



MFV
expositions

INTERNATIONAL
Franchise
Expo

The West Coast
Franchise
Expo

Franchise
Expo
South

DO YOU MEAN BUSINESS WHEN IT COMES TO FRANCHISE EXPANSION?



MFV Expos get you face-to-face with qualified candidates who are serious about success.

Sponsored by:



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

UNRIVALED REACH FOR AN UNMATCHED EXPERIENCE

For over 25 years, hundreds of thousands of qualified prospects from every corner of the globe have walked through our expo doors. Thousands of franchisors have met their ideal future franchisees, area developers, and master franchisees in person at an MFV show. We have a proven track record of bringing people together who are educated in the franchise process, turning businesses into respected household brands.

Expansion starts with MFV Expositions and we continue to broaden our reach each year.

Expansion + Education

When you invest in an MFV show, you not only expose your brand to the most qualified franchise candidates, you connect your system with the industry's best suppliers, and gain access to a wealth of business education resources.

In short: learn how to run your franchise better!

IFA Affiliation

MFV is in partnership with, and supported by the International Franchise Association. For over 25 years they have been a major sponsor and partner. The IFA is the oldest and largest organization representing franchising worldwide. Working to protect, enhance and promote franchising, the IFA supports more than 780,000 franchise establishments and its members span over 300 different business categories.

“We advertise in many different media including print and online. We feel that exhibiting at an MFV Franchise Expo event and investing the three days here to meet people face-to-face eases the relationship building process. These in-person opportunities are how we grow and we plan to continue to use these events to fuel our expansion.”

Tim Courtney
Franchise Development, CruiseOne

For information on exhibiting, please call Katharine Rosalen at **201-881-1666** or email krosalen@mfvexpo.com.

Companies not from the U.S. or Canada interested in exhibiting, please call Jim Mastandrea at **201-881-1626** or email jmastandrea@mfvexpo.com.

THE BEST PROSPECTS MONEY CAN BUY

MFV Expos spends millions in combined advertising and marketing for our shows. What does this mean for your brand? It's a budget you can benefit from but don't have to spend!

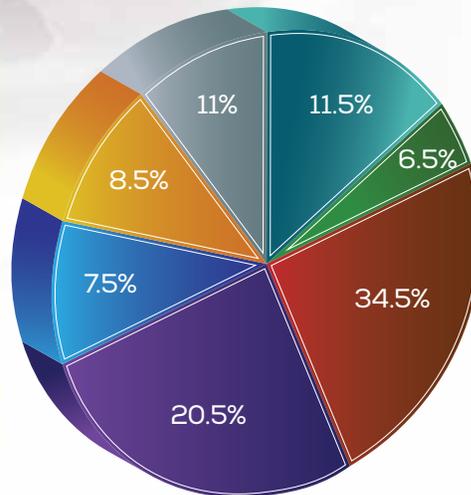
From strategic partnerships with respected publications in the business world to major franchise portals and private and government organizations, our visibility is virtually immeasurable.

A multi-pronged approach to lead generation includes online, print, radio, TV and direct mail, ensuring that prospects are engaged with multiple mediums, creating a funnel to deliver only the highest quality prospects to you face-to-face.

Multiple mediums means more touch points and, ultimately, better-educated and more qualified candidates!

It's proven: MFV attendees are much closer to making a decision – and in many cases not just about franchising in general, but specifically which franchise. Could it be yours?

Who can you expect to meet?



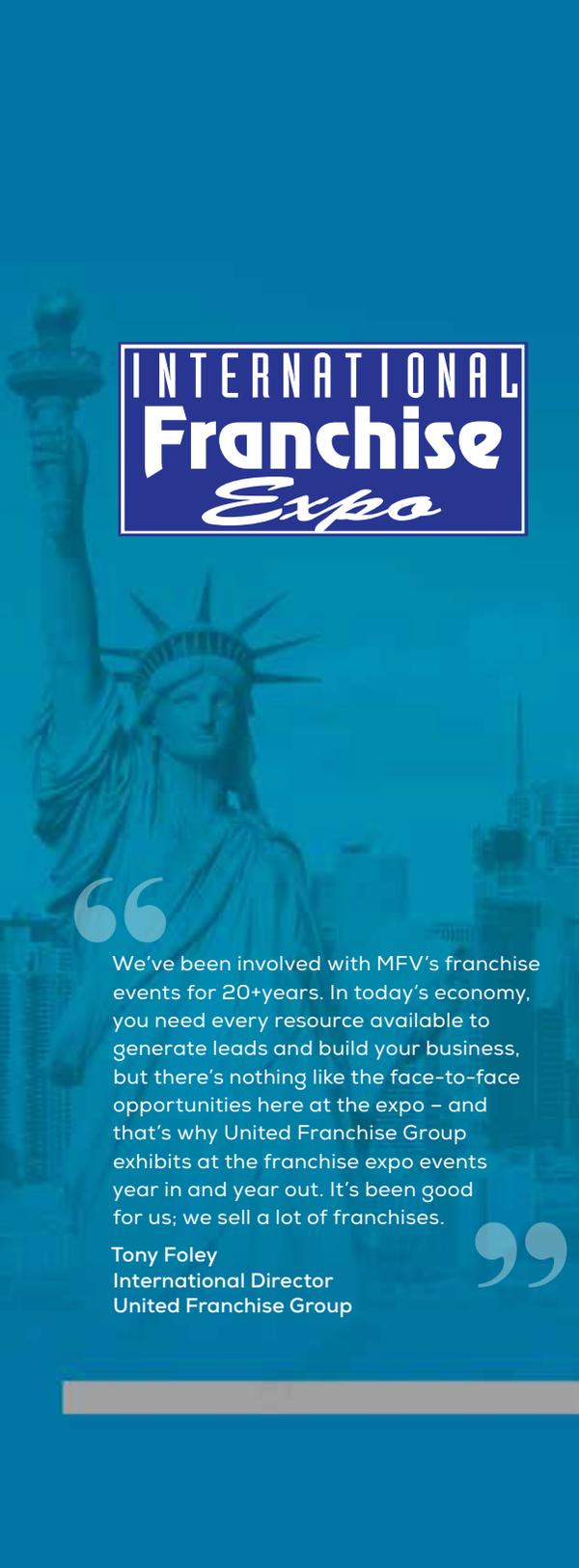
Under \$10,000	11.5%
\$10,000 - \$24,999	8.5%
\$25,000 - \$49,999	11%
\$50,000 - \$99,999	20.5%
\$100,000 - \$499,999	34.5%
\$500,000 - \$999,999	7.5%
\$1,000,000	6.5%

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We were thoroughly impressed not only with the sheer volume of foot traffic, but of the variety and quality of prospects we were able to converse with. We spoke with people from all over the world who had a genuine interest in our concept. The IFE was the perfect high-impact international platform to exhibit our franchise opportunity.

Garry Tynan
President & CEO, Curb-Ease

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INTERNATIONAL Franchise Expo

“We’ve been involved with MFV’s franchise events for 20+ years. In today’s economy, you need every resource available to generate leads and build your business, but there’s nothing like the face-to-face opportunities here at the expo – and that’s why United Franchise Group exhibits at the franchise expo events year in and year out. It’s been good for us; we sell a lot of franchises.”

Tony Foley
International Director
United Franchise Group

NEW YORK: 2X BIGGER FROM EVERY ANGLE

Still the largest, longest-running franchise expo, the IFE in New York City brings tens of thousands of highly-qualified franchise candidates, area developers, and multi-unit owners together in one place. The largest city in the United States, New York has been deemed one of the most affluent places in the world according to Forbes. The results of a recent global survey, as stated by CNBC, also deemed the Big Apple as the favorite and best city in which to do business.

So it’s no surprise that the New York IFE is the only show with the ability to attract prospects from all across the United States and countries throughout the world and remains THE best way to expand your franchise footprint in the Mid-Atlantic and up and down the Eastern Seaboard. It’s also a stateside opportunity to expose your brand to a wealth of eager international investors.

How do we bring the world to NYC each year?

IFE is one of a handful of expositions endorsed and sponsored by the United States Department of Commerce’s U.S. Commercial Service Group – an entity dedicated to helping companies succeed in markets around the world.

What this means to you:

- Exposure to 60+ foreign commercial service trade professionals in over 100 U.S. cities, and in over 96 countries.
- Onsite International Business Center where you can meet with prospective business partners and international buyers through our matchmaking program.
- A jumpstart in exporting your brand to new global markets!

Discover why IFE is the best three days
of lead generation on the planet.

STRIKE FRANCHISE GOLD IN CALIFORNIA



As you plan westward expansion, California cannot be overlooked – it's one of the largest economies in the world! With 3.4 million small businesses accounting for 99% of the state's employers and employing 52% of the workforce, there is still ample room to grow.

Not to mention the prospects you'll meet from open markets in nearby Nevada, Oregon, Washington, Arizona, Utah and Colorado!

Top Reasons to Attend the West Coast Franchise Expo

- California is one of the top 10 states for fastest growing companies and home to 53 U.S. Fortune 500 companies. Can you afford not to expand there?
- A whopping 62% of WCFE attendees – well over half – have owned a business before, and 35% have between \$100,000 - \$499,999 in capital to invest.
- No other franchise expo can match our exposure to qualified prospects eager to develop the crucial west coast marketplace.
- The California market is not out of reach – all your brand needs is a strategic foothold, and the growth will follow from there!

If you're planning to "go west," now is the time and WCFE is your ticket.

“At the West Coast Franchise Expo we've done very well; we met with folks who have been in our pipeline and this was a great opportunity to reconnect with these prospects and have some great dialogue. For new prospects we're meeting for the first time, the expo allows us to engage in a conversation that you probably couldn't get into on the phone, and certainly not have the opportunity to qualify them the way you can in person. Either you're in the business or your not – we're in franchising for the long haul.

Dave Schaefer
Senior VP Franchise Development
Driven Brands



The logo for Franchise Expo South features the word "Franchise" in a bold, blue, sans-serif font. Below it, "Expo" is written in a white, cursive script font, and "South" is in a bold, blue, sans-serif font. The text is set against a yellow, brush-stroke-like background shape.

Franchise Expo South

EVEN THE PROSPECTS ARE BIGGER IN TEXAS

Southern hospitality at its finest, Franchise Expo South calls Texas home for good reason. Houston, our host city, is the fourth-largest city in the United States and the largest city in Texas with 98,100 jobs directly attributable to franchise businesses.

What's more, throughout the entire state, Texas is built for franchising success. The combination of low taxes, an environment supportive of innovation, and a highly educated and skilled workforce, explains why Texas has led the nation in job growth for five consecutive years.

Did you know?

Nearly 65 percent of FES attendees have owned a business before, over 33 percent have between \$100,000-\$499,999 in capital to invest, and over 5 percent are active duty members or veterans!

Your Gateway to Central and Latin America

Aside from exposure to the Texas Hispanic community, FES is also your brand's gateway to Central, Latin and South America. With a start-up rate three times the national average, Hispanics own an estimated 3.2 million businesses across the U.S. Not a segment to be ignored!

If your franchise is serious about expansion in the South, the FES show is a must.

“We came to this year's Franchise Expo South after inking a 50-store area development deal initiated through last year's show. The move to Houston was truly effective and an overall outstanding success for Wayback Burgers...I highly recommend FES be a crucial part of your lead generation planning and a key strategy every year.”

William Chemero, CFE
Executive Vice President
Wayback Burgers

MFV CATERS TO FRANCHISE SUPPLIERS!

MFV Expos continues to foster and celebrate the camaraderie of the franchise industry, and our Supplier Alliance Program is just another example. Each show represents an unmatched opportunity for suppliers to meet face-to-face with franchisors who are in the market for their unique products and services.

As one of the most trusted resources of B2B products and services in the franchising community, only our program gives suppliers two unique ways to reach franchisor prospects:

1. Exhibiting at MFV Events

An exclusive exhibition opportunity includes:

- A fully furnished booth in the supplier section
- A list of all of the exhibiting franchisors in advance for pre-marketing
- Hundreds of exhibiting and visiting franchisors on the show floor, and at exclusive networking events

2. A Non-Exhibiting Sponsorship

Your Non-Exhibiting Sponsorship allows you to choose to simply attend the events, and engage prospects at their booths.

If you have a product or service that helps franchisors grow their systems more effectively or efficiently, the Supplier Alliance Program has a place for you! Contact us today.

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We have exhibited at the IFE every year it has been held in New York City. We are happy to find that this show was another huge success for us and our 9 clients that also were exhibitors at the show this year. Thank you MFV for hosting another wonderful event. We look forward to many more successful years together.

Tom DuFore
Chief Operating Officer & Principal
Consultant, Franchise Marketing Systems

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GO GLOBAL WITH INTERNATIONAL PAVILIONS

MFV is a global company; we do more than just bring qualified prospects to the U.S. – we introduce U.S. franchisors to international audiences around the world! Our exclusive, worldwide relationships can place your franchise front and center in U.S. pavilions across the globe.

Don't miss these exciting opportunities to meet with international master franchisees looking to buy out entire territories in many countries.

London, England, Feb 19-20, 2016

The Franchise Show in London brings franchise concepts and prospects from all over the UK and Europe for two days of education and networking, giving franchisors the greatest opportunity for European expansion. It's the biggest show in all of the UK!

Feira Internacional De Franquicias, March 3-5, 2016, Mexico City

With over 30,000 attendees, this is one of the largest franchise events in the world. Held annually in Mexico City, the FIF is the best place for franchisors to generate both domestic and foreign prospects and partnerships.

As a bonus, franchisors are encouraged to take advantage of the matchmaking program.

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GET READY FOR A YEAR OF GROWTH WITH MFV

For 25 years, MFV Expos has prided itself on truly partnering with franchisors, doing all that we can to see brands like yours succeed.

Whether you choose to start with one regional event, or you're ready to jumpstart national expansion, MFV can recommend the perfectly positioned opportunity for your growing franchise.

It's time to discover for yourself what our exciting face-to-face events can do to position your franchise concept for maximum growth and success!

Contact us today.

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Katharine Rosalen

Sales Administrator

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