

2019 - 2020

# PROMOTIONAL OPPORTUNITIES



**MAY 28-30, 2020**  
New York, NY  
[IFEinfo.com](http://IFEinfo.com)

SUPPORTED BY  U.S. COMMERCIAL SERVICE  
Department of Commerce

ALL SHOWS SPONSORED BY  **IFA**  
INTERNATIONAL FRANCHISE ASSOCIATION



**DECEMBER 5-7, 2019**  
Long Beach, CA  
[FranchiseExpoWest.com](http://FranchiseExpoWest.com)



**SEPTEMBER 13-14, 2019**  
Rosemont, IL  
[FranchiseExpoChicago.com](http://FranchiseExpoChicago.com)



**FEBRUARY 20-22, 2020**  
Miami Beach, FL  
[FranchiseExpoSouth.com](http://FranchiseExpoSouth.com)



**OCTOBER 4-5, 2019**  
Houston, TX  
[FranchiseExpoHouston.com](http://FranchiseExpoHouston.com)

# Put *your* brand front and center

MFV Expositions' franchise events provide the greatest variety of opportunities to grow your business.

**Make face-to-face connections with highly qualified candidates**, accelerating your sales process and lowering your cost per lead. Through key onsite promotion and advertising options, take your brand to the next level and make the impact you want. Position your brand front and center at the International Franchise Expo, Franchise Expo West, Franchise Expo South, Franchise Expo Chicago, and our newest show, Franchise Expo Houston.



## LEARN MORE ABOUT HOW YOU CAN MAXIMIZE YOUR VISIBILITY.

For more information, please email [Joseph.Cammarato@comexposium.com](mailto:Joseph.Cammarato@comexposium.com) to speak to a sales representative.

# OPPORTUNITY AVAILABILITY

Look for ●●●● next to each listing to see which opportunities each of our shows currently offer!



Registration & Confirmation Email Sponsor	●	●	●	●	●
Attendee eBadge Email Sponsor	●	●	●	●	●
Visitor E-Newsletter Sponsorships	●	●	●	●	●
Digital Event Guide Advertising	●	●	●	●	●
Post-It Tab on Event Guide Cover	●	●	●		
Bookmark in Event Guide	●	●	●		
Attendee Brochure Advertising	●	●	●		
International Brochure Advertising	●				
Visitor Advance Registration Postcard	●	●	●		
Official Show Bag	●	●	●	●	●
Show Bag Insert	●	●	●	●	●
Badge Sponsorship	●	●	●	●	●
Badge Lanyard Sponsor	●	●	●	●	●
Entrance Banners	●	●		●	●
Show Entrance Unit	●	●	●	●	●
Vehicles in Roadway	●				
Vehicles in Lobby	●		●		
Registration Tile Decals	●		●		
Glass Clings	●		●	●	●
Restroom Mirror Graphics	●		●		
Escalator Runner			●		
Aisle Sign Sponsorship	●	●	●	●	●
Billboard Advertising	●	●	●	●	●
Column Wraps	●		●	●	●
Expo Floor Graphics	●		●	●	●
Expo Floor Inflatables	●		●		
Footprints Right To Your Booth	●		●	●	●
Publication Bin Distribution	●	●	●	●	●
International Business Center Sponsorship	●				
International Cocktail Reception	●				
Exhibitor eBadge Sponsor	●	●	●	●	●
Exhibitor Newsletter Sponsor	●	●	●	●	●
Exhibitor Lounge Sponsor	●	●	●	●	●
Exhibitor Reception Sponsorship	●	●	●	●	●
Event Guide Advertising	●	●	●	●	●

# VISIBILITY OPTIONS

## REGISTRATION & CONFIRMATION EMAIL SPONSOR



Introduce your brand to every registered visitor with this high profile sponsorship. Your banner ad will be prominently positioned and seen in each step of the registration process and included on the registration email confirmation. This is a great way to deliver your message to the most serious expo visitors.

## ATTENDEE eBADGE EMAIL SPONSOR



The Expo sends an email to all pre-registered attendees the week of the event with their eBadge confirmation and barcode. You supply banner artwork, and we'll add a link to contact you directly!

## VISITOR E-NEWSLETTER SPONSORSHIPS



Your message can be delivered to pre-registered and prospective attendees prior to the show. You supply us with a 640x90 banner ad and a 50 word description, and we'll add a link to contact you directly!

*(Limited to 2 Category Exclusive sponsors per newsletter)*

## DIGITAL EVENT GUIDE ADVERTISING



**New!** Showcase your brand to registered and prospective visitors with a full or half page ad in this digital event guide distributed in emails, highly visible on the show website, and featured in social media posts.

# VISIBILITY OPTIONS



## POST-IT TAB ON EVENT GUIDE COVER



Put your message right on top with a “Post-It” note stuck to the front cover of the Event Guide. The size is 3”x3” and you provide your own message and artwork.

## BOOKMARK IN EVENT GUIDE

This double-sided gloss bookmark helps attendees find your business AND keep their place in the Event Guide. You provide your message and artwork.



## ATTENDEE BROCHURE ADVERTISING



Advertising in this brochure ensures that your message will be seen by thousands of qualified candidates months before the doors of the exhibit hall open. Your ad can generate leads months before the show and increase booth traffic onsite.

## INTERNATIONAL VISITOR BROCHURE ADVERTISING

Advertising in this brochure ensures that your message will be seen by thousands of qualified candidates from around the world months before the doors to the exhibit hall open.

# VISIBILITY OPTIONS

## VISITOR ADVANCE REGISTRATION POSTCARD •••

Get your message out 2 weeks prior to the show by providing us with a postcard that will get into the mailbox of all of our pre-registered attendees. Invite them to your booth, have them contact you before the show and even schedule appointments. This is also available as a post-show direct mail engagement opportunity.

## OFFICIAL SHOW BAG •••••



See your brand coming and going. Take advantage of one of the most visible sponsorships - the Official Show Bag. Visitors walk the floor, attend seminars and visit other booths with your logo and message for everyone to see. The best part? Visitors collect information at the expo and take the bag home. As an added bonus, Show Bag sponsors get an insert into the bag, making the sponsorship even more valuable.

## SHOW BAG INSERT •••••

Promote your company in every Show Bag provided to all visitors at the show. You can include a flyer, brochure or promotional item that will catch the attention of every attendee. Plus you get two for one - visitors will see it when they open their bag at the show and when they go through their bag after they leave. What a great way to increase your ROI for the show.

*(Insert provided by sponsor; Limit 1 insert per sponsor)*

# VISIBILITY OPTIONS

## BADGE SPONSORSHIP ●●●●●

Watch as every attendee and exhibitor promotes your brand and booth number as they walk the show floor. Your message will be on every badge and visible to everyone at the show. This is a great way to drive traffic to your booth.

## BADGE LANYARD SPONSOR ●●●●●



Your company logo will be seen throughout the show when you sponsor the badge lanyards. These branded lanyards are given to every visitor and exhibitor at registration and used to hold their badge. It's a walking advertisement for your company that will be seen in every aisle, every booth and throughout the show.

## ENTRANCE BANNERS ●●●●●



You will have instant visibility as visitors enter the convention center lobby. Your logo, message, and booth number will be prominently displayed. This is a bold call to action sure to resonate with your prospects!

## SHOW ENTRANCE UNIT ●●●●●



Every brand wants to make a splash as visitors enter the expo floor. There's no better way to be top of mind than this billboard opportunity right at the show entrance. Pump up your development efforts with a great call to action along with your booth location - this sign has high visibility and you can use it as another opportunity to drive traffic right to your booth!



# VISIBILITY OPTIONS



## VEHICLES IN ROADWAY •

Here's a great parking spot for your branded vehicle: positioned in a high-traffic location just outside the convention center where every attendee will see your brand.



## VEHICLES IN LOBBY ••

Your car will be positioned alongside the registration counters. Make sure everyone knows your concept is ready for expansion with this great promotion.



## REGISTRATION TILE DECALS •••

Floor decals with your artwork will be placed in the registration area. This is a great way to familiarize expo attendees with your brand!



## GLASS CLINGS ••••

Greet all attendees with your logo and booth number on the entrance doors to the convention center as well as other areas such as the side of escalators leading to the show floor.



# VISIBILITY OPTIONS

## RESTROOM MIRROR GRAPHICS ••

We all know the one place we all need to go - so why not deliver your message to show attendees in the restrooms! These clings stick right on the mirror so there's no chance your message will be missed!

## ESCALATOR RUNNER •

Imagine a 28' banner in between up and down escalators for every visitor to see over the three days of the event. You'll get them coming and going as they learn more about the benefits of franchising.



## AISLE SIGN SPONSORSHIP •••••

Imagine your logo and booth number hanging from the Aisle Signs. Your prospects will have no trouble finding you when they see your logo overhead. It is one of the few opportunities permitted on the show floor outside of the booths.



## BILLBOARD ADVERTISING •••••

Watch visitors as they stop to read your Billboard located inside the Exhibit Hall entrance. These 2-sided meter boards will catch the attention of every visitor and exhibitor as they enter and leave the show floor. Use this innovative marketing medium to increase your branding and drive traffic to your booth. You supply the design and we create the Billboard.

# VISIBILITY OPTIONS



## COLUMN WRAPS ••••

Columns will feature your brand in a huge way: Your graphics are an ideal way to attract qualified candidates to your booth, or choose other columns throughout registration and the exhibit floor to promote your concept.



## EXPO FLOOR GRAPHICS ••••

Get on the path to brand visibility with these great floor graphics. There are a multitude of locations on the show floor to lay these customized floor graphics as booth locators, directionals, and simply reminding show visitors to stop by and visit with your team.



## EXPO FLOOR INFLATABLES ••

Show off your brand - in a big & bold way! This promotion gives your business a virtual second location on the show floor. Grab everyone's attention with a message that drives traffic!



## FOOTPRINTS RIGHT TO YOUR BOOTH ••••

Imagine a path of footsteps from the expo doors right to your booth - and each footprint has your logo and booth number! Exhibitor provides artwork and we produce and install the footprints at the show.

# VISIBILITY OPTIONS

## PUBLICATION BIN DISTRIBUTION •••••

Display your magazines right at the front entrance of the show for everyone to pick up. Bins are refilled throughout the event.

## INTERNATIONAL BUSINESS CENTER SPONSORSHIP •



If you're looking to develop your brand internationally, there is no better place than the International Business Center, where delegates from around the world gather to meet and relax during the show. This sponsorship includes your logo and booth number featured on signage in the lounge and food area, as well as exclusive access to leading international decision-makers.

## INTERNATIONAL COCKTAIL RECEPTION •

As one of a limited number of sponsors focusing on international expansion, this invitation-only social event will ensure your company is a leader in the international franchise marketplace. The International Reception takes place concurrently with the Exhibitor Reception.

***Limited to 6 Category Exclusive Franchisors | Limited to 2 Category Exclusive Suppliers***



# SUPPLIERS ONLY

## **EXHIBITOR eBADGE SPONSOR** ●●●●●

Place your brand and message front and center in the email sent to all exhibitors the week of the event with their confirmation and barcode. You supply a banner and link to the website of your choice, and we prominently place your artwork for all exhibitors to see.

## **EXHIBITOR NEWSLETTER SPONSOR** ●●●●●

All Suppliers know the importance of the exhibitor newsletters sent out in the months prior to the show. They include information that can save money and increase ROI. New features, schedule changes, shipping deadlines, marketing opportunities and other vital details ensure that this is read and circulated among exhibiting franchises. Your logo, link and message will be read as well if you sponsor this valuable communications program.

## **EXHIBITOR LOUNGE SPONSOR** ●●●●●

All exhibitors need a break away from their booths during the show day. Key franchise personnel will thank you for providing them with coffee, tea, soft drinks, snacks, and a comfortable place to rest between conversations with visitors. Your logo will appear on signage as your prospective customers take a well-earned rest.

## **EXHIBITOR RECEPTION SPONSORSHIP** ●●●●●

Cold drinks, good food, and great company bring key decision makers to the best party of the show. As a sponsor, your logo will be on the invitation, signage, and video monitors so your customers and prospects know whom to thank for a wonderful evening.

# EVENT GUIDE SPECS

## EVENT GUIDE ADVERTISING

This Event Guide is the only official program and exhibit guide that will be distributed to every visitor at the expo and posted online. This indispensable guide includes exhibitor listings and seminar details and is used extensively by visitors during and after the show.

## AVAILABLE AD SIZES:

- **Your Logo with Directory Listing**
- **Full Page**
- **Half Page**
- **Inside Front Cover**
- **Inside Back Cover**
- **Back Cover**
- **Bookmark**
- **Tab-On Cover Ad**

## FILE FORMAT

Art files should be sent at 300dpi in the following formats: **.PDF, .JPG, .EPS**  
All artwork must be CMYK. Ads not meeting these specs will be returned.

*Please send all artwork to Rebecca McLouth at: [Rebecca.McLouth@comexposium.com](mailto:Rebecca.McLouth@comexposium.com)*