



DRYCLEANING & LAUNDRY
EXPO
EAST

JUNE 7-9, 2024



GAYLORD PALMS®

RESORT & CONVENTION CENTER
KISSIMMEE, FLORIDA

Sponsored by



South Eastern
Fabricare Association

PROSPECTUS

DRYCLEANING & LAUNDRY EXPO EAST

GUIDELINES, RULES & REGULATIONS

JUNE 7-9, 2024

Location	Gaylord Palms Resort & Convention Center Kissimmee, FL
Dates	Friday–Sunday, June 7-9
Hours	Friday VIP Preview (6pm – 8pm) Saturday 11am – 5:30pm Sunday 10am – 3pm
Installation	Thursday, 6/6 (10am – 4:30pm) Friday, 6/7 (8am – 4:00 pm)
Breakdown	Sunday, 6/9 (3pm – 9pm) Monday, 6/10 (8am – Noon)

Standard Booth Equipment 8 foot high flameproof backdrop drapes, 3 foot high sidewall drapes, identification sign.

Services not included in booth rate All electrical and plumbing services which are provided by the Gaylord Palms Resort & Convention Center. Three-phase or 220 heavy load electrical is available.

Booth limitations Nothing that will obstruct or interfere with other exhibits.

Fire regulations No open flames will be permitted. All cloth used for decoration must be fireproof to conform with the local and state regulations. Crepe paper will not be permitted.

Private or public meetings Exhibitors and Allied Trades must refrain from holding cocktail receptions, seminars, etc., during the convention hours.

Space allocation Space for exhibit will be allocated on a first-come, first-served basis governed by services and facilities to be used by the exhibitor, amount of space requested by the exhibitor, and the postmark, email or fax received date of the application for exhibit space.

Shipping instructions Full instructions regarding shipping will be included in the exhibitor packet.

Payment for booth space Application for exhibit space must be accompanied by a check or credit card for 50% of the booth(s) rental fee, with the balance payable by May 1, 2024.

Non-exhibiting Allied Tradespersons All Allied Tradespeople who are not registered by an exhibiting company will be charged \$300 for admission on the floor. Exhibitors are asked to report any violations to Show Management.

Cancellation Policy

120 days + 90% refund
91–120 days 50% refund
90 days or less no refund

Suitable exhibits The South Eastern Fabricare Association (SEFA) reserves the right to decline or prohibit an exhibit or proposed exhibit, which in its opinion is not suitable or in keeping with the character of the trade show.

Booth personnel All exhibit personnel are required to be registered. Exhibiting firms must submit a list three weeks prior to the opening of the exhibit. All exhibitors must have their booths properly staffed at all times during exhibit hours.

Sight lines Each exhibitor, large or small, is entitled to a reasonable sight line from the aisle. No exhibit or display feature may block the view of a neighboring booth. All display features over 4 feet high must be confined to that area of the booth space that is within 5 feet of the back line.

Equipment and displays must be set back a minimum of 3 feet from the booth perimeter.

HOTEL INFORMATION

Gaylord Palms Resort & Convention Center
6000 W. Osceola Parkway • Kissimmee, FL 34746

877-350-3236 • 407-586-0000
Single or Double \$229.00

Must mention DryCleaning & Laundry Expo East

SPONSORED BY



*Make checks
payable to
SEFA*

South Eastern Fabricare Association
c/o BPS Communications, Inc.
1001 Easton Road, Suite 107
Willow Grove, PA 19090
215-830-8467 FAX 215-830-8490

Drycleaning & Laundry Expo East 2024

Sponsored by South Eastern Fabricare Association

June 7-9

Gaylord Palms Resort & Convention Center, Kissimmee, FL

DISPLAY SPACE CONTRACT

Please type or print all information

AGREEMENT

By submitting one signed copy of this contract and proper payment, we hereby apply for exhibit space at Drycleaning & Laundry Expo East. We agree to comply with this contract, including all Terms and Conditions and by all Exhibit Rules and Regulations, and all other printed documents included in the Drycleaning & Laundry Expo East prospectus, and by all rules, regulations and laws of the Gaylord Palms Resort & Convention Center and by additional communications that may be made by Show Management, all of which are made a part hereof of this contract by reference. We agree to submit promptly all information required and requested by Show Management. My signature below signifies acceptance of all of the above.

Company Name: _____

Authorized By: _____ Title: _____

Signature: _____ Date: _____

Phone: _____

CONTACT INFORMATION

Name of Contact person to receive all DLE East notifications: _____

Title: _____

Address: _____

City: _____ State/Prov.: _____ Zip Code: _____ Country: _____

Phone: (____) _____ Fax (____) _____

E-mail Address: _____

Web Address: _____

Exhibitor hereby notifies DLE East 2024 that the name of the exhibiting firm is to appear in print (signage/program/website, etc.) with the following capitalization, abbreviations (if applicable) and punctuation:

Company Name: _____

Primary product to be displayed: _____

Secondary product to be displayed: _____

Please check if you will use steam in your exhibit: (For bona fide steam users only)

PLEASE DO NOT WRITE IN THIS SPACE.

Date Postmarked: _____

Number of Booths: _____

Exhibit Fee: \$ _____

Check No./Charge Date: _____

Deposit Amount: \$ _____

Balance Due: \$ _____

Booths Assigned: _____

Please complete this form in its entirety and return with your deposit, payable to SEFA, to:

BPS Communications, Inc.

1001 Easton Rd. Suite 107

Willow Grove, PA 19090

215-830-8467 Phone

215-830-8490 Fax

Leslie@sefa.org

Drycleaning & Laundry Expo East 2024

COMPANY NAME: EXHIBIT FEES - Each booth size is 10 feet x 10 feet (100 square feet); booths are available only in multiples of 100 square feet. We ask that all booths be carpeted.

DISCOUNT EAST RATES	EAST STANDARD RENTAL FEES	DISCOUNT WEST RATES	WEST STANDARD RENTAL FEES
1-3 booths \$1980 per booth	1-3 booths \$2085 per booth	1-3 booths \$2430 per booth	1-3 booths \$2555 per booth
4-7 booths \$1665 per booth	4-7 booths \$1750 per booth	4-7 booths \$2040 per booth	4-7 booths \$2150 per booth
8 or more \$1555 per booth	8 or more \$1635 per booth	8 or more \$1905 per booth	8 or more \$2000 per booth

Multiple Show Discount Available on Standard Rates
 1-3 Booths - \$4175 • 4-7 Booths \$3510 • 8+ Booths - \$3273
 If taking a different number of booths per show, call for quote call.

Fees include carpet, 6ft draped table, 2 side chairs, waste basket. Additional items can be ordered at show rates. Electric, plumbing & drayage are not included. See Rules and Regulations for additional information.

BOOTH SELECTION

Booth location preferences are for guidance and cannot be guaranteed. In general, display booths shown on the floorplan can be combined, and most combinations of 10' x 10' booths can be accommodated. Certain limitations apply. Contact Show Management to determine if your desired configuration is available.

Booth # Preference	Other Companies represented in your booth
1. _____	_____
2. _____	_____
3. _____	_____

We would like to be located away from the following companies: _____ / _____	NUMBER OF BOOTHS _____
We would like to be located close to the following companies: _____ / _____	EXHIBIT FEE PER BOOTH \$ _____
	TOTAL FEE \$ _____

No booth space will be assigned until deposit or payment is received.

PAYMENT DEADLINES

50% of the exhibit fee is to accompany all applications. The balance is due before May 1, 2024. Assignment of exhibit space will not be confirmed without correct deposit or full payment.

A signed copy of the application and payment should be returned to the **South Eastern Fabricare Association (SEFA) before May 1, 2024.**

At SEFA's sole discretion, any deposit paid can be forfeited and space cancelled if full payment is not received on or before **May 1, 2024.** Exhibitors finding it necessary to cancel their contract should do so prior to April 30, 2024. Please see policies regarding cancellation, refunds and subletting space in the Guidelines, Rules and Regulations section of the prospectus.

PAYMENT OPTIONS

Check enclosed in the amount of \$ _____
 Payable to South Eastern Fabricare Association (SEFA).
 Please charge my Credit Card in the amount of \$ _____
 VISA MasterCard AMEX

Number: _____
 Exp. Date: _____ CID _____
 Cardholder Name: _____
 Billing Address: _____

Signature: _____

No booth space will be assigned until deposit/payment is received.