

CONVENTION FACTS SHEET

IFA 2020 CONVENTION

60TH IFA ANNUAL CONVENTION

FEBRUARY 8 - 11, 2020

ORLANDO WORLD CENTER MARRIOTT

ORLANDO, FL



REGISTRATION/INFORMATION DESK

The registration/information desk will be located at the hotel's Convention Center Entrance. Registration will be open at the following times

Saturday, February 8 7:00 am – 7:30 pm

Sunday, February 9 7:00 am – 7:00 pm

Monday, February 10 7:00 am – 6:00 pm

Tuesday, February 11 7:30 am – 12:00 pm

HOTEL ROOM RESERVATIONS

Orlando World Center Marriott: Convention events will take place at the Orlando World Center Marriott, located at 8701 World Center Drive, Orlando, FL. A room block has been set up at the Orlando World Center Marriott with a special rate of \$269 per night (plus taxes and fees) for IFA Convention attendees. You may reserve your hotel room at the World Center by [clicking here](#) or calling 855-999-0496 and referencing the IFA Convention. Marriott Bonvoy members will receive complimentary in-room internet. The deadline for making a reservation is January 15, 2020, or when the IFA room block is filled, whichever is first. Once the room block is sold out, reservations will be accepted on a space and rate availability basis. .

SpringHill Suites: The IFA has also secured an overflow block at the SpringHill Suites, approximately 2.5 miles from the Orlando World Center Marriott. IFA will provide limited shuttle bus service between the SpringHill Suites and the World Center beginning on Friday, February 7th. To book at the SpringHill Suites special IFA rate of \$199 per night (plus taxes and fees) please [click here](#) or call 888-789-3090 and reference the IFA Convention. The deadline for making a reservation is January 15, 2020, or when the IFA room block is filled, whichever is first. Once the room block is sold out, reservations will be accepted on a space and rate availability basis.

Be sure to book your reservations for IFA's Convention through the above websites and phone numbers, or directly through the hotel of choice. If you have any questions, please call our conferences department at 202-662-0763. Don't be fooled by offers from third party sources indicating that they are officially booking rooms for the IFA Convention – they are NOT affiliated with IFA or our Convention. Buyer beware, many of these offers are fraudulent attempts to solicit money from you for a non-existent reservation. Remember, if the offer seems too good to be true, it probably is.

AIRPORT GROUND TRANSPORTATION

The Orlando World Marriott Center is located 17 miles from the Orlando International Airport (MCO). Taxicabs are approximately \$50 each way depending on traffic. Taxicab fares to the SpringHill Suites, located in the Lake Buena Vista area, also are approximately \$50 depending on traffic.

Taxicabs can be found on both the A-Side and B-Side of the Orlando Airport Terminal. Ride Share pick-up is located on Level 2 at the Arrivals curb. For more information on transportation and vehicles for hire companies [click here](#).

If you are interested in renting a car, rental car companies are located on both sides of the terminal as well on the Ground Transportation Level (Level 1). A list of the rental car companies located on airport grounds can be found by [clicking here](#).

\$22 daily and valet parking is currently \$35 daily (prices subject to change on arrival).



NEW IN 2020! Show your brand pride by participating in our Brand Pride Gear Day on Monday, February 10th! Post photos at the convention wearing your best brand gear and using the IFA hashtag #IFA2020.



WANT AN IN DEPTH LOOK INTO THE WORLD'S MOST VISITED THEME PARK?



Walt Disney World offers many behind the scenes tours at all 4 of their parks, including Disney's Keys to the Kingdom Tour – a 5-hour look at the most iconic theme park at Walt Disney World Resort, Disney's Magic Kingdom.

HOTEL INFORMATION AND ACTIVITIES

The Orlando World Center Marriott is located at 8701 World Center Dr, Orlando, Florida. Amenities include an 18-hole golf course, 3 large outdoor pools, 3 bars/lounges, full-service spa, and much more. For dining, you may choose any of the 5 restaurants found within the resort or you can take advantage of their 24-hour room service.

The resort is centrally located near Orlando's world-renowned theme parks - just 2 miles from Walt Disney World Resort, 5 miles from SeaWorld and 10 miles from Universal Orlando. Walt Disney World Resort offers 4 theme parks, 2 waterparks and multiple dining and shopping options throughout the resort property. SeaWorld is comprised of 2 amusement and zoological parks and a waterpark. Universal Orlando Resort, home to the recently expanded Wizarding World of Harry Potter, offers 3 theme parks, 2 waterparks and Universal City Walk – the resort's outdoor entertainment and dining hub. Tickets to all parks and resorts, along with other area attractions, can be purchased through the hotel's Concierge.

ABOUT ORLANDO, FLORIDA

Average daily temperatures in February are the mid 70 degrees Fahrenheit during the day to mid 50 degrees Fahrenheit overnight. Orlando is a legendary destination that welcomes more than 65 million visitors per year with their easily accessible location, extensive recreation and fun-filled themed attractions. It is home to Disney's Magic Kingdom, Universal's Islands of Adventure, SeaWorld, and diverse culture. Though known for their many theme parks, "The City Beautiful" also offers other enticing activities that include shows, shopping centers, and special dining experiences. For more information on Orlando, please visit visitorlando.com.



WHAT TO PACK

Business casual attire is appropriate for all Convention events. Please keep in mind that meeting rooms tend to be cool, so you may be more comfortable with a jacket. We also advise that you wear comfortable shoes. Jeans are discouraged except during exhibitor set up and dismantle hours.



WEATHER REPORT

Nothing beats Florida in the winter! In February, average daily temperatures are highs in the mid 70 degrees Fahrenheit high and lows in the mid 50 degrees Fahrenheit.

STAYING INFORMED

- Visit www.franchise.org/events/convention often for program updates and other convention news!
- Be sure to use the IFA Convention Mobile App on your smartphone to obtain 24-hour access to convention updates and news, the schedule of events, exhibitor information including the Exhibit Hall Floor Plan, speaker biographies, PowerPoint presentations, and more! In your mobile app store, download "IFA Meetings" by Pathable.
- Follow us on Twitter: [@Franchising411](https://twitter.com/Franchising411).

If you have any questions or need additional information, please email events@franchise.org, visit franchise.org/events/convention, or call IFA's Conferences Department at 202-662-0763.

**FIND OUT MORE:
FRANCHISE.ORG/CONVENTION**