



CLA Connect LIVE

BRINGING TOGETHER LAUNDRY PROFESSIONALS

Call for Presentations

The Coin Laundry Association invites members to share their expertise and experience with professionals in the self-service laundromat industry. Please submit this Call for Presentations form along with any necessary attachments to danielle@coinlaundry.org to have your presentation considered. All presenters must be current CLA members and must follow [Participant Guidelines](#).

Programming

The goal of CLA Connect Live is to bring store owners, distributors and manufacturers together to build a community of mutual interest, provide excellent customer service and positively serve our communities. We will do this through ongoing, inclusive, non-biased, local forums that provide:

- **Visibility** to key CLA initiatives, executives and Board of Director members.
- High quality continuous **education**.
- **Advocacy** for financial opportunities and key government issues, such as state sales tax proposals.
- Exposure to and participation in LaundryCares **community service** initiatives.
- Opportunities to **network** and build relationships with peers and industry professionals.

Audience

These events are open to potential and current store owners, distributors and manufacturers. Events can range in audience size from 20 to 150 and audience skill levels vary based on experience in the industry.

Locations

Events are being planned in the following cities: Connecticut (Hartford); Florida (Ft. Lauderdale, Orlando, Tampa); Georgia (Atlanta); Illinois (Rosemont, Tinley Park, West Loop); Iowa (Des Moines, Bettendorf, Davenport); Minnesota (Minneapolis/St. Paul); Missouri (Kansas City, MO and KS); Massachusetts (Boston); New Jersey (Newark); New York (Long Island); North Carolina (Charlotte, Raleigh/Durham); Ohio (Cincinnati or Dayton, Cleveland, Columbus); Oregon (Portland); Pennsylvania (Philadelphia); Southern California (Burbank, Long Beach, Santa Monica); Washington (Seattle); Washington, D.C. (Bethesda, Arlington, VA); Wisconsin (Milwaukee, Wausau or Appleton).

Please submit the following in a separate document:

- **Presentation title** (*10 words max*)
- **Presentation description:** At least 3 sentences explaining session content and overall objective. This description should be creative and reflective of what the audience will learn during the presentation.
- **Speaker's biography** (*2-3 paragraphs used to promote and introduce speaker*)
- **Previous presentations/references** (*include title, event, location and # attendees for each*)

Presentation Level/Format

Please indicate your target audience(s):

- Potential/new store owner Owner of single store Multi-store owner Other: _____

Please select the format and style of your presentation:

- 100% one-way delivery of information 50-50% content-interaction 100% audience interaction

Call for Presentations

Speaker Contact Information:

Name _____
Title _____ Member ID _____
Company _____
Address _____
City _____ State _____ Postal Code _____
Telephone _____ Email _____

Presentation Selection

All presentations and handouts will be reviewed by CLA. Selection will be determined on appropriateness and interest of topic, level of content and expertise of presenter. CLA reserves the right to make recommendations for revisions of content within proposals prior to acceptance. Participation as a presenter is by invitation only *after* review of the proposal. All accepted presenters will need to sign a Speaker's Agreement.

Compensation/Reimbursement

Parking and registration for the event will be covered. Additional expenses are at the discretion of CLA.

Responsibilities

All presenters are required to submit their final presentation to CLA two weeks prior to the event for review and approval. Presentations will be shared with attendees after the event.

CLA's Non-Commercial Policy

Attendees at CLA events are seeking valuable education and networking opportunities. Therefore, CLA policy states that presenters may not use their presentation for commercial sales pitches, self-promotion or unwarranted criticism of competitors. Presentations should advance the educational process; sales pitches do not and are therefore not acceptable. Speakers may include their title and company name in the opening slide and give out business cards as requested, but are not permitted to distribute company promotional literature, brochures or sales materials in any form to attendees during their program.

Benefits to Presenters

- Pre- and post-event promotion to CLA members, potential members and registered attendees via email, website, social media and direct mail.
- Recognition at the event as a subject matter expert.
- Networking opportunities with CLA members and industry professionals.
- Contribution to further the education of the self-service laundry industry.

I, the undersigned, understand and will comply with CLA's requirements and non-commercial policy:

(only signed submissions will be considered)

Questions? Please contact Danielle Bauer, director of membership and section relations, at 630-953-7920 x23 or danielle@coinlaundry.org.