

# NEFA presents Profit Fest '24:

## “Professionalism in Every Fiber”

November 2 & 3, 2023

Courtyard Marriott Event Center, Marlborough, MA

- ***Session Sponsors:***

All session 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 October 5/\$850 after October 5. (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 \$195 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 Introduction of Sponsors & Exhibits: Peter Blake & Larry Fish State of the industry Address**

**9:00 - 10:30 Dr. Alex Ellis leads discussion of: “Workplace Culture Re-imagined”**

**10:30 - 11:00 Break for Exhibitor Showcase**

**11:00 - 12:30 “Keeping Winners Engaged” — Mark Albrecht, The Route Pro**

**12:30—2:00: Brainstorming Lunch Roundtable**

**2:00 - 3:00 Operator Spotlight: “Changing Business Models to Meet Consumer Attitudes” — Jeff Alexander, Orlando Cleaners**

**3:00 - 3:20 Break for Exhibitor Showcase**

**3:20 - 4:30 “Weaponizing AI for Small Business Marketing”:  
Cohen Wills, Cleaner Marketing**

**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 “Relationships, Culture and Customer Service: Pillars of Success” — Sara Moncrieff, Puritan Cleaners**

**10:15 - 10:30 Break**

**10:30 - 12:00 “Understanding Your Customer and Effective Communication Strategies” - Carlyn Parker, Dependable Cleaners”**

Company Name: \_\_\_\_\_ Contact: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_

Zip code: \_\_\_\_\_ Email: \_\_\_\_\_

Business Telephone: \_\_\_\_\_ Cell: \_\_\_\_\_

Credit Card #: \_\_\_\_\_ Exp Date: \_\_\_\_\_ V-Code \_\_\_\_\_