



**IFA's 51<sup>st</sup> Annual Franchise Convention**  
 February 13-16, 2011 \*\* MGM Grand Hotel \*\* Las Vegas, NV  
***SPONSORSHIP OPPORTUNITIES***

IFA's best attended annual event with hundreds of CEOs, Presidents, EVPs & Franchise Development executives. Sponsorship provides you an opportunity to promote your product/service to your target audience.

	<u>Full Sponsor</u>	<u>Co-Sponsors</u>
IFA Executive Committee Dinner (Saturday)	\$10,000	2 @ \$5,000
Board of Directors' Dinner (Sunday)	\$20,000	2 @ \$10,000
Board of Directors' Luncheon (Sunday)	\$7,500	
Board of Directors' Amenities	\$10,000	
Women's Leadership Conference Program (Sunday)		2 @ \$4,000
New Member & First Timer Reception (Sunday)		1 @ \$12,500
Taste of Franchising Title Sponsor (Sunday)	\$20,000	
Taste of Franchising Cash Sponsors		
Gold Sponsor		3 @ \$5,000
Silver Sponsor		5 @ \$2,500
Bronze Sponsor		6 @ \$1,000
Opening General Session Speaker (Monday)		1 @ \$50,000
Women's Networking Reception (Tuesday)		2 @ \$6,000
Bonny LeVine Award (Wednesday)	\$20,000	
Press Room	\$5,000	
Registration Lounge/Email Kiosks	\$24,000	2 @ \$12,000
Printing Stations	\$5,000	2 @ \$2,500
Cell Phone Charging Stations	\$5,000	

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	<u>Full Sponsor</u>	<u>Co-Sponsors</u>
1Meter Signs*	\$1,000	
Exhibitor Hospitality	\$5,000	
Exhibit Hall Door Prizes	\$12,000	2 @ \$6,000
Exhibit Hall Aisle Banners**		6 @ \$1,000
Exhibit Hall Footprints		2 @ \$3,000
Guest Room Key Cards	\$20,000	
Conference Center Walkway Window Decals		\$2,500 each

\* 1Meter Sign is an enhanced sponsorship opportunity available to Convention sponsors and exhibitors only. 1M signs for convention sponsors will be displayed at the sponsored event. 1M signs for exhibitors will be placed in the exhibit hall at the discretion of the IFA.

\*\* Exhibit Hall Aisle Banner sponsorship is available to Convention exhibitors only.

<b>SPONSOR RECOGNITION</b>
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- Acknowledgment in convention brochures, final program book, on franchise.org and *Franchising World* magazine
- Recognition at all Convention General Sessions
- Special Signage at the event sponsored
- One complimentary convention registration for every \$5,000 in sponsorship
- Opportunity to distribute promotional material in registration bags for sponsorships over \$5,000
- Opportunity for distribution of promotional material at the sponsored event over \$5,000 (*approval required*)

Company \_\_\_\_\_ Contact \_\_\_\_\_

Email \_\_\_\_\_ Telephone \_\_\_\_\_

Event \_\_\_\_\_ Amount \_\_\_\_\_

To reserve a sponsorship please complete form and fax to 202/628-0812 or for more information, please contact Lynette Darby ( <a href="mailto:ldarby@franchise.org">ldarby@franchise.org</a> or 202/662-0782)
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8/20/2010