

33RD ANNUAL
IBA/IFA JOINT CONFERENCE
MAY 9-10, 2017 // JW MARRIOTT // WASHINGTON, DC

INTERNATIONAL FRANCHISING
IN A CHANGING
WORLD



the global voice of
the legal profession



FRANCHISING
Building local businesses,
one opportunity at a time.

SCHEDULE OF EVENTS

Tuesday, May 9, 2017

Reception and Dinner 6:00 pm

This year's reception will be held at Mastro's Steakhouse in the heart of Washington, DC. Taking place in a private area of this upscale steakhouse, located in many of America's most popular cities, this reception and dinner will be the perfect way to get to know other attendees and kick-off the annual joint conference.

**Cocktails and hors d'oeuvres will be served from 6:00 pm – 7:00 pm. Dinner will be served at 7:00 pm.

Wednesday, May 10, 2017

Registration Desk Open 7:30 am – 4:00 pm

Continental Breakfast 7:30 am – 8:00 am

Welcome & Introduction 8:00 am – 8:10 am

Welcome and Introduction by the IBA International Franchising Committee Co-Chairs.

Karsten Metzloff, Noerr LLP, Berlin, Germany
Larry Weinberg, Cassels Brock, Toronto, Ontario

Plenary 1: Hot Topics 8:10 am - 9:25 am

Hot Topics in International Franchise Laws

This session will comprise of a series of roundtable discussions on various topics of interest to franchise lawyers and from around the world.

Concurrent Interactive Workshops 9:30 am - 10:30 am

Workshop 1: LOI's, Term Sheets, MOU's and Other Interim Deal Documents in International Franchise Transactions

Hands up, anybody who has never used Letters of Intent, Term Sheets and other interim deal documents in international franchising transactions - but is the use of preliminary documents completely risk-free? Shouldn't one worry about the application of franchise sales/disclosure laws or other relationship laws? And what are the implications of the duty to negotiate in good faith in civil law countries at that stage of the transaction? This workshop will address the issues arising from the use of interim deal documents and discuss their pros and cons interactively with the participants.

Workshop 2: Should International Disclosure (Documents) be the Norm or "Best Practice" for International Franchise Transactions?

This workshop will discuss the age-old question whether there is a possibility, if not a need, to establish an international disclosure (document) as a boilerplate or as "best practice" for international franchise transactions.

Workshop 3: What If Your Franchisee Becomes Insolvent?

This workshop will look at issues around franchisee insolvency with a special focus on when international master franchisees/area developers become insolvent and consequences to sub-franchisees. The workshop will look at case examples and discuss potential clauses, practical steps and structuring issues to mitigate the consequences of franchisee insolvency.

Refreshment break 10:30 am - 10:50 am

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Plenary 2: The Emergence of International Franchise Associations 10:50 am - 12:05 pm

Independent franchise associations have emerged in various countries, and can act as a powerful tool for franchisees to advance their interests, either in collaboration or in conflict with franchisors. But now there is and will be a trend to international franchise associations. This panel will explore this development.

Luncheon with Panel Discussion 12:05 pm - 1:35 pm

Political Developments in the United States

- Joint Employer
- Minimum Wage
- Overtime
- Franchise Relationships Laws
- Q & A with IFA staff

Concurrent Interactive Workshops 1:45 pm - 2:45 pm

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Refreshment break 2:45 pm - 3:00 pm

Plenary 3: News from Around the World 3:00 pm - 4:15 pm

A panel of expert franchise law practitioners from select countries around the world will discuss recent and topical legal developments affecting franchising in their countries.

GENERAL INFORMATION

Venue: Washington, DC

One of the world's most talked-about destinations, Washington, DC attracts nearly 18 million visitors each year. It is a hub for American politics and history. There are a multitude of free museums to take advantage of, but the real attractions are the memorials and monuments dedicated to great American leaders. Spend some contemplative time at the Reflecting Pool within the National Mall, among the most patriotic places in the country. Additionally, Washington, DC is considered one of the best culinary destinations in America. The aromas of world-class cuisine invite hungry patrons with promises of delectable dishes at restaurants throughout the city. The options are as varied as the population, with everything from exquisite fine dining to curbside street food. May is the ideal time to visit Washington, DC. We invite you to enjoy pleasant springtime weather and beautiful gardens and parks throughout the city!

Pre-Registration and Payment of Fees

Pre-registration for the IBA/IFA Joint Conference closes **April 28**. If you are not able to meet this deadline, please register at our onsite Registration Desk beginning Tuesday afternoon at the JW Marriott (there will be a \$50 onsite processing fee). To register for all events described in this brochure, please complete one registration form per person and send with payment to the IFA Offices in Washington, DC. Payment of fees should be in US dollars, by check or bank draft drawn on a US bank and made payable to the International Franchise Association (Federal Tax ID #36-6108621) or by Visa, Mastercard, American Express or Discover Card. If you would like to pay by wire transfer, please contact the IFA Offices at 202/628-8000 for account information.

Cancellation

Full refunds (minus a \$50 administration fee) will be granted for registrations cancelled at least 14 days in advance of the conference. A 50% refund (minus a \$50 administration fee) will be provided for registrations cancelled 7-14 days in advance. No refunds will be permitted for cancellations less than 7 days in advance or for "no-shows." All requests for refunds must be made in writing to the IFA at kneumann@franchise.org. There is a \$50 substitution fee.

Social Program & Dinner

This year's reception and dinner will be held at Mastro's Steakhouse in the heart of Washington, DC. Mastro's Steakhouse is located at 600 13th street, NW, one block from the JW Marriott. Mastro's is an upscale steakhouse with locations in many major U.S. cities. Cocktails and hors d'oeuvres will be served from 6:00 pm - 7:00 pm. Dinner will be served at 7:00 pm. Reception and Dinner only tickets are available to purchase for guests at US \$250 per ticket.

Hotel Information

You may reserve your hotel room at the JW Marriott, Washington, DC by [clicking here](#) or calling 1-877-393-2503 and indicating you are attending the IFA 2017 legal programs. Our room rate for a standard room is \$357 (single or double). The deadline for making reservations is **April 1** (or when the IFA room block is filled, whichever is first.) Once the room block is sold out, reservations will be accepted based on availability at the group rate. The JW Marriott is in a prime location, right in the heart of downtown Washington, DC at 1331 Pennsylvania Avenue, NW. For more information about the JW Marriott, [click here](#).

Language

The working language of the conference will be English.

Earn Credits



Your attendance at the IBA/IFA Conference qualifies you for Continuing Professional Development (CPD) credits. The conference has been accredited by the Solicitors Regulation Authority of England & Wales. The number of CPD points/hours available may vary for other bar associations and law societies depending on their criteria. If CPD accreditation is required by delegations from other countries, the IBA will be pleased to supply a certificate of attendance. Contact the Conference Department (confs@int-bar.org) or +44 (0) 20 7842 0090 at the IBA for more information.

In addition, you will also earn Continuing Legal Education Credits (CLE's) in most US states by attending this conference. Details on how to obtain credits will be available onsite at the IFA Registration Desk.

You will earn 150 Education and 150 Participation credits toward completion of the Certified Franchise Executive (CFE) accreditation by attending the IBA/IFA Joint Conference.

Conference Registration Fees

IBA or IFA Members @ US \$600 per person
Non-Members @ US \$750 per person

Full conference registration fee includes:

- Attendance at all educational sessions.
- Conference working materials.
- Reception and Dinner on Tuesday, May 9.
- Continental Breakfast on Wednesday, May 10.
- Refreshment Breaks on Wednesday, May 10.
- Lunch on Wednesday, May 10.

REGISTRATION FORM

Please complete one form per person. Pre-registration for the IBA/IFA Joint Conference closes **April 28**. To register after this date, please visit our onsite Registration Desk at the JW Marriott beginning the afternoon of May 9. Onsite registrations will be subject to a \$50 onsite processing fee.

Full Name _____
 Title _____ Nickname for Badge _____
 Company _____
 Address _____
 City _____ State _____ Zip Code _____ Country _____
 Telephone _____ Email (required for your confirmation letter) _____
 Guest Name (if applicable): _____

Please mark the appropriate boxes:

Registration fees are per person.

- IBA or IFA Member US \$600 per person X ____ = \$ _____
- Non-Member US \$750 per person X ____ = \$ _____
- Additional Dinner Tickets for Conference Attendees US \$250 per person X ____ = \$ _____

GRAND TOTAL \$ _____

Complete and return with payments to:

International Franchise Association
 c/o 33rd Annual IBA/IFA Joint Conference
 1900 K Street, NW, Suite 700
 Washington, DC 20006 USA
 Telephone + 1 (202) 628-8000
 Fax + 1 (202) 628-0812
 kneumann@franchise.org



International Bar Association (IBA) — the global voice of the legal profession

The International Bar Association (IBA), established in 1947, is the world's leading organization of international legal practitioners, bar associations and law societies.

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Divisions and Committees

Grouped into two divisions—the Legal Practice Division and the Public and Professional Interest Division—the IBA covers all practice areas and professional interests, providing members with access to leading experts and up-to-date information. Through the various committees of the divisions, the IBA enables an interchange of information and views among its members as to laws, practices and professional responsibilities relating to the practice of business law around the globe.

INTERNATIONAL BAR ASSOCIATION

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 Tel: +44 (0)20 7842 0090 • Fax: +44 (0)20 7842 0091
 Email: member@int-bar.org • Web site: www.ibanet.org



International Franchise Association (IFA)

The International Franchise Association, founded in 1960, is the oldest and largest association in the world representing franchisors, franchisees and suppliers to the franchise community. The IFA represents nearly 1,400 franchisors, thousands of franchisees and more than 700 franchise community suppliers. IFA's members have franchise operations in virtually every corner of the globe, and IFA serves as a resource center for both current and prospective franchisors and franchisees, public policy makers, legislators, regulators, the media and the general public.

IFA's membership services include educational seminars and conferences, publications, trade shows, marketing and promotional assistance, government and public policy activities and international and minority outreach programs. The IFA actively promotes educational awareness programs for franchise investors and educational programs for franchisors to ensure compliance with franchise disclosure laws and regulations. The IFA is instrumental in creating and implementing programs designed to safeguard franchising from abuse by fraudulent operators.

INTERNATIONAL FRANCHISE ASSOCIATION

1900 K Street, NW, Suite 700, Washington, DC 20006 USA
 Tel: +1 (202) 628 8000 • Fax: +1 (202) 628 0812
 Email: ifa@franchise.org • Web site: www.franchise.org

- Check here if you require special assistance to fully participate.

Please specify: _____

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Payment Method

Check Enclosed Payable to "IFA" (Federal Tax ID #36-6108621)

Credit Card: (circle one)



Account # _____ Expiration _____

Card Member Name _____ Signature _____

Billing Address _____