



## **2010 Sponsorship Opportunities**

### **Franchise Development Seminar – April 28, June 9, September 15 and October 6**

We will offer four one-day Franchise Development Seminars focusing on methods for building your brand – in Dallas (April), Chicago (June), Washington, DC (September – immediately after the IFA's Public Affairs Conference) and Tampa (October).

- Franchise development experts reveal the latest techniques and strategies for attracting qualified candidates.
- Sponsorships for each session include one continental breakfast and one lunch. Lunch will include attendees from two other IFA hosted seminars meeting concurrently with the Franchise Development Seminar.
- Approximately 40 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 3-4**

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 onsite the topics to be addressed.
- Sponsorships include two continental breakfasts, two luncheons and one networking reception.
- Approximately 100 attendees at each program. 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 Seminar Series – April 28, June 9, September 15, October 6 and November 4**

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

- IFA General Counsel, DLA Piper, will be co-presenters at each session and will take overall responsibility for coordination of the program content.
- One law firm co-sponsorship is available for each seminar at \$2500 each.
- Co-sponsoring law firm will work with DLA Piper to present an assigned IFA Fran-Guard topic(s) onsite, as well as market the program.
- Approximately 30-40 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.

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## **Emerging Franchisor Roundtables (*How To Grow Your Small Business*) -**

**April 28, June 9, September 15, October 6 and November 4**

We will offer four one-day Emerging Franchisor Roundtable Seminars focusing on the unique issues facing franchisors with fewer than 100 units or franchising less than five years.

- Senior level executives will lead open discussions about various topics specific to emerging franchisor growth challenges.
- Sponsorships for each session include one continental breakfast.
- Approximately 25 attendees at each program. 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 Symposium – May 16-18**

The 43<sup>rd</sup> 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 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.

## **IFA Multi-Unit Conference – May 23-24**

We are pleased to offer a new conference to members of the franchising community that will be held at the Las Vegas Convention Center in conjunction with the International Council of Shopping Centers' Global Retail Real Estate Convention (RECon) in Las Vegas. The IFA Multi-Unit Conference will feature programming specific to the needs of multi-unit and multi brand franchisees as well as several networking opportunities for attendees to build relationships that will benefit the growth of their business. If you want to interact with savvy multi-unit franchisees, this is an event you cannot afford to miss.

- Registration for this event is open to only franchisees and franchisors. Suppliers will be able to participate as sponsors of the event.
- Approximately 200 attendees are expected.
- Ten sponsorships are available at \$5,000 each.
- Sponsors will receive a table-top display to showcase their brand, the opportunity to include a marketing flyer in handout materials and their logo in the final brochure, final schedule of events and on signage at the event.
- Sponsorship includes two complimentary registrations.
- Special pricing will be available to IFA conference attendees who want to also participate in RECon, which features a Leasing Mall & Trade Expo, the largest gathering of shopping center professionals in the world.

## **IFA Summer Board & Forum Meetings – June 6-9**

Our 2010 Summer Board of Directors' meeting with the Franchisee Forum and Supplier Forum will take place June 6-9 at the Boca Raton Resort & Club in sunny Boca Raton, FL.

- 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.

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

Our Fall Board & Leadership Meetings brings all of our committees, councils and task forces together to conduct committee business, to network and to visit with their Members of Congress during the IFA's Public Affairs Conference. We call this is our Public Affairs Conference as approximately 550 attendees gather on Capitol Hill to educate our lawmakers about issues that are of vital importance to the continued success of franchising.

- We are seeking sponsors for several events during the Public Affairs Conference including:
  - Leadership Dinner on Monday evening featuring presentation of our Franchisee of the Year Awards;
  - Tuesday Breakfast and Tuesday Luncheon;
  - Sponsor logos for all three of the above 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;
  - Keynote Speaker – a well-known political strategist will take the stage during the conference to reveal inside news about what is occurring on Capitol Hill that affects franchising. The sponsor's logos will appear on signage at the event, on our final program and the sponsor may provide handout materials for distribution in our registration materials. The sponsor will also have the opportunity to introduce the speaker;
  - Congressional Directories – distributed onsite to all attendees. Includes a printed advertisement in the book.
  - Congressional Reception on Tuesday 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 Tuesday 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 Conference – October 12-14**

The Executive Leadership Conference will be held at the exclusive Royal Palms Resort and Spa in Phoenix, AZ. This is a by-invitation-only event designed specifically for top-level franchise 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 and COOs 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 players and business strategists as guest speakers.
- We are seeking eight program sponsors who want to gain visibility among these leading decision-makers. Sponsoring companies will be able to send two representatives and two franchisor CEO 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.

## **IFA/FLA International Symposium – October 21-23**

The joint International Symposium organized by the International Franchise Association (IFA) and the Franchising and Licensing Association (Singapore) will be held at the Marina Bay Sands Singapore and offers a unique opportunity for companies seeking to expand their international reach. This is a tremendous opportunity for you to expand your company presence in this growing, vital region. You will gain tremendous contacts, best practices and build relationships with other international franchise executives.

- Five sponsorships are available at \$5,000 each and are offered on a first-come, first-served basis.
- Sponsors receive prominent recognition in all promotional material, on-site signage, final program materials, and distribution of material to Symposium attendees.
- Sponsorship includes two complimentary registrations to the symposium and the Franchising & Licensing Asia (FLAsia) 2010 Exposition, the leading show in the region for franchise businesses to engage the Asian market.



## 2010 Program Sponsorships – 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 28 // Dallas
- June 9 // Chicago
- September 15 // Washington, DC
- October 6 // Tampa

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

- April 28 // Dallas
- September 15 // Washington, DC
- October 6 // Tampa

**Franchise Development Super Session – Continental Breakfast @ \$2,500 each**

- November 4 // Los Angeles (in conjunction with the West Coast Franchise Expo)

**Franchise Development Super Session – Luncheon @ \$5,000 each**

- November 4 // Los Angeles (in conjunction with the West Coast Franchise Expo)

**Franchise Development Super Session – Cocktail Reception @ \$5,000**

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

**Legal Roundtable Seminar Series – Sponsorship @ \$2,500 each**

- April 28 // Dallas

**Emerging Franchisor Roundtables – Continental Breakfast @ \$2,500 each**

- April 28 // Dallas
- June 9 // Chicago
- September 15 // Washington, DC
- October 6 // Tampa
- November 4 // Los Angeles

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

- May 17 – Opening General Session
- May 18 – Judicial Update

**Legal Symposium – Luncheon @ \$10,000**

- May 17– Full Sponsorship of Luncheon and General Session

**Legal Symposium – Cocktail Reception @ \$10,000**

- May 17 – Full Sponsorship

**IFA Multi-Unit Conference – May 23-24 – Sponsorship @ \$5,000 each**

- IFA Multi-Unit Conference // 10 sponsorships @ \$5,000 each

**IFA Summer Board of Directors’ Meeting w/ the Supplier Forum & Franchisee Forum  
June 6-9\*\* Boca Raton, FL**

- Joint Board & Forum Dinner - Full Sponsorship @ \$15,000 (Monday)
- Joint Board & Forum Dinner – Co-Sponsorship @ \$7,500 each (Monday)
- Joint Board & Forum Luncheon @ \$7,500 (Tuesday)
- Board Dinner @ \$10,000 (Tuesday)
- Board Luncheon @ \$5,000 (Wednesday)

**Fall Leadership Meetings / IFA’s Public Affairs Conference**

- September 13 // Leadership Dinner - Full Sponsorship @ \$25,000
- September 13 // Leadership Dinner - Co-Sponsorship @ \$12,500 each
- Congressional Directories @ \$5,000
- 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 – Full Sponsorship @ \$30,000
- September 14 // FranPAC Congressional Dinner – Co-Sponsorship @ \$10,000 each

**IFA Executive Leadership Conference – Sponsorship @ \$25,000 each**

- Executive Leadership Conference // 6 sponsorships @ \$25,000 each

**IFA/FLA International Symposium – Sponsorship @ \$5,000 each**

- IFA/FLA International Symposium // 5 sponsorships @ \$5,000 each

**Please return your completed form by December 21 to Lynette Darby  
fax 202/628-0812 or [ldarby@franchise.org](mailto:ldarby@franchise.org).**