

2007 LEGAL ROUNDTABLE SERIES

FRANCHISE COMPLIANCE TRAINING & THE NEWLY AMENDED FTC FRANCHISE RULE:

What You Need to Know

April 13	Dallas, TX
May 18	Orange County, CA
June 22	Denver, CO
September 12	Washington, DC
September 28	Minneapolis, MN
October 18	Los Angeles, CA
November 2	Atlanta, GA

For more information, visit www.franchise.org or call the Conferences Department at 202/628-8000.

2007 LEGAL ROUNDTABLE SERIES

We thank the following IFA members for sponsoring our 2007 Legal Roundtable Series:



Together with our Legal Counsel, DLA Piper US LLP, IFA is proud to offer our 2007 Legal Roundtable Series focusing on the implications of the long-awaited new FTC Franchise Rule. FTC Franchise Rule Director, Steve Toporoff, will join us in several cities including Dallas, Washington, DC, Los Angeles, and Atlanta to provide further insight into the new Rule and how it will affect the way you do business.

For more than 12 years, the Federal Trade Commission has been contemplating an overhaul of its Franchise Rule. As of the end of January 2007, the FTC finalized numerous revisions to the Franchise Rule. Franchisors must begin complying with the new Franchise Rule no later than July 1, 2008, but may voluntarily comply beginning July 1, 2007. Franchisors may not comply with various parts of the new Franchise Rule on a piecemeal basis, but rather, must transition over to the new Franchise Rule in full at some time during the transition period between July 1, 2007 and July 1, 2008. The new Franchise Rule represents a significant improvement, with many useful changes, over the much outdated prior rule, and will help streamline legal compliance for franchisors generally. We will conduct an interactive Roundtable discussion, with many opportunities for questions and answers, which will cover a wide range of timely topics, including the following:

- Substantive changes to franchise offering circulars and the nuances to the various new requirements. This topic encompasses substantive disclosure changes including, most significantly, changes to the required disclosures regarding litigation, franchisee associations, confidentiality clauses, brokers, computer systems, territory, renewal, summary of outlets, and earnings claims.
- How the delivery requirements have changed (specifically with regard to the timing of the delivery of the franchise offering circular and the completed franchise-related agreements) and how to coordinate with state law delivery requirements.
- Electronic delivery – the methods allowed under the new Franchise Rule and how to best comply.
- Clarification of disclosure obligations in international transactions. The FTC has confirmed that international transactions (i.e. where the franchise is to be operated outside the boundaries of the United States and its territories and possessions) are not covered by the new Franchise Rule.
- How the array of new exemptions (including a Large Investment Exemption, Large Franchisee Exemption, and Insider Exemption) might apply to your franchise program.
- While the hope is that the North American Securities Administrators Association and the states will ultimately adopt the new Franchise Rule and impose it basically as is, we will discuss strategies for dealing with the current state franchise laws in the meantime.
- What you can do to prepare for the transition to the new disclosure requirements.

In addition to an in-depth look at the new Rule, we will offer our Franchise Compliance Training Program led by Joel Buckberg with Baker, Donelson, Bearman, Caldwell & Berkowitz, PC. The Franchise Compliance Training Program educates franchisor representatives about the franchisor's obligations under the Federal Trade Commission Franchise Rule and state franchise laws and regulations. The program will cover what constitutes an offer, exclusions from the definition of a franchise, pre-sale disclosure procedures, state registration and exemptions, earnings claims, franchise recruitment advertising rules and prohibitions, record keeping practices and procedures, franchise offering circular preparation, sales practice training and documentation, and administrative, civil and criminal penalties for violations.

Schedule of Events

8:00 am – 8:30 am	Registration & Continental Breakfast
8:30 am – 11:45 am	Morning Session (Franchise Compliance Training Program)
12:00 noon – 1:00 pm	Luncheon
1:15 pm – 4:30 pm	Afternoon Session (The Newly Amended FTC Franchise Rule)
4:30 pm	Program Adjourns

Format

These sessions will feature informative presentations by top legal experts in the field of Franchise Sales Compliance. Each course is an open forum – your interaction with speakers and other audience members is key in producing a meaningful discussion. We encourage you to bring thought-provoking questions to the table as well as creative solutions to complex problems you have encountered in the sales and marketing of your system.

Roundtable Presenters and Partners

The Sales Compliance session conducted in the morning will be presented by IFA Franchise Compliance Officer, Joel Buckberg with Baker, Donelson, Bearman, Caldwell & Berkowitz, PC. In the afternoon, our FTC Franchise Rule session will be designed and coordinated by attorneys from DLA Piper US LLP, IFA's General Counsel. Representatives from their franchise practice group will cover a general overview of the new FTC Franchise Rule. In addition, we have partnered with local Supplier Forum law firms in each city to present material on the state and regional issues surrounding the implementation of the new Rule.

Steve Toporoff, Franchise Program Coordinator with the Federal Trade Commission's Bureau

of Consumer Protection, will join us in Dallas, Washington, DC, Los Angeles and Atlanta to provide unique insights into the new FTC Franchise Rule. His keen knowledge regarding the development and implementation of the new Rule will prove to be invaluable as you seek answers to important questions about how your system will be affected.

Who Should Attend?

This program is specifically designed for senior executives, mid-level management, attorneys and legal assistants who are involved in the sales and marketing of franchise systems. Whether you represent a mature, established or emerging franchisor, you must have a clear understanding of what it takes to implement a successful Franchise Sales Compliance program while abiding by requirements outlined in the new FTC Franchise Rule. Get informed about one of the hottest issues in franchising by carving out a day to spend with top legal experts who will help you and your business stay on track.



ICFE Credits

You may earn 150 Core credits toward the completion of the Certified Franchise Executive (CFE) accreditation by attending a Legal Roundtable.

What Does Your Registration Fee Include?

- ✓ Extensive course materials and course instruction
- ✓ Continental breakfast
- ✓ Lunch
- ✓ Refreshment breaks

To register for one of more of our Legal Roundtable sessions, complete the registration form and mail or fax it with payment to:

IFA's 2007 Legal Roundtable Series
1501 K Street, NW, Suite 350
Washington, DC 20005
Tel: 202/628-8000 Fax: 202/628-0812

A follow-up letter will be mailed confirming your participation.

Hotel Reservations

Please contact the hotel directly at least 21 days in advance to make your room reservation. Be sure to indicate you are attending the International Franchise Association (IFA) meeting to ensure you receive our negotiated group rate. Details for each hotel are provided below.

Session Dates, Locations and Partners

The 2007 Legal Roundtable Series will be held at the locations listed below on the dates indicated. The negotiated group rate is listed with the hotel telephone number so you may make your own reservations directly with the hotel.

Attorneys from DLA Piper US LLP will lead each Legal Roundtable afternoon session along with the Supplier law firms listed below with whom we have partnered to produce these programs.



April 13 Dallas

Fairmont Dallas
1717 N. Akard Street
Dallas, TX 75201
Reservations: 800/441-1414 or 214/720-5290
www.fairmont.com/dallas
Room rate: \$169 (single or double)
Cut-Off Date: March 16
(or when IFA room block is filled)



May 18 Orange County, CA

Hyatt Regency Newport Beach
1107 Jamboree Road
Newport Beach, CA 92660
Reservations: 800/233-1234 or 949/729-1234
www.newportbeach.hyatt.com
Room Rate: \$185 (single or double)
Cut-Off Date: April 27
(or when IFA room block is filled)



June 22 Denver, CO

Grand Hyatt Denver
1750 Welton Street
Denver, CO 80202
Reservations: 800/233-1234 or 303/295-1234
www.granddenver.hyatt.com
Room rate: \$209 (single or double)
Cut-Off Date: May 24
(or when IFA room block is filled)



September 12 (following Franchise Appreciation Day) Washington, DC

Renaissance Washington DC
999 Ninth Street, NW
Washington, DC 20001
Reservations: 800/468-3571 or 202/898-9000
www.dcrenaissance.com
Room rate: \$239 (single or double)
Cut-Off Date: August 14
(or when IFA room block is filled)



September 28 Minneapolis, MN

Radisson Plaza Hotel Minneapolis
35 South 7th Street
Minneapolis, MN 55402
Reservations: 800/333-3333 or 612/339-4900
www.radisson.com
Room rate: \$145 (single or double)
Cut-Off Date: September 7
(or when IFA room block is filled)



October 18

(in conjunction with
the West Coast Franchise
Expo)

Los Angeles, CA

Wilshire Grand

Make your hotel reservations directly with the official travel agency of the West Coast Franchise Expo, EXPO TRAVEL, INC (ETI). Special arrangements have been made with a few of the finest hotels in downtown Los Angeles including the Wilshire Grand. For more information, please contact ETI directly, Monday-Friday, 9:00 am – 5:00 pm ET.

EXPO TRAVEL, INC (ETI)
Tel: 201-655-7221
Fax: 201-226-1975
www.expotravel.com



November 2 Atlanta, GA

Marriott Atlanta Downtown
160 Spring Street
Atlanta, GA 30303
Reservations: 866/316-5959
www.marriott.com/atldm
Room rate: \$149 (single or double)
Cut-Off Date: October 4
(or when IFA room block is filled)



2007 LEGAL ROUNDTABLE SERIES

Registration Form

Fee includes course instruction and materials, continental breakfast, lunch and refreshment breaks. Please complete one form per person.

Please register me for the following Legal Roundtable:

- April 13....Dallas
- May 18....Orange County, CA
- June 22....Denver
- September 12....Washington, DC
- September 28....Minneapolis
- October 18....Los Angeles
- November 2...Atlanta

Full Name _____ Nickname for Badge _____

Title _____


Company _____

Address _____

City _____ State _____ Zip _____

Telephone _____ Fax _____

Email _____

- Check here if you do not wish to receive emails and faxes on IFA events and issues of interest.
- Check here to subscribe to the IFA SmartBrief, our free online franchising news service.
- Check here if you require special assistance to participate.  Please specify: _____

REGISTRATION FEES

Please mark the appropriate box to indicate your participation and fees (registration fees are per person):

<input type="checkbox"/> IFA Member	\$395	\$	_____
<input type="checkbox"/> Additional Attendees (IFA Member) For Same Program/City	\$345	\$	_____
<input type="checkbox"/> Non Member	\$775	\$	_____
Grand Total:		\$	_____

PAYMENT METHOD

- Check Enclosed Payable to "IFA" (Federal Tax ID # 36-6108621)
- Credit Card: American Express Discover Card MasterCard VISA

Account Number _____ Expiration _____

Card Member Name _____

Signature _____

Billing Address _____

Cancellation Policy: Full refunds (minus a \$50 administration fee) will be granted for registrations cancelled at least 14 days in advance of the roundtable you are attending. 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. Substitutions are permitted at any time.



Complete and return with payments to:

IFA's 2007 Legal Roundtable Series

1501 K Street, NW, Suite 350

Washington, DC 20005

Telephone 202/628-8000 • Fax 202/628-0812 • www.franchise.org