

2017

INTERNATIONAL FRANCHISE ASSOCIATION *events*

Plan to attend the best learning and networking opportunities in franchising!

Whether you're looking to grow your bottom line, build your brand or expand your network, the International Franchise Association (IFA) has an event that's just right for you! Mark your calendars now for these can't miss events!
Visit www.franchise.org for updates.

FRANCHISE DEVELOPMENT SEMINARS // MAY 18, ATLANTA, GA // SEPTEMBER 20, DALLAS, TX

Participate in an in-depth exchange of information with franchise development experts revealing tips and tools for building your franchise brand. Seminars will feature roundtables, team exercises, mystery shopping and problem solving sessions with real-time tips and strategies to take back to your franchise.

LEGAL SYMPOSIUM // MAY 7-9 // WASHINGTON, DC

Practical real-world programming addresses the latest business and franchise law developments and features knowledgeable franchise law practitioners, franchise executives, and state regulators.

IBA/IFA JOINT CONFERENCE // MAY 9-10 // WASHINGTON, DC

Each year, IFA partners with the International Bar Association's Franchising Committee to develop a program relevant to our friends in the international franchise law profession. Experienced legal counsel share invaluable information regarding the latest developments in international law.

IFA SUMMER BOARD MEETING // JUNE 25-28 // VILLAGIO INN / VINTAGE INN & SPA, YOUNTVILLE, CA

The association's leadership, including the IFA Board of Directors, Franchisee Forum, and Supplier Forum, gather to conduct association business. By invitation only.

FRANCHISE ACTION NETWORK ANNUAL MEETING // SEPTEMBER 12-13 // WASHINGTON, DC

Formerly called the Public Affairs Conference, meet us in our nation's capital for a gathering of IFA members to network with their members of Congress during IFA's most important advocacy event. IFA leadership meetings will also be held.

FRANTECH: FRANCHISE INNOVATION CONFERENCE // OCTOBER 18-20 // SAN DIEGO, CA

Designed to help franchise professionals understand technology options and platforms, at IFA's FranTech you will hear case studies and learn best practices designed to integrate technologies like GPS, content management, communications, social, local, mobile and more!

EMERGING FRANCHISOR CONFERENCE // NOVEMBER 6-8 // PHOENIX, AZ

This is a prime networking and educational conference for franchisors with 300 or fewer units that are ready to take their system to the next level.

AND MARK YOUR CALENDAR FOR OUR 58th ANNUAL CONVENTION

#IFA2018 ANNUAL CONVENTION // FEBRUARY 10-13 // PHOENIX, AZ

Nearly 4,000 franchise professionals will gather to learn, network and chart the future of franchising. The Annual Convention presents multiple unique opportunities and a variety of ways to strategically align with key decision-makers from various industries of all sizes. This is the premier event in franchising.



FRANCHISING®
Building local businesses,
one opportunity at a time.

PARTNERSHIP OPPORTUNITIES

As every company's strategic objectives are unique, we will be pleased to work with you to customize a package that maximizes your value, puts you in front of the audience you need to reach, and helps you achieve the goals you have set to position your business for growth. Select from the opportunities below, or contact us about working with you to customize a 2017 or multi-year package that can include event alignment opportunities, membership in the IFA, advertising in our publications and on franchise.org, exhibit space and more.

LEGAL SYMPOSIUM

- Program Sponsor @ \$3,500
- Wireless Internet @ \$5,000
- Mobile App @ \$5,000
- Flash Drives @ \$6,500

FRANCHISE DEVELOPMENT SEMINARS

- Continental Breakfast @ \$2,500
- Refreshment Break @ \$1,500
- Luncheon @ \$4,000 each
- Legal Session @ \$5,000

FRANCHISE ACTION NETWORK ANNUAL MEETING

- Leadership Dinner – Co-Sponsor @ \$12,500
- Keynote Speaker @ \$15,000
- Lunch – Co-Sponsor @ \$7,500
- Portfolios @ \$7,500
- Program Sponsor @ \$5,000
- Lanyards @ \$5,000
- Mobile App @ \$7,500
- Wireless Internet @ \$5,000

FRANTECH: FRANCHISE INNOVATION CONFERENCE

- Title Sponsor @ \$25,000
- Registration Website @ \$5,000
- Reception Co-Sponsor @ \$6,000
- Program Sponsor @ \$5,000
- Lanyards @ \$7,500
- Wireless Internet @ \$5,000
- Mobile App @ \$5,000
- Flash Drives @ \$6,500

EMERGING FRANCHISOR CONFERENCE

- Title Co-Sponsor @ \$10,000
- Lunch Co-Sponsor @ \$4,000
- Refreshment Break Co-Sponsor @ \$3,000
- Lanyard Sponsor @ \$3,000
- Registration Website @ \$3,000
- Technology Session @ \$5,000
- Wireless Internet @ \$5,000
- Breakfast Co-Sponsor @ \$2,500
- Mobile App @ \$5,000
- Keynote Speaker @ \$4,500
- Guest Room Key Card @ \$4,500

2018 ANNUAL CONVENTION

- A variety of sponsorship opportunities are available with investment levels starting at \$2,500

* Options and fees are subject to change.

HOW SOME SPONSORS OF IFA EVENTS DESCRIBE THEIR EXPERIENCES:

"..one of the very best marketing investments.."

"...The visibility we achieved strengthened our company's relationship with the franchise industry and captured the attention of client prospects..."

"...resulted in greater name recognition... and opened many doors with new partners in the industry"

"greatly enhances our visibility..."

For more information on the opportunities, availabilities and benefits, contact Lynette James at 202/662-0782 or ljames@franchise.org.