Join the only organization that is committed to safeguarding and promoting the franchising industry in the U.S. and around the world.
**WHY JOIN?**

The International Franchise Association is the premier education and advocacy organization for the franchising community. Since 1960, IFA has helped members adapt to an ever-changing business environment.

As a member of IFA, you join an organization that provides exclusive networking and educational opportunities to help you succeed. The programs, conferences, and marketing opportunities the association offers are designed to help you grow your franchise system and operate under the highest standards.

By being part of an international organization, you help promote the significant contributions that franchising makes to the United States and global economies. IFA members work collectively to address regulations, legislation, and policies that threaten the business environment for the industry.

IFA provides information to all members on franchise development, national and state policies, international expansion, financial management, franchisor and franchisee relations, and many other topics important to the industry. Armed with cutting-edge information and strategies, you, as an IFA member, will be better positioned to succeed in today’s economy and positively contribute to your communities.

**Who Joins IFA**

We are the only international organization that represents all segments of the franchising industry. Our members include some of the most dynamic brands in over 300 industries. IFA’s membership is diverse, including large, global brands to those just getting into franchising.

We have programs and services for all spectrums of the franchise industry.

- Franchisors
- Single-Unit and Multi-Unit Franchisees
- Suppliers

**Franchising leads other economic sectors in economic impact in the U.S.** IFA educational foundation research shows that in 2005, **825,000 franchised businesses** provide nearly **18 million** jobs and contributes **$2.1 trillion** to the **U.S. Private Sector economy.**

_ECONOMIC IMPACT OF FRANCHISED BUSINESSES, VOL. 3_  
PRICEWATERHOUSECOOPERS
BENEFITS
As a member, you receive:

- Discounts on marketing and lead generation opportunities,
- Networking opportunities with your peers,
- Educational and professional development opportunities,
- Free subscriptions to IFA’s world-class publications,
- Opportunities to serve on committees,
- Access to research and reports on franchise trends, and
- Representation at the federal and state legislative levels.

MARKETING AND LEAD GENERATION
As a member, you receive free Web site and directory listings and significant discounts on Web site and publication advertising and exhibitor rates. IFA hosts the top lead-generating Web site in the industry. With more than 120,000 unique visitors a month, www.franchise.org provides members access to top quality leads. Our semi-annual Franchise Opportunities Guide is a members’ only directory that reaches more than 220,000 franchise prospects. IFA-sponsored franchise expositions provide additional opportunities to reach prospects.

By belonging to IFA, you have the opportunity to use the IFA member logo in your marketing materials. The IFA logo includes the theme line: Franchising: Building Local Businesses One Opportunity at a Time, and is the cornerstone of the IFA marketing and educational efforts.

Sponsorship opportunities of IFA events and programs provide members multiple ways to extend your marketing reach with your peers and with the public.

ADVOCACY
IFA works to protect the franchising model from challenges at both federal and state levels. IFA’s grassroots development program makes IFA an effective advocate for your issues and concerns. The IFA Annual Public Affairs Conference and FranPAC, IFA’s political action committee, provide just a few ways for members to get involved in the political process. IFA’s Franchise Congress and the association’s awareness campaign ensure that there are franchise advocates in each U.S. Congressional District to help educate members of Congress about franchising.

EDUCATIONAL AND NETWORKING OPPORTUNITIES
Throughout the year, IFA hosts leading educational programs and seminars to help members keep abreast of growing trends, legal issues and topics, franchise development tips, relationship building, and much more.

- Online resources and monthly webinars help members connect with the latest news, information, and strategies.
- The IFA Annual Convention provides four days of education and interaction with your colleagues from around the world. Prominent keynote speakers, roundtable discussions, and an extensive exhibit hall round out one of the franchising industry’s premier annual events.
- The annual Legal Symposium and semi-annual International Symposiums provide resources to assist with legal developments, trends and global business expansion.
- The IFA Franchise Development Seminars help members attract and recruit quality franchise candidates.
- IFA-sponsored franchise Expositions throughout the year provide additional networking and educational opportunities.

NEWS AND INFORMATION
IFA’s award-winning monthly magazine Franchising World is the best source of practical business information available to keep members up-to-date on the latest trends and issues. The weekly electronic newsletter, the IFA Insider, and IFA SmartBrief, a news summary available three times a week, keep members informed about up-to-the-minute news and information. IFA promotes franchising as a viable business model by ensuring that media and opinion leaders know the significant impact that franchising has on the economy and its importance to communities across the country.

FRANCHISE BUSINESS NETWORKS
These quarterly programs conducted in over 30 cities around the country provide an informal atmosphere for members of the franchising community to discuss current topics and trends.

While networking with others in the franchising community, meeting potential customers and making new business contacts, participants take advantage of educational programs and legislative information made available to them at no charge, except for the cost of meals.
The company you keep as a member of IFA is worth the price of admission. With almost 1,200 franchisor members, 12,000 franchisee members and over 600 supplier members, the opportunities to meet and learn from the best are plentiful. A few of our members:

**EVEN MORE REASONS TO JOIN**

**LEADERSHIP OPPORTUNITIES AND PROFESSIONAL DEVELOPMENT**

The IFA Educational Foundation’s Institute of Certified Franchise Executives is the only continuing education program for professional development that leads to a CFE designation. It is designed to enhance the professionalism of franchising by certifying the highest standards of quality training and education.

IFA provides many opportunities for leadership involvement, including serving on its forums, committees or taskforces.

**INTERNATIONAL PROGRAMS**

If you are thinking about expanding overseas, the IFA can help. By providing technical assistance and information, and ongoing trade missions, IFA helps you explore foreign markets. Our workshops on international development are designed to assist franchisors in enhancing their global development strategies and tactics.

**SYSTEM-WIDE MEMBERSHIP**

IFA’s System-wide Membership Program gives franchisees of IFA member companies the opportunity to be part of the IFA at no additional cost. IFA members can enroll all of their franchisees as members of the IFA. They will receive their membership benefits electronically, which include email versions of *Franchising World*, IFA Insider, and IFA SmartBrief.

**RESEARCH**

The popular Economic Impact of Franchising and the Annual Economic Forecast are two flagship research projects available to members. This data helps to highlight the growing popularity of franchised businesses and the diverse opportunities that the industry provides to those who desire to own their own business. Special reports produced throughout the year help IFA members stay ahead of the curve.

**TWO-YEAR TRIAL MEMBERSHIP**

If you are a franchisor with less than 200 franchised units, we invite you to take advantage of IFA’s Two-Year Introductory Membership Offer. This one-time special offer is available to you at a reduced cost.

**CODE OF ETHICS**

The IFA Code of Ethics provides a framework for the implementation of best practices in the franchise relationships of IFA members. The Code represents the ideals to which all IFA members agree to subscribe in their franchise relationships. The Code is one component of the IFA’s self-regulation program, which also includes the IFA Ombudsman, to help identify, facilitate, and encourage the early resolution of disputes that arise. IFA members believe that adherence to the values expressed in the IFA Code results in healthy, productive, and mutually-beneficial franchise relationships.