

NEFA presents Profit Fest '22:

“How to Make Money in Drycleaning & Laundry”

October 29 & 30

Sheraton 4-Points, Wakefield, MA 01880

- ***Session Sponsors:***

All sessions sponsors will have the ability to put up a table top display in the back of the session room advertising their company. They will also be introduced before the session and will be asked to introduce the speaker. They will have a priority listing in the program, and special acknowledgement in the materials distributed to all the members after the event. Cost: \$2,200/session. (Includes One Company Representative)

- ***Saturday Breakfast Sponsor:***

The sponsor will get recognized on signs during registration Saturday morning as well as having the opportunity to have a table to display information about their company. The sponsoring company will get priority recognition in all follow-up information sent to the membership, and will be announced during the opening remarks for the Conference. Cost: \$2,700 (Includes One Company Representative)

- ***Sunday Breakfast Sponsor:***

The Sunday Morning breakfast sponsor will have the ability to put up a table top display in the back of the session room advertising their company. They will also be introduced before the session and thanked for helping to sponsor the morning sessions and breakfast buffet. They will also be asked to introduce the speaker. They will have a priority listing in the program, and special acknowledgement in the materials distributed to all the members of the event. Cost: \$1,700 (Includes One Company Representative)

- ***General Conference Sponsors:***

General Conference Sponsors will be provided with a table to display information about their company, products and services. All Conference Sponsors will be listed in promotional materials, and will be recognized in conference programs and follow-up materials.

Cost: \$700 if reserved and paid in full by September 30/\$850 after September 30. (Includes One Company Representative)

- ***Conference Benefactor:***

Benefactors will be recognized for their support of the event and of the Association. All Benefactors will be listed in the programs and follow-up materials. Cost: \$400

All sponsorships (excluding Benefactor) include one company representative for all activities, additional representatives will be charged a \$175 registration fee per person.

Some sponsorships may be limited and will be available on a first-come, first served basis

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Saturday Sessions:

8:30 - 9:00 Welcoming Remarks and Introduction of Sponsors & Exhibits

9:00 - 10:30 Dave Coyle: “Proven Strategies to Make Money in Drycleaning & Laundry”

10:45 - 11:15 Break for Exhibitor Showcase

11:15 - 12:30 Panel Discussion featuring PuzzleHR and James Peuster: “Solving the Labor Market Dilemma and Building Benefits Packages that Attract Employees”

12:30 - 2:00 Luncheon Roundtable: Industry Best Practices Roundtable Discussions

**2:00 - 3:00 Operator Spotlight: Industry Best Practice featuring
Rechelle Balanzat of Juliette: “The Art of the Soft Sell”**

3:00 - 3:20 Break for Exhibitor Showcase

**3:20 - 4:30 ”“Proven Strategies for Profit Generation” - Panel Discussion featuring
Cohen Wills, Cleaner Marketing and others exploring ways to increase profits.**

4:30—4:45 Wrap-up with Profit Fest Committee

5:00 - 7:00 NEFA’s Saturday Night Cocktail Reception and Silent Auction

Sunday Sessions:

8:00 - 9:00 Registration & Buffet Breakfast

9:00 - 10:15 Jason Loeb, Sudsies Dry Cleaners: “Profits Start in the Call Office”

10:15 - 10:30 Break

10:30 - 12:00 Jason Loeb: “Customer Experience is Critical to Financial Success”

Company Name: _____ **Contact:** _____

Address: _____ **City:** _____ **State:** _____

Zip code: _____ **Email:** _____

Business Telephone: _____ **Cell:** _____

Credit Card #: _____ **Exp Date:** _____ **V-Code** _____