

# VIRTUAL SPONSOR & EXHIBIT OPPORTUNITIES

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



February 10-25, 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 (standard)	✓	✓	✓	✓	
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)	✓	✓	✓	✓	✓
	<b>\$25,000</b>	<b>\$15,000</b>	<b>\$10,000</b>	<b>\$7,500</b>	<b>\$5,000</b>

## 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

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>
<b>Content</b>		
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	
<b>Digital</b>		
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
<b>Networking</b>		
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!