



ONLY FRANCHISE **INTERNATIONALLY?**

OLDEST & LARGEST IN THE WORLD

The International Franchise Association (IFA) is the oldest and largest franchise association in the world.

95%

Of consumers live outside of US borders and IFA's reach and resources span the globe.

GROW INTERNATIONALLY

Joining IFA can help your company grow internationally.

SPECIAL MEMBERSHIP PRICING

IFA offers special membership pricing (\$1,500 annual dues) for companies that do not franchise in the United States.

1. IFA membership **enhances credibility** in international franchise circles.
2. Benefit from **educational programming** on cross border franchising at major IFA events and online. IFA offers best in class educational and professional development opportunities covering all major aspects of franchising as well as **professional certification** through the Certified Franchise Executive Program.
3. **Network** and share best practices with the most experienced executives in international franchising.
4. Advance your international **franchise development** through exposure on IFA's franchise portal, in its International Franchise Opportunities Guide, and discounts on exhibiting at the International Franchise Expo.
5. Find **expert help** in any area of international franchising you can imagine by working with IFA's Supplier Members, including the leading franchise lawyers, brokers, consultants and more.
6. As an IFA Member you will gain access to the most **relevant information**, research and publications including Franchising World magazine and IFA's Insider and SmartBrief newsletters.
7. Access and introductions to **domestic franchise associations** in more than 40 countries.
8. IFA **advises the US Trade Representative and Department of Commerce** in an official capacity to ensure that trade agreements are conducive for US companies using the franchise model internationally.
9. IFA **advocates for free enterprise and rules based trade and investment for franchised business**. IFA works to shape a favorable regulatory environment for franchising around the world with partners including the US government and domestic franchise associations.
10. IFA mounts regular franchise trade missions with the US Commercial Service to offer its members a **high-level, cost effective vehicle for market exploration and development**.

WHAT ARE YOU WAITING FOR?

TIME TO GROW BEYOND YOUR BORDER AT www.franchise.org/join-ifa