

- Founded in 1960, the International Franchise Association (IFA) is the world's oldest and largest organization representing franchising globally.
- IFA's Mission: to protect, enhance and promote franchising.
- IFA members include franchise companies in over 300 different business sectors.
- IFA membership spans more than 1,000 franchisor brands, 15,000 individual franchise members, and 500 supplier members.

For more information, visit [www.franchise.org](http://www.franchise.org).

## ECONOMIC IMPACT OF FRANCHISING IN THE US



**759,000**

franchise establishments



**8.2 million**

direct jobs



**\$780 billion**

of economic output



**3%**

of GDP



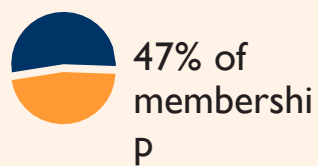
## EARLY STAGE

Less than 10 units



## EMERGING

11-199 units



## ESTABLISHED

200-499 units



## BIG BRANDS

500+ units



### PRIMARY DECISION MAKERS:

- Franchise Development
- Franchise Operations
- CEO/C-Suite
- Comms/Marketing
- Legal

### PRIMARY VALUE/NEED IN IFA:




- Government Relations/Advocacy
- Education/Thought Leadership/Best Practices
- Data/Insights, Benchmarking, Research
- Networking and Relationships
- Mentoring and Support
- Business Growth/Lead Gen

# IFA ANNUAL ADVERTISING & SPONSORSHIP PACKAGES

ROBUST PACKAGES. ANNUAL SAVINGS. EASY BILLING OPTIONS.



IFA's annual packages put your branding message in front of thousands of franchise professionals consistently throughout the year. With exposure through advertising, sponsorship, and exhibits, your company will be at the forefront of decision-makers' minds.

	\$100,000 	\$75,000 	\$50,000 
<b>EVENTS</b>			
Annual Convention Sponsorship	\$20,000	\$15,000	\$10,000
Convention Brand Awareness	\$2,500	\$2,500	-
Annual Convention Exhibit Booth (10x10)	Premium	Standard	Standard
Additional IFA Event Sponsorships	Choice of 3 Event Sponsorships	Choice of 2 Event Sponsorships	Choice of 1 Event Sponsorship
<b>ADVERTISING</b>			
Franchise.org Package	Premium	Value	Value
Dedicated Eblast	2x	1x	1x
Shared Eblasts	4x	2x	1x
Retargeting Campaign	200k impressions	100k impressions	
<i>Franchising World Magazine</i> —February's Convention Issue	Full Page Ad	Full Page Ad	Half Page Ad
<i>Franchise Opportunities Guide</i> —Spring/Summer & Fall/Winter Editions	Jumbo Logo/ Full Page Ad	Standard Logo/ Full Page Ad	Standard Logo/ Half Page Ad
White Papers on Franchise.org	1x	1x	1x
Lunch-N-Learn 30-Minute Webinars	2x	2x	1x
Digital Toolkit (1 Annually)	2-page white paper	2-page white paper	2-page white paper
Content Post on Franchise.org	4x		
<b>MEMBERSHIP</b>			
Annual IFA Membership	1 year	1 year	1 year

Ready to learn more about a marketing package with IFA? Contact [sales@franchise.org](mailto:sales@franchise.org) for more information.

**ANNUAL CONVENTION:** Kickstart your year with IFA's Annual Convention where members of the franchising community will come together to expand their knowledge, share proven solutions, network with other business leaders and get the latest news and updates to advance their brands for the current year and beyond. This event is designed for franchisors, franchisees and supplier partners who serve the franchise community.

**LEGAL SYMPOSIUM:** Practical, real-world programming addresses the latest business and franchise law developments by knowledgeable franchise law practitioners and franchise executives.

**LEADERSHIP SUMMIT:** Protect, promote and enhance franchising. Meet in our nation's capital for a gathering of IFA members to network with your members of Congress.

**FRANCHISE CUSTOMER EXPERIENCE:** Partnership event with Franchise Update Media. First of its kind event focused on improving the experience and outcomes for customers that are unique within franchising. Built for franchise CEOs, Presidents and leaders of Marketing, Operations and Technology, this conference features interactive workshops, expert speakers, and networking with franchising's leaders responsible for customer success.

**FRANCHISE LEADERSHIP & DEV:** An exclusive event for franchisor CEOs, Presidents, COOs, CDOs and Development Executives charged with driving growth. With our dynamic agenda touching all facets of franchise development, the conference provides education to enhance franchisee recruitment, sales effectiveness as well as professional leadership.

**EMERGING FRANCHISOR CONFERENCE:** This event brings together emerging franchisors with experienced leaders to answer a variety of burning questions. During this event, some of the leading experts in franchising will come together to help trailblaze the future of your business —sharing stories and sound advice on areas such as communications, infrastructure and culture, keeping your franchisees happy and profitable, smart franchise sales, reinvesting in the business (how and when), and more!

## DIGITAL ADVERTISING

**Franchise.org:** Franchise.org offers visitors the most comprehensive directory of suppliers dedicated to franchising, with over 144,000 average monthly unique views. The premium package includes a premium logo and listing, enhanced profile, ROS banner, home page banner advertorial, and jumbo logos in our printed directories while the value package includes a featured logo and listing, enhanced profile, and standard logos in our printed directories.



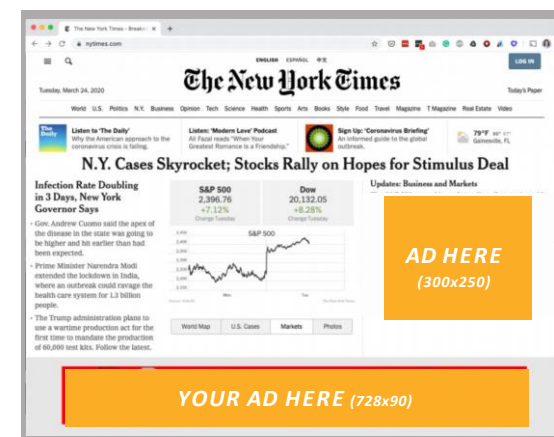
**Content Post:** sponsored blog post on franchise.org on topic of choice

**White Papers on Franchise.org:** thought-leadership opportunity published on franchise.org on the topic of your choice, housed on the site for 3 months, with direct lead form, and promoted through IFA's marketing channels.

**Retargeting:** Gain access to IFA's site visitors of IFA members and franchise professionals and retarget them with your company's ads that will showcase the products & services they need, anywhere they visit online.

**Webinars:** hosted on IFA's platform and promoted through IFA's marketing and social channels to franchisors and franchisees. Two types of webinars are offered- a 30-minute Lunch-N-Learn, and a one-hour Wednesday-Wise Webinar.

**IFA Podcast:** New in 2022, Franchise Voice: The IFA Podcast delivers top trends and news from the world of franchising to franchise leaders and opportunity seekers alike. The podcast will air bi-monthly for download on iTunes, Google Play, Spotify and other popular podcast platforms and will be syndicated across all IFA social and email channels.



## EMAIL ADVERTISING

**Dedicated E-Blast:** sent on your behalf from IFA to 6,000+ franchise executives

**Shared E-Blast:** includes 4-6 supplier members and sent to 6,000+ franchise executives

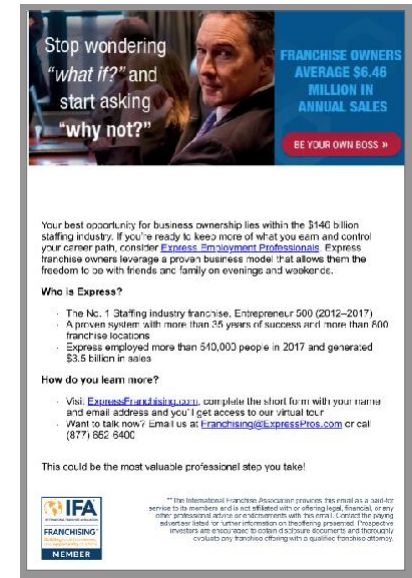
**IFA Insider E-Newsletter:** sent weekly to top levels of IFA membership and C-level franchise executives within the industry and highlights one sponsor with (2) ad/content units within newsletter

## PRINT AND DIGITAL ADVERTISING

**Franchising World Magazine:** 5 digital issues per year including (1) print/digital combo issue highlighting Convention. February's Convention Issue will have 69,000 combined total distribution, as including bonus distribution to event attendees.

**IFA Digital Toolkits:** series of toolkits highlighting whitepapers from experts in technology, marketing or other areas. Distributed to IFA members and housed and archived on franchise.org and promoted through IFA's marketing and social channels.

**Franchise Opportunities Guide:** IFA's member directory that includes all IFA Supplier member listings and company information. 15,000 copies distributed per year, as well as digitally to over 56,000.



Stop wondering "what if?" and start asking "why not?"

**FRANCHISE OWNERS AVERAGE \$6.46 MILLION IN ANNUAL SALES**

**BE YOUR OWN BOSS »**

Your best opportunity for business ownership lies within the \$140 billion staffing industry. If you're ready to keep more of what you earn and control your career path, consider **Express Employment Professionals**. Express franchise owners leverage a proven business model that allows them the freedom to do with friends and family on evenings and weekends.

**Who is Express?**

- The No. 1 Staffing industry franchise, Entrepreneur 500 (2012-2017)
- A proven system with more than 35 years of success and more than 600 franchise locations
- Express employed more than 510,000 people in 2017 and generated \$3.5 billion in sales

**How do you learn more?**

- Visit [ExpressFranchising.com](http://ExpressFranchising.com), complete the short form with your name and email address and you'll get access to our virtual tour
- Want to talk now? Email us at [franchising@expressfranchise.com](mailto:franchising@expressfranchise.com) or call (877) 852-9400

This could be the most valuable professional step you take!

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**FALL/WINTER 2020**

# FRANCHISE OPPORTUNITIES GUIDE

THE OFFICIAL GUIDE TO FRANCHISING

Everything you need to start your search for the right franchise for you!

**DETAILED INFORMATION FOR MORE THAN 100 FRANCHISES.**

All are members of the International Franchise Association.

**FEATURED MEMBERS**

Franchise leads by business category with membership leads and training opportunities.

[www.franchise.org](http://www.franchise.org)

Logos for featured members: inq, FASTSIGNS, Jani-King, PuroClean, Signarama, WASHAM, TOMMY'S, byrider, ILLIABT, and another.

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