

SPONSORSHIP OPPORTUNITIES

FRANCHISE OPERATIONS CONFERENCE

OCTOBER 4-5, 2021
CHICAGO, IL

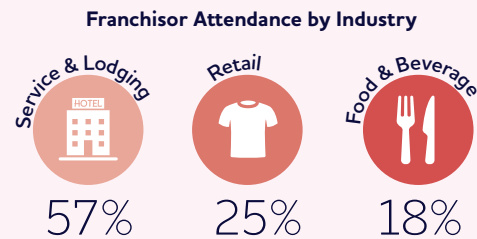


Packed with powerful content, this annual event for Franchise Operations executives and practitioners will connect you with successful brands who will share their tips and strategies for exceptional operational structure, smart communications, build solid franchisee relationships with those on the front lines of your brand. **Suppliers must sponsor to attend.**

WHAT'S YOUR MOTIVATION?

- Increase sales and market share
- Increase awareness to your target market
- Target a new customer group
- Enhance general brand awareness
- Enhance existing customer relationships

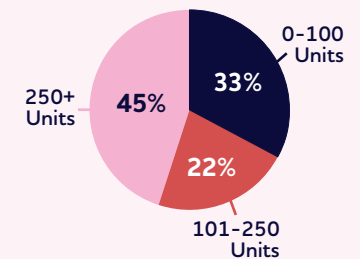
MEET OUR ATTENDEES*:



Franchisor Attendance by Title

64% Director/VP
26% C-level
10% Manager

Franchisor Attendance by Unit Size



HERE'S SOME OF WHAT THEY LEARNED:



- *Using Key Performance Indicators to Help Your Franchisees Thrive*
- *The Power of Information in Franchisee Engagement: Using Data to Drive Revenue and Growth in Your Franchise System*
- *Field Support - "That's a BIG Ol' Important Role!"*

HERE'S WHAT THEY THOUGHT*:



- **96%** rated 2019 in-person Operations Conference as Excellent or Good
- **95%** felt they received adequate value for the time spent at the 2019 Operations Conference
- **95%** rated "Take Home" value as Excellent or Good
- **75%** of the 2019 attendees were planning to attend the 2020 Operations Conference

HERE'S WHAT THEY SAID*:



- "Great job overall!"
- "Great conference!"
- "Loved it!"
- "Overall a great experience!"
- "Fantastic job again!"
- "These workshops have been a tremendous value and the information I took home will have a direct impact on our business."
- "Overall it was excellent."

MEET OUR PAST SUPPORTERS:



*Event data was extracted from respondents of an anonymous 2019 in-person IFA Operations Conference attendee survey.

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PLATINUM \$15,000

Benefits:

- Table-top display
- 60-second commercial*
- 50% off registration code to share with up to 10 clients or prospects**
- Retargeting campaign (50,000 impressions)
- Company logo and listing on mobile app
- Special mention from the event stage
- Attendee raffle drawing
- Mobile app logo recognition and directory listing
- Promo item or marketing flyer displayed on "Take One" table at registration***
- Company logo on event signage
- 3 complimentary registrations
- Logo recognition on marketing emails and event web page

*produced by sponsor

**who did not attend event in 2019 or 2020

***provided by sponsor

Exclusive Opportunities (pick one):

- Keynote Speaker/Presentation
- Grand Ballroom Branding (IHG)

GOLD \$10,000

Benefits:

- Table-top display
- 30-second commercial*
- 25% off registration code to share with up to 10 clients or prospects**
- Dine-Around (hosted dinner at local restaurant for 8-10 event attendees valued at \$2,500)
- Company logo and listing on mobile app
- Promo item or marketing flyer displayed on "Take One" table at registration***
- Company logo on event signage
- 2 complimentary registrations
- Logo recognition on marketing emails and event web page
- Opt-in attendee list pre-event and post-event

*produced by sponsor

**who did not attend event in 2019 or 2020

***provided by sponsor

Exclusive Opportunities (pick one):

- Speaker Gifts
- Social Media Photo Booth
- Pillar Wraps (IHG)
- Mini Fitness & Wellness Session

SILVER \$7,500

Benefits:

- Company logo on mobile app
- Company logo on event signage
- 2 complimentary registrations
- Logo recognition on marketing emails and event web page
- Opt-in attendee list pre-event and post-event

Exclusive Opportunities (pick one):

- SOLD**
- Guest Room Key Cards
 - Notepad & Pen
 - Guest Room TV Schedule
 - Room Drop
 - Bulkhead Branding (IHG)
 - Header Branding (IHG)

BRONZE \$5,000

Benefits:

- Company listing on mobile app
- Company logo on event signage
- 1 complimentary registration
- Logo recognition on marketing emails and event web page
- Opt-in attendee list post-event

Exclusive Opportunities (pick one):

- Hand Sanitizer
- Tissue Packets
- Guest Room Door Hangers
- Registration Page
- Registration Confirmation
- Registration List
- Guest Room TV Schedule
- Event Webpage Giveaway

PREMIUM OPPORTUNITIES

Available as add-ons to Platinum, Gold & Silver Packages for an additional fee

- Breakfast
- Refreshment Break
- Lunch
- Reception (when included on agenda)
- Happy Hours (when included on agenda)
- Lanyards
- Face Masks
- Mobile App
- WiFi
- Social Distancing Protocol Wrist Bands