

VIRTUAL SPONSOR & EXHIBIT OPPORTUNITIES

We are bringing the franchise industry to you, so you can bring your solutions to them!



February 9-25, 2021

This is your chance to get in front of potential clients who are looking for your products and services. Show your support for franchising while spreading awareness of your company by sponsoring and/or exhibiting at franchising's biggest event – IFA's Annual Convention!

CONTACT LYNETTE JAMES AT LJAMES@FRANCHISE.ORG FOR MORE INFORMATION

| SPONSORSHIP PACKAGE | PLATINUM | GOLD | SILVER | BRONZE | COPPER |
|---|-----------------|-----------------|-----------------|----------------|----------------|
| Exhibit Booth | ✓ | ✓ | ✓ | ✓ | |
| Rotating Ad in Lobby | ✓ | ✓ | | | |
| Rotating Ad in Lounge | ✓ | | | | |
| Rotating Ad in Exhibit Hall | ✓ | ✓ | ✓ | | |
| Rotating Banner Before Content Blocks | ✓ | ✓ | ✓ | ✓ | ✓ |
| Marquee Message | ✓ | ✓ | ✓ | | |
| Recognition on Attendee Emails | ✓ | | | | |
| Pop-Up Announcement | ✓ | | | | |
| Custom Badge | ✓ | ✓ | ✓ | | |
| Custom Trivia Question | ✓ | | | | |
| 60-Second Commercial | ✓ | | | | |
| 30-Second Commercial | | ✓ | | | |
| E-mail Blast | ✓ | ✓ | | | |
| Business Solution Roundtable | ✓ | ✓ | | | |
| Post-Event Data | ✓ | ✓ | ✓ | ✓ | ✓ |
| Opt-In Attendee List | ✓ | ✓ | ✓ | ✓ | ✓ |
| Complimentary Registration (one per \$5k) | (5) | (3) | (2) | (1) | (1) |
| Logo Recognition (email & website) | ✓ | ✓ | ✓ | ✓ | ✓ |
| | \$25,000 | \$15,000 | \$10,000 | \$7,500 | \$5,000 |

VIRTUAL TRADESHOW BOOTH @ \$2,500

Welcome/Product/Services video
 Links to product/sales materials
 One-on-one video engagement with attendees
 Prominent placement upgrade @ \$500 additional fee
 Virtual tradeshow booth fees increase by \$500 on January 1, 2021.

All sponsorship and exhibitor fees double for non-members.

| VIRTUAL SPONSORSHIP OPTIONS* | A-LA-CARTE FEE | ENHANCEMENT FEE <small>(as an add-on to a virtual sponsorship package)</small> |
|--|----------------|---|
| Awards | | |
| Bonny LeVine Award | \$20,000 | |
| Entrepreneur of the Year Award | \$20,000 | |
| Hall of Fame Award | \$25,000 | |
| Ronald E. Harrison Award | \$20,000 | |
| Content | | |
| Annual Leadership Conference | \$5,000 | \$2,500 |
| Educational Sessions w/ Welcome Remarks | \$4,000 | \$2,000 |
| Emerging Franchisor Bootcamp | \$15,000 | |
| FranPAC Event | \$3,000 | \$1,500 |
| Opening General Session | \$25,000 | |
| General Session | \$20,000 | |
| Industry Track Sponsors | \$7,500 | |
| Sponsor Pitch Sessions | \$2,500 | \$1,250 |
| Business Solution Roundtable Session | \$5,000 | |
| Digital | | |
| Email Spotlight | \$1,000 | \$500 |
| Gamification and/or Trivia Questions | \$2,000 | \$1,000 |
| Lower Third Branding | \$1,500 | \$750 |
| Social Media Promotions | \$1,000 | \$500 |
| Virtual Swag Bag Item | \$1,000 | \$500 |
| Networking | | |
| Breaks | \$3,000 | \$1,500 |
| IFA Hosted Happy Hours | \$2,000 | \$1,000 |
| Lunch | \$3,000 | \$1,500 |
| Member Hosted/Sponsored Events (cooking demos, mixology, city tours, etc.) | \$5,000 | \$2,500 |
| Supplier Hosted Happy Hours/ Client Events | \$3,000 | \$1,500 |
| Virtual Lounges | \$3,000 | \$1,500 |

*Investments of \$5k or higher receive sponsorship benefits noted in red to the left.

ADVANCE YOUR BRAND, AND THE FRANCHISE INDUSTRY. SECURE YOUR SPONSORSHIP TODAY!