

2011 Event Prospectus Sponsorship Opportunities

Franchise Development Seminar – April 14 and September 22

We will offer two one-day Franchise Development Seminars focusing on methods for building your brand – in Denver (April) and Minneapolis (September).

- Franchise development experts reveal the latest techniques and strategies for attracting qualified candidates.
- Sponsorships for each session include one continental breakfast and one lunch.
- Approximately 30 attendees at each program. Recognition includes your logo in the program brochure and final schedule of events, a brief welcome at the sponsored event, signage at the event and a promotional piece in our handout materials.

Franchise Development Super Session – November 2-3

We will offer a two-day Franchise Development Super Session focusing on methods for building your brand - in Los Angeles (just before the West Coast Franchise Expo).

- Franchise development experts reveal the latest techniques and strategies for attracting qualified candidates.
- Features our “Unconference” programming format, a concept that allows attendees to determine the topics to be addressed, as well as our Panel of Experts where leading franchisors share their challenges, successes and their outlook for the future.
- Sponsorships include two continental breakfasts, two luncheons and one networking reception.
- Approximately 75 attendees. Recognition includes your logo in the program brochure and final schedule of events, signage at the event and a promotional piece in our handout materials.

Legal Roundtable Series – April 15, September 23 and November 3

We will offer three one-day Legal Roundtable Seminars featuring our new franchise sales management and compliance program – *IFA Fran-Guard – Safeguard Your Franchise*. *IFA Fran-Guard* is an ICFE program designed for franchise executives to show they can take proactive steps to reduce risks, manage growth and build a stronger, healthier franchise system.

- Two law firm co-sponsorships – one continental breakfast and one lunch - are offered at each seminar.
- Co-sponsoring law firm will work with an ICFE representative and have the opportunity to present an assigned IFA Fran-Guard topic(s) onsite, as well as market the program.
- Approximately 20-30 attendees at each program. Recognition includes co-sponsoring law firm's logo in the program brochure and final schedule of events and signage at the event and a promotional piece in our handout materials.

Legal Symposium – May 15-17

The 44th Annual Legal Symposium which takes place in Washington DC is developed by a task force of franchise legal experts.

- Addresses the latest franchise law developments and features knowledgeable franchise law practitioners, franchise executives, and state regulators.
- Sponsorship opportunities include our Keynote speaker, two continental breakfasts, one luncheon, and one cocktail reception.
- Approximately 550 attendees. Recognition of your sponsorship includes your logo in the program brochure and final schedule of events, signage at the event and a promotional piece in our handout materials. Companies can also make brief remarks at their sponsored event.

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IFA Summer Board & Forum Meetings – June 5-8

Our 2011 Summer Board of Directors' meeting with the Franchisee Forum and Supplier Forum will take place at The Coeur d'Alene Golf & Spa Resort in beautiful Coeur d'Alene, Idaho.

- Approximately 100 attendees and gathers the highest level of our leadership.
- Two luncheon and two dinner sponsorships. The first luncheon and dinner sponsorships are joint events for Board, Forum members and spouses. The second luncheon and dinner are private events for Board members and their spouses only.
- Sponsors will have a few minutes to offer a brief welcome and company overview at the sponsored event, the opportunity to include a promotional piece in our registration envelopes and your logo will be included on signage at the event.

Public Affairs Conference & Fall Leadership Meetings – September 12-14

Our Fall Leadership Meetings brings our Board of Directors, committees, forums, councils and task forces together in Washington, DC to conduct committee business as well as to network and to visit with their Members of Congress during IFA's most important advocacy event, our Public Affairs Conference.

- We are still seeking sponsors for several events during the Public Affairs Conference, consisting of approximately 500 attendees, including:
 - Luncheon & General Session on Wednesday afternoon. Sponsor logos will appear on signage at the event and on our final program. Sponsors may provide handout materials for distribution in our registration materials and if they wish, to make brief remarks to the group;
 - Congressional Reception on Wednesday night on Capitol Hill. The sponsors' logos will appear on the invitation for Members of Congress and on signage at the event; and
 - FranPAC Dinner on Wednesday night. A special ticketed event where proceeds for the dinner benefit FranPAC, IFA's political action committee. Sponsor logos will appear on the dinner invitation, our final schedule of events as well as on signage at the event.

IFA Executive Leadership & Multi-Unit Operators Conference – November 16-18

The Executive Leadership & Multi-Unit Operators Conference will be held at The Fairmont Turnberry Isle in Miami, Florida. This is a by-invitation-only event designed specifically for top-level franchise and multi-unit executives to network and share ideas about common challenges they face running a business in today's marketplace.

- The program is limited to one hundred CEOs, Presidents, Chairmen, COOs and multi-unit operators with franchise companies from a diverse group of industries and sizes;
- Attendees benefit from an open forum exchange of ideas, best practices and perspectives;
- Programming includes noted visionaries, political and economic strategists as guest speakers.
- We are seeking eight program sponsors who want to gain visibility and build relationships among these leading decision-makers. Sponsoring companies will be able to send two company representatives and two franchisor or multi-unit franchisee (or a combination of the two) clients to the event at no cost;
- Sponsorship includes your company logo on signage at the event, in our marketing brochure and on the final program. Sponsors may include a marketing piece in the attendee's registration packets.
- There will not be more than two sponsoring companies from the same industry.

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2011 Event Prospectus Sponsorship Opportunities – Interest Form

Contact Name: _____ Company: _____

Tel: _____ Fax: _____

Email: _____

Please mark the appropriate box(es) to indicate your desire to sponsor an event.

Franchise Development Seminars – Continental Breakfast @ \$2,500 each

- April 14 // Denver
- September 22 // Minneapolis

Franchise Development Seminars – Luncheon @ \$5,000 each

- April 14 // Denver
- September 22 // Minneapolis

Franchise Development Super Session – Continental Breakfast @ \$4,000 each

- November 2 // Los Angeles (in conjunction with the West Coast Franchise Expo)

Franchise Development Super Session – Luncheon @ \$7,500 each

- November 2 // Los Angeles (in conjunction with the West Coast Franchise Expo)
- November 3 // Los Angeles (in conjunction with the West Coast Franchise Expo)

Franchise Development Super Session – Cocktail Reception @ \$6,000

- November 2 // Los Angeles (in conjunction with the West Coast Franchise Expo)

Legal Roundtable Series – Continental Breakfast @ \$2,500 each

- November 3 // Los Angeles (in conjunction with the West Coast Franchise Expo)

Legal Roundtable Series – Luncheon @ \$5,000 each

- September 23 // Minneapolis
- November 3 // Los Angeles (in conjunction with the West Coast Franchise Expo)

Legal Symposium – Keynote Speaker @ \$2,500 each

- May 16 – Opening General Session Keynote Speaker Co-Sponsorships available @ \$2,500 each

Legal Symposium – Continental Breakfast @ \$5,000 each

- May 16 – Opening General Session
- May 17 – Judicial Update

Legal Symposium – Luncheon @ \$10,000

- May 16– Full Sponsorship of the Luncheon

Legal Symposium – Cocktail Reception @ \$10,000

- May 16 – Full Sponsorship

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IFA Summer Board of Directors' Meeting w/ the Supplier Forum & Franchisee Forum

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

Public Affairs Conference & IFA Fall Leadership Meetings

- September 14 // Lunch & General Session – Full Sponsorship @ \$15,000
- September 14 // Lunch & General Session – Co-Sponsorship @ \$7,500 each
- September 14 // Congressional Reception on Capitol Hill – Co-Sponsorship @ \$5,000 each
- September 14 // FranPAC Congressional Dinner –Co-Sponsorship @ \$10,000 each

IFA Executive Leadership & Multi-Unit Operators Conference – Sponsorship @ \$25,000 each

- Program sponsorships available // 8 Sponsorships @ \$25,000 each

**Please return your completed form to Lynette Darby
fax 202/628-0812 or ldarby@franchise.org.**

1/6/2011