



**Franchising**<sup>®</sup>  
Building local businesses,  
one opportunity at a time.

# 2012 PROGRAMS & EVENTS

## 2012 IFA Programs & Events

The International Franchise Association offers the most prestigious suite of programs and products available to the franchise industry. Our 2012 line up of events will offer multiple opportunities for IFA members to strengthen their professional expertise, network and benchmark with industry leaders and showcase their respective organizations and their commitment to franchising. If your goal is to deliver your company's message to the franchising community while gaining a measurable return on your investment, then IFA programs and events are the places to be.

### **Annual Convention – February 11-14 – Orlando, FL**

Nearly 3,000 franchise professionals will gather to learn, network and chart the future of franchising. The Annual Convention presents multiple unique opportunities and a variety of ways to strategically align with key decision-makers from various industries of all sizes.

### **Franchise Real Estate Conference – May 21-22 (tentative) – Las Vegas, NV (in conjunction with ICSC RECon)**

Connect with franchise owners and real estate experts to learn the latest real estate strategies and trends while building relationships with leaders in the real estate industry.

### **Legal Symposium – May 20-22 – Washington, DC**

The 45th Annual Legal Symposium is developed by a task force of franchise legal experts. Blending topics focused on the practical side of franchise business and law, programming addresses the latest business and franchise law developments and features how-to tips from knowledgeable franchise law practitioners, franchise executives and state regulators.

### **IFA Summer Board & Forum Meeting – June 4-7 – Sea Island, GA**

Build relationships with the association's leadership, including the IFA Board of Directors and Franchisee and Supplier Forums, during our 2012 Summer Board & Forum meeting being held in beautiful Sea Island, Georgia.

### **Public Affairs Conference – September 10-11 – Washington, DC**

Meet us in our nation's capital for a gathering of our Board of Directors, committees, forums, councils and task forces in Washington, DC to network and to visit with their Members of Congress during IFA's most important advocacy event.

### **Franchise Development Seminars – April – Tampa, FL (tentative), October – Anaheim, CA (tentative) and November – Dallas, TX (tentative)**

Participate in an in-depth exchange of information from franchise development experts revealing tips and tools for building your franchise brand, featuring programming focused on industry challenges, successes and what to expect for the future.

### **Franchise Executive Leadership Conference – October 29-31 – Colorado Springs, CO**

The Franchise Executive Leadership Conference is a by-invitation-only event designed specifically for top-level franchise and multi-unit executives to network and share ideas about common challenges faced in running a business in today's marketplace.

### **International Symposium – December – Hong Kong (tentative)**

The International Symposium focuses on the latest trends and strategies for increasing your franchise system's presence internationally while meeting the people that can help you make it happen. With more and more countries opening their doors to businesses outside their own borders, executives from all over the world come together to discuss current trends and strategies.

# 2012 IFA Program & Event Partnership Opportunities

As every company's strategic objectives are unique, we will be pleased to work with you to customize a package that maximizes your value, puts you in front of the audience you need to reach, and helps you achieve the goals you have set to position your business for growth. Select from the opportunities below, or contact us about working with you to customize a 2012 or multi-year package that can include event alignment opportunities, membership in the IFA, advertising in our publications and on [franchise.org](http://franchise.org), exhibit space and more.

## Annual Convention

- A variety of sponsorship opportunities are available with investment levels starting at \$5,000

## Franchise Real Estate Conference

- Silver Co-Sponsor @ \$5,000 each
- Gold Co-Sponsor @ \$7,500 each
- Platinum Co-Sponsor @ \$15,000 each

## Legal Symposium

- Keynote Speaker @ \$3,000 each

## IFA Summer Board of Directors' Meeting With the Supplier Forum & Franchisee Forum

- Joint Board & Forum Dinner Full Sponsor @ \$20,000
- Joint Board & Forum Dinner Co-Sponsor @ \$10,000 each
- Joint Board & Forum Luncheon @ \$7,500
- Board Dinner @ \$10,000
- Board Luncheon @ \$5,000

## Public Affairs Conference

- Leadership Dinner – Full Sponsor @ \$25,000
- Leadership Dinner – Co-Sponsor @ \$12,500 each
- Keynote Speaker @ \$15,000
- Continental Breakfast – Full Sponsor @ \$10,000
- Continental Breakfast – Co-Sponsor @ \$5,000 each
- Lunch & General Session – Full Sponsor @ \$15,000
- Lunch & General Session – Co-Sponsor @ \$7,500 each
- Congressional Directories @ \$7,500
- Congressional Reception Co-Sponsor @ \$5,000 each
- FranPAC Congressional Dinner Co-Sponsor @ \$10,000 each

## Franchise Development Seminars

- Continental Breakfast @ \$2,500 each
- Refreshment Break @ \$2,500 each
- Luncheon @ \$5,000 each
- Cocktail Reception @ \$5,000

## Franchise Executive Leadership Conference

- Gold Co-Sponsor (for franchisors or suppliers) @ \$10,000 each
- Platinum Co-Sponsor (for suppliers) @ \$25,000 each

## International Symposium

- Program Co-Sponsor @ \$5,000 each

How some sponsors of IFA events describe their experiences:

**“..one of the  
very best  
marketing  
investments...”**

**“unmatched”**

“...resulted  
in **greater name recognition...**  
and **opened many doors** with  
new partners in the  
industry”

**“greatly  
enhances our  
visibility...”**

**For more information on the opportunities, availabilities and benefits,  
contact Lynette Darby at 202/662-0782 or [ldarby@franchise.org](mailto:ldarby@franchise.org).**