



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 \$3507 • 8+ Booths - \$3273  
 If taking a different number of booth, call for quote call for

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.