


**NEW YORK NEW YORK**



**MAY 30 - JUNE 1, 2019**

Javits Center

Sponsored By  **IFA**  
INTERNATIONAL FRANCHISE ASSOCIATION

Supported By  **U.S. COMMERCIAL SERVICE**  
United States of America  
Department of Commerce

**CONNECT FACE-TO-FACE  
WITH QUALIFIED ATTENDEES**



**IFEinfo.com**





## **THE INTERNATIONAL FRANCHISE EXPO (IFE)** is the premier franchise event in the industry.

IFE is one of the few shows supported by the US Department of Commerce. Through international buyer outreach, the show attracts investors from nearly all 50 states and over 100 countries around the world. From domestic or international expansion to selling single units, area developments, or master franchises, IFE is the industry's one-stop-shopping event.

Engage face-to-face with qualified prospects and increase your footprint and revenues. Utilize our complimentary guest pass program to engage with current and future prospects throughout your sales funnel.

**May 30 - June 1 • Javits Center • New York, New York**



# MOTIVATED ATTENDEES

PRIOR TO  
**ATTENDING**  
THE EXPO:

**54%**

read promotional  
material on 1 or more  
franchise companies

**43%**

had conversations  
with 1 or more  
franchise brands

**32%**

visited 1 or more  
franchise units

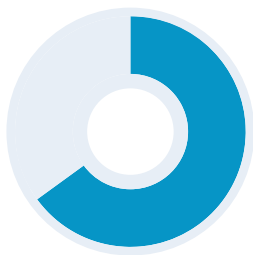
GOAL TO **OPEN A FRANCHISE**

**29%**  
0-6 MONTHS

**35%**  
6-12 MONTHS

**20%**  
12-18 MONTHS

**16%**  
18+ MONTHS



**65%**

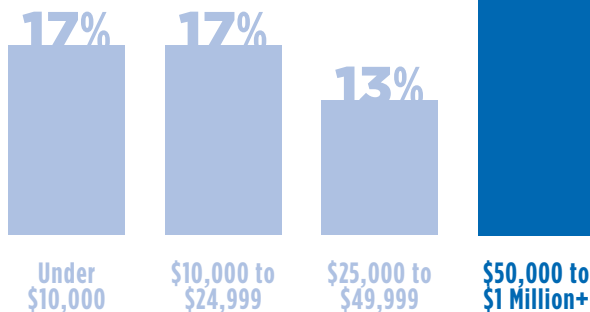
of attendees have  
owned a business

*Generate* **NEW LEADS:**

**200** avg. total leads  
per exhibitor...

**THAT'S 10** leads per  
hour!

**INVESTMENT LEVELS  
OF ATTENDEES**



**32%**  
of attendees  
were female



**68%**  
of attendees  
were male

**DIRECTLY FOLLOWING IFE:**

**56%** already met or plan to meet  
with a franchise representative

**Visit IFEinfo.com for:**

- Exhibitor Resources
- Travel Tips
- Venue Information
- Booth Details
- Sponsorship Inquiries
- **And More!**



# NEVER MISS AN EXPO!

MFV Expositions has franchise shows across Europe & North America. Plus, check out our online Lead Generation!



**INTERESTED IN EXHIBITING? CONTACT US TODAY!**

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