

Live+ Livestream: Ideas In Action

Collaborate with Monitor's editors to curate your very own Live+ livestream! Monitor's livestream events offer a "live" virtual platform for equipment finance professionals to engage in the most important current issues impacting our industry. Whether a panel of experts or a one-on-one interview, these livestreams are attended live by hundreds of professionals and then distributed to Monitor's 15,000+ subscribers via E-News, dedicated email, website and social media.

Includes:

Panelist/Moderator Role

Feature your executive as a thought leader on a live panel or as a moderator for the event.

Introductory Script

A 50-word company overview read by the host at the start of the livestream.

Company Branding

Logo placement during the livestream and across all event promotions. Incorporate up to three branded slides or a 1-minute company video.

Attendee List

Full livestream attendee list provided for follow-up opportunities and lead generation.

Social Media Post

A branded social media post to Monitor's 10,500+ followers.

E-News Feature

Your livestream featured in Monitor's Daily E-News for added visibility.

Dedicated Livestream Email

An exclusive email sent to Monitor's 15,000+ subscribers to promote your event.

The Value of Monitor's Live+ Livestreams

High Perceived Value

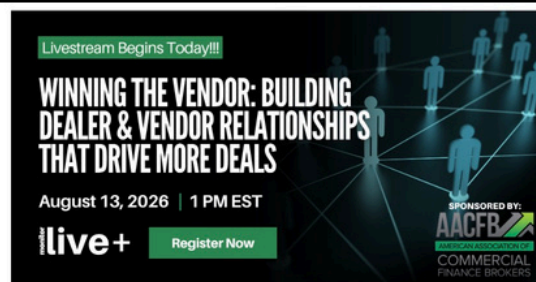
Live events are seen as premium experiences, elevating brand credibility.

Real-Time Engagement & Community Connection

Reach professionals live in an interactive setting and become part of industry-defining conversations.

Investment: \$4,795

[Click Here to View A Sample](#)



Winning the Vendor: How Commercial Finance Brokers Can Build Stronger Dealer & Vendor Relationships

August 13, 2026 | 1:00 p.m. EST
In Partnership with AACFB

[Click Here to Register!](#)

Vendor and dealer relationships remain one of the most reliable ways for commercial finance brokers to build a steady pipeline of business. But becoming a vendor's preferred financing partner requires more than competitive pricing and fast approvals. Today's vendors are looking for financing professionals who understand their business, support their sales efforts, and deliver an exceptional customer experience.

Join us for a discussion with industry experts as they share practical strategies for building successful vendor programs, creating long-term partnerships, and avoiding the common mistakes that keep brokers from becoming trusted financing resources. Whether you're establishing your first vendor relationship or expanding an existing network, you'll leave with actionable ideas you can put to work immediately.

What we'll cover:

- What equipment vendors and dealers are really looking for in a financing partner
- How to position yourself as a trusted advisor instead of simply another funding source
- The essential elements of a successful dealer and vendor financing program
- Best practices for approaching, onboarding, and supporting new vendor relationships
- Strategies for helping vendor sales teams close more business and strengthen long-term partnerships



Today at 1:00 PM ET, join us for a Monitor Live+ in partnership with [American Association of Commercial Finance Brokers](#): Winning the Vendor: How Commercial Finance Brokers Can Build Stronger Dealer & Vendor Relationships.

Join us for a discussion with industry experts as they share practical strategies for building successful vendor programs, creating long-term partnerships, and avoiding the common mistakes that keep brokers from becoming trusted financing resources. Whether you're establishing your first vendor relationship or expanding an existing network, you'll leave with actionable ideas you can put to work immediately.

Moderator:

• [Monica Harper](#), Executive Director, [American Association of Commercial Finance Brokers](#) (AACFB)

Panelist:

- [Katie Baker, CLFP](#), President, [MC² Finance](#)
- [Carrie Radloff, MBA, CLFP](#), Chief Executive Officer, [Synergy Financial Resources](#)
- [Josh Power](#), Founder & CEO, [Golden Capital LLC](#)