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:

[IFA logo]

International Franchise Association
Building local businesses, one opportunity at a time.
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 a 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
VP 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.
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.

Multiple mediums means more touch points and, ultimately, better-educated nd 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?

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 exhibitor our franchise opportunity.

Garry Tynan  
President & CEO  
Curb-Ease
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 120 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.
Southern hospitality at its finest, Franchise Expo South calls Texas home for good reason. Dallas, our host city, is among the top 10 largest cities in the United States and the third largest city in Texas. Nearly 80% of companies in Dallas are classified as small 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 60 percent of FES attendees have owned a business before, over 33 percent have between $100,000-$499,999 in capital to invest, and over 8 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, then FES is a must.

“EVEN THE PROSPECTS ARE BIGGER IN TEXAS

We love Franchise Expo South. This is the best place to find people that are seriously looking for a new business. If somebody has the desire to get into business, how do they know what they want? They can come here they can meet us, and be able to make an informed decision. We’re there to guide them through the process. It’s really, as far as I’m concerned, one of our most valuable tools for finding franchisees.”

Marla Topliff
President
Rosati’s Pizza
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 Franchise Expo West

• 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 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 Franchise Expo West 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 Schaefers
Senior VP Franchise Development
Driven Brands
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.

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
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.

The Franchise Show, London
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!

Feria Internacional De Franquicias, Mexico City
With over 30,000 attendees, this is the biggest franchise event in Latin America and one of the largest 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.

For information on exhibiting in our international shows, please call Rick Brunsman 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.
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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