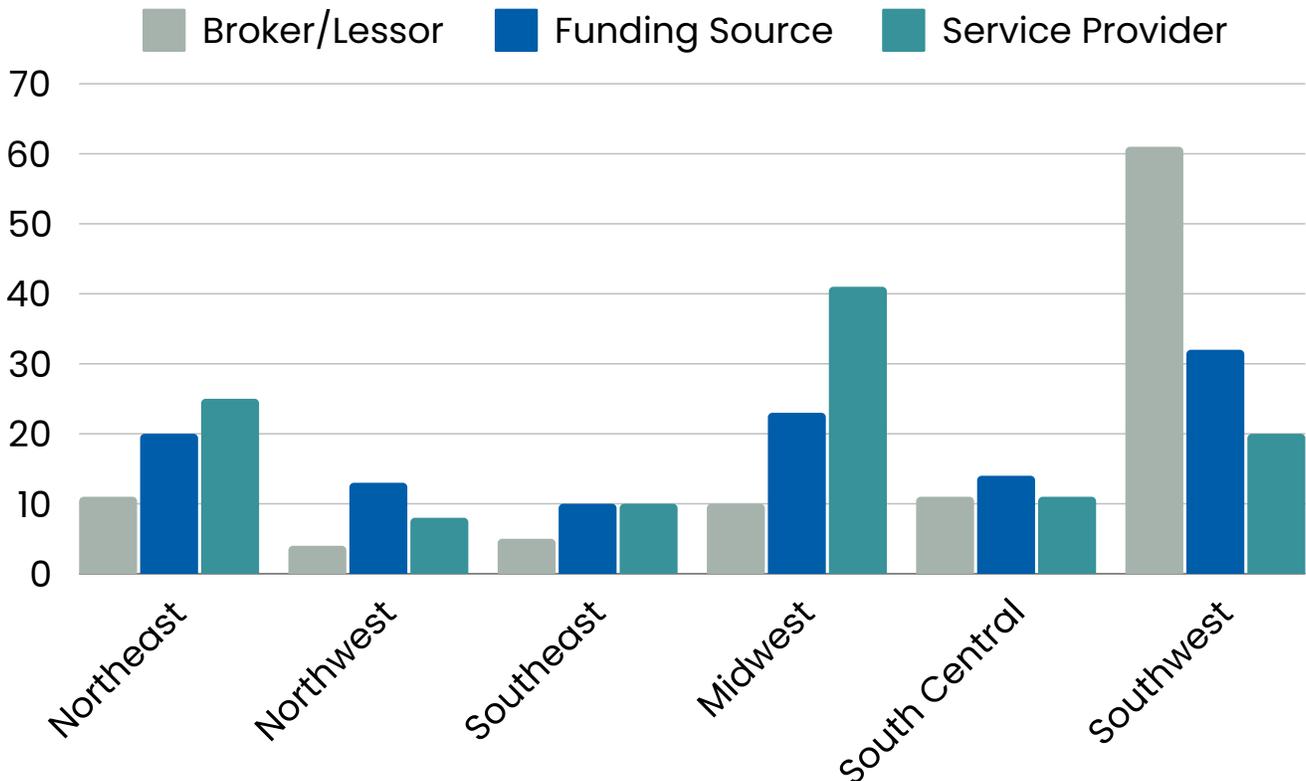
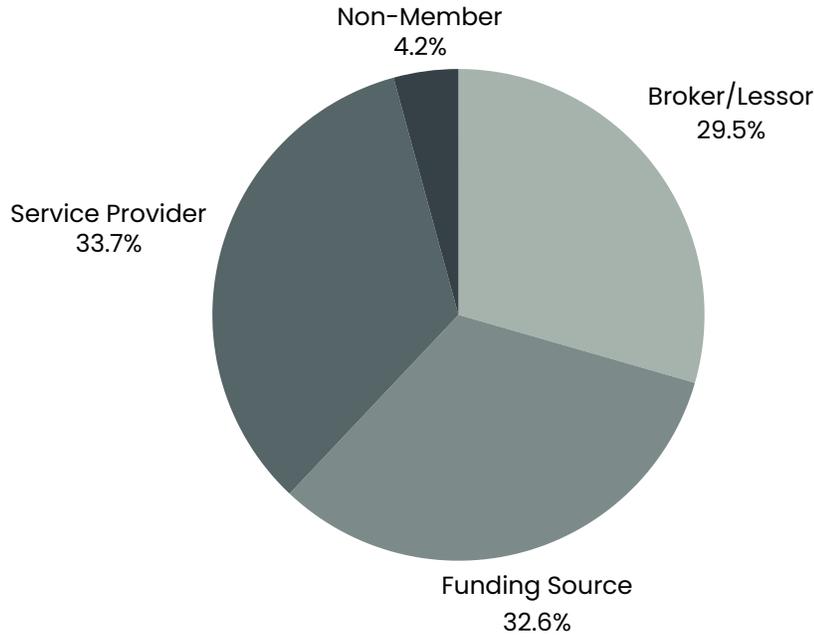
The NEFA Partner Program has four levels of partnership. The higher the level of partnership, the higher the level of brand recognition for your company. Choose a level with the flexibility of selecting sponsorship activities that best fit your company's needs.

Being a NEFA Partner leverages your commitment to the NEFA community by providing new and enhanced ways of delivering your message to the membership throughout the year.

The benefits of each NEFA Partner level are described on the following pages, as well as additional data on all our events.

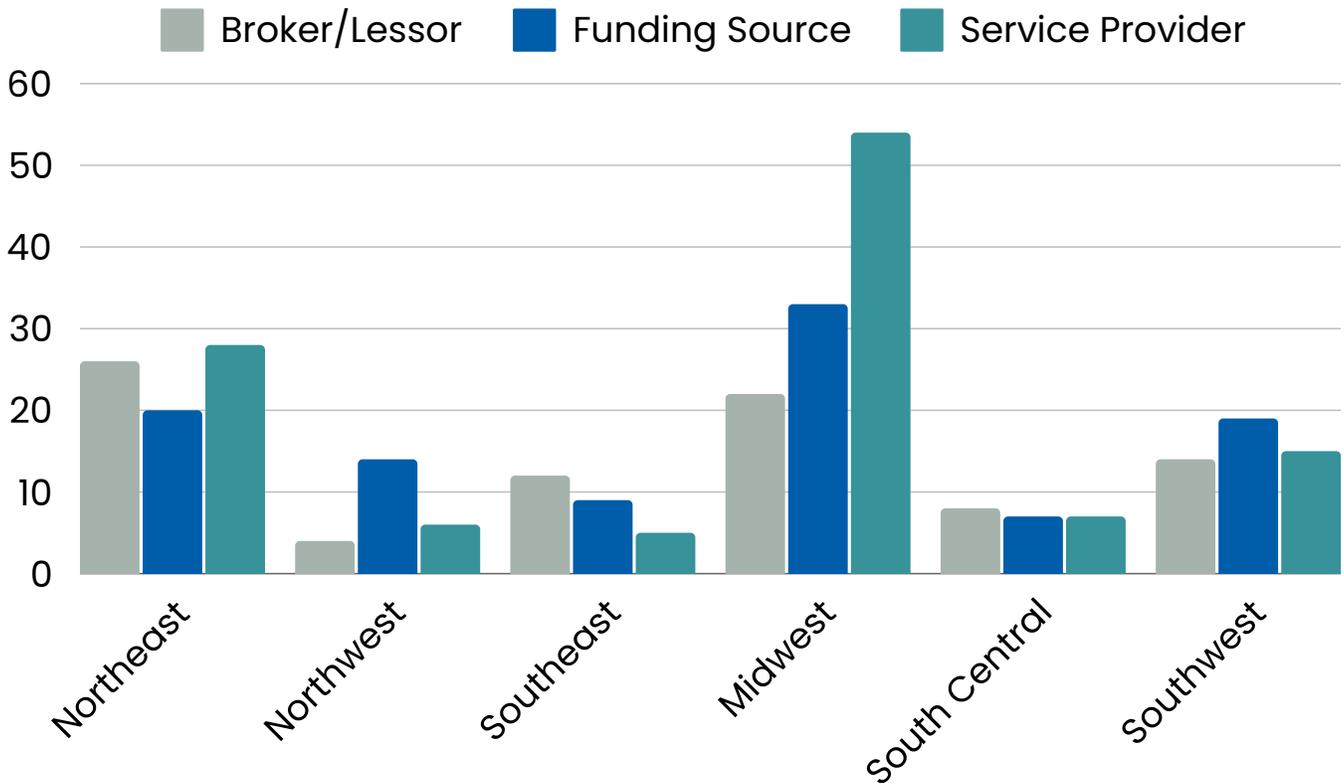
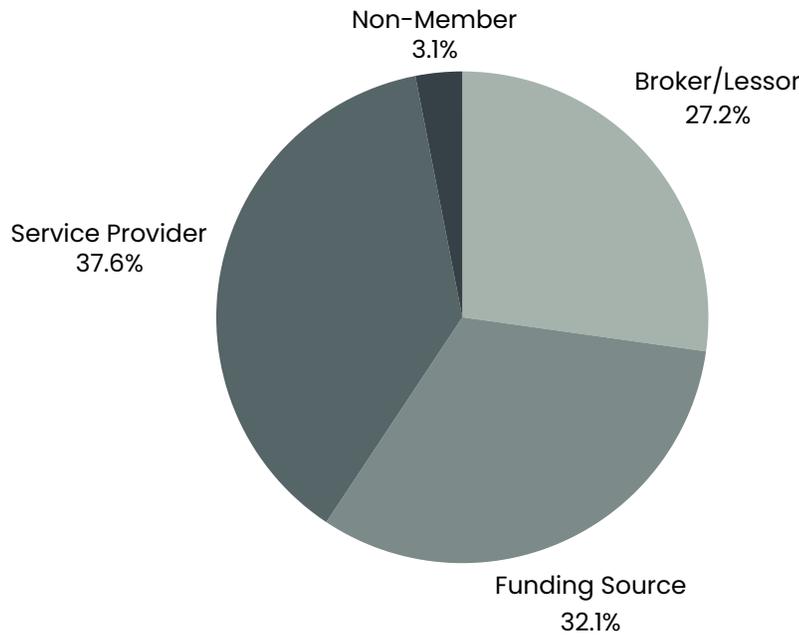
# Spring Conference

In order for you to have a better understanding of our attendee demographics at the 2024 Spring Conference, we have provided the following charts. For your reference, the total number of attendees was 363 people. The pie chart gives you a deeper look at the percentage of each membership group that registers while the bar graph gives a picture of how many people from each region attended.



# Fall Conference

In order for you to have a better understanding of our attendee demographics at the 2024 Fall Conference, we have provided the following charts. For your reference, the total number of attendees was 334 people. The pie chart gives you a deeper look at the percentage of each membership group that registers while the bar graph gives a picture of how many people from each region attended.



# HOW THE PARTNER PROGRAM WORKS

1

**Choose the level of sponsorship.** The price listed for each tier represents the minimum amount that must be spent to reach that tier. You have one week to choose your level of sponsorship. While you are welcome to be part of our partner program after that date, the selection of partner fund allocations will begin on December 9, 2024 and options will become limited.

2

**Choose how to allocate your partner program funds.** Platinum members will select first, followed by gold, silver and bronze, respectively. Each sponsorship level will be given one week to make their selections. Please watch for an email in the next few weeks to ensure you don't miss your selection window.

3

**Sign your contract and submit your payment.** After submission of the contract, partner program package selections may not be altered.

## EXCLUSIONS

Partner fund allocations do not apply to the following:

- Membership fees / dues
- Registration Fees
- Venue specific on-site branding opportunities
- Advertising in NEFA Newslines
- Donations or sponsorships for the Chris Walker Education Fund
- Fundraisers and other charitable contributions

Partner funds are non-refundable and must be utilized in the **2025 calendar year**.

# 2025 PARTNER BENEFITS

The price listed for each tier represents the minimum amount that must be allocated to reach that level of sponsorship. Everything listed in the chart is a complimentary benefit to being partner.

	Platinum \$15,000	Gold \$12,000	Silver \$9,000	Bronze \$6,000
<b>2025 SPRING &amp; FALL CONFERENCE BENEFITS</b>				
Exhibit Booth at Discounted Price	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Complimentary Attendees with Booth	2	1	1	1
Opportunity to Select Booth Space before General Membership	First Pick	Second Pick	Third Pick	Fourth Pick
Opportunity to upgrade to Premier Booth for an additional fee	<input checked="" type="checkbox"/>			
Logo & Link to Company Website on Conference Sponsorship Webpage	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Logo on Conference Signage	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Discounted Registration for Additional Attendees	20%	17.5%	15%	12.5%
<b>2025 REGIONAL EVENTS</b>				
Discounted Registration for Attendees	20%	17.5%	15%	12.5%
First Opportunity to be a Title Sponsor and/or Supporting Sponsor	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

	Platinum	Gold	Silver	Bronze
<b>VISIBILITY</b>				
Feature in 1 issue of a NEFA Tid-Bit Tuesday	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Publish a substantive article in each issue of the Quarterly NEFA Note	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Complimentary Full Page Ad in Issue(s) of the Quarterly NEFA Note	4 Issues	2 Issues	1 Issue	1 Issue
Logo with link to member organization website on NEFA's Partner Program Page	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Digital Ad on NEFA's Website	12 Mos.	12 Mos.	9 Mos.	6 Mos.
<b>ADDITIONAL BENEFITS</b>				
Advance selection for sponsorships before the general membership	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Advance opportunity to select new sponsorship options that become available throughout the year	First Pick	Second Pick	Third Pick	Fourth Pick

# THANK YOU!

On behalf of the Board of Directors and members of NEFA, we thank you in advance for your participation and support, and we look forward to an exciting year of delivering outstanding, exclusive, and rewarding benefits to our association in 2025. Your participation in these programs demonstrates your commitment both to the industry and your customers.

If the NEFA Partner Program does not fit your current business needs, other opportunities – including exhibiting, advertising and sponsorships for all 2025 activities, are also available.

## Thank you to our 2024 Partner Program Participants

### PLATINUM

AMUR  
Channel  
Financial Pacific Leasing, Inc.  
Great American Insurance Group,  
Specialty Equipment  
LTI Technology Solutions  
Navitas Credit Corp  
Quality Equipment Finance  
SCJ Commercial Finance Services  
Solifi

### GOLD

4 Hour Funding  
ECS Financial Services, Inc.  
North Mill Equipment Finance

### SILVER

Gulf Coast Business Credit  
PEAC Solutions  
Wright Law Group, PLLC

### BRONZE

Avtech Capital  
Balboa Capital  
Cloudsquare  
Constellation Financial Software  
Dakota Financial, LLC  
Dedicated Financial GBC  
Dext Capital  
Great Lakes Asset Solutions  
instaCOVER  
LeadX  
Leasepath  
National Business Capital  
NewLane Finance  
Northteq  
Orion First Financial, LLC  
Pawnee Leasing Corporation  
RTR Services, Inc.  
VFI Corporate Finance