

2015

# INTERNATIONAL FRANCHISE ASSOCIATION *events*

*Plan to support the best learning and networking opportunities in franchising!*

Whether you're looking to grow your bottom line or build brand awareness in the franchise industry, the International Franchise Association (IFA) has an event that's just right for your marketing strategies and goals! Mark your calendars now to partner with the IFA for these can't miss events! Visit [www.franchise.org](http://www.franchise.org) for updates.

## LEGAL SYMPOSIUM // MAY 3-5 // CHICAGO, IL

Practical real-world programming addresses the latest business and franchise law developments and features knowledgeable franchise law practitioners, franchise executives, and state regulators.

## IBA/IFA JOINT CONFERENCE // MAY 5-6 // CHICAGO, IL

Developed in partnership with the International Bar Association's Franchising Committee to create a program relevant to our friends in the international franchise law profession.

## FRANCHISE DEVELOPMENT SEMINARS // JUNE 4-WASHINGTON, DC // JULY 23-MINNEAPOLIS, MN // SEPTEMBER 3-LOS ANGELES, CA

Participate in an in-depth exchange of information with franchise development experts revealing tips and tools for building your franchise brand. Content will focus on industry challenges, successes and what to expect for the future.

## IFA SUMMER BOARD & FORUMS MEETING // JUNE 14-17 // TRAVERSE CITY, MI

The association's leadership, including the IFA Board of Directors, Franchisee Forum, and Supplier Forum, gather to conduct association business. By invitation only.

## FRANCHISEE GROWTH CONFERENCE // SEPTEMBER 28-29 // WASHINGTON, DC

In conjunction with the Franchise Action Network Annual Meeting, this conference will feature programming to assist franchisees in growing their business and networking opportunities to build relationships.

## FRANCHISE ACTION NETWORK ANNUAL MEETING // SEPTEMBER 29-30 // WASHINGTON, DC

Formerly called the Public Affairs Conference, meet us in our nation's capital for a gathering of IFA members to network with their Members of Congress during IFA's most important advocacy event. IFA leadership meetings will also be held.

## FRANTECH: DIGITAL MARKETING & TECHNOLOGY CONFERENCE // OCTOBER 27-28 // DALLAS, TX

Designed to help franchise professionals understand technology options and platforms, at IFA's FranTech you will hear case studies and learn best practices designed to integrate technologies like GPS, content management, communications, social, local, mobile and more!

## EMERGING FRANCHISOR CONFERENCE // NOVEMBER 17-18 // MIAMI, FL

This is a prime networking and educational conference for franchisors with 300 or fewer units that are ready to take their system to the next level.

## AND MARK YOUR CALENDAR FOR OUR 56th ANNUAL CONVENTION

## #IFA2016 ANNUAL CONVENTION // FEBRUARY 20-23, 2016 // SAN ANTONIO, TX

Nearly 4,000 franchise professionals will gather to learn, network and chart the future of franchising. The Annual Convention presents multiple unique opportunities and a variety of ways to strategically align with key decision-makers from various industries of all sizes. This is the premier event in franchising.



**FRANCHISING®**  
Building local businesses,  
one opportunity at a time.

# PARTNERSHIP OPPORTUNITIES

As every company's strategic objectives are unique, we will be pleased to work with you to customize a package that maximizes your value, puts you in front of the audience you need to reach, and helps you achieve the goals you have set to position your business for growth. Select from the opportunities below, or contact us about working with you to customize a 2015 or multi-year package that can include event alignment opportunities, membership in the IFA, advertising in our publications and on franchise.org, exhibit space and more.

## LEGAL SYMPOSIUM

- Program Sponsor @ \$3,500

## FRANCHISE DEVELOPMENT SEMINARS

- Continental Breakfast @ \$2,500
- Refreshment Break @ \$1,500
- Luncheon @ \$4,000 each
- Legal Session @ \$5,000
- Technology Session @ \$5,000

## FRANCHISEE GROWTH CONFERENCE

- Platinum Sponsor @ \$10,000
- Gold Sponsor @ \$7,500
- Silver Sponsor @ \$5,000
- Bronze Sponsor @ \$2,500

## FRANCHISE ACTION NETWORK ANNUAL MEETING

- Leadership Dinner – Co-Sponsor @ \$12,500
- Keynote Speaker @ \$15,000
- Lunch – Co-Sponsor @ \$7,500
- Portfolios @ \$7,500
- Mobile App Banner Ads @ \$2,500
- Congressional Reception Co-Sponsor @ \$5,000
- FranPAC Congressional Dinner Co-Sponsor @ \$10,000
- Lanyards @ \$5,000

## FRANTECH: DIGITAL MARKETING & TECHNOLOGY CONFERENCE

- Title Sponsor @ \$25,000
- Registration Website @ \$5,000
- Reception Sponsor @ \$10,000
- Program Sponsor @ \$5,000
- Lanyards @ \$7,500

## EMERGING FRANCHISOR CONFERENCE

- Title Co-Sponsor @ \$10,000
- Dinner Co-Sponsor @ \$5,000
- Refreshment Break Co-Sponsor @ \$3,000
- Lanyard Sponsor @ \$3,000
- Flash Drives @ \$4,500
- Registration Website @ \$3,000
- Networking Reception @ \$5,000

## 2016 ANNUAL CONVENTION

- A variety of sponsorship opportunities are available with investment levels starting at \$5,000

## HOW SOME SPONSORS OF IFA EVENTS DESCRIBE THEIR EXPERIENCES:

"..one of the very best marketing investments.."

"...The visibility we achieved strengthened our company's relationship with the franchise industry and captured the attention of client prospects.."

"...resulted in greater name recognition... and opened many doors with new partners in the industry"

"greatly enhances our visibility.."

For more information on the opportunities, availabilities and benefits, contact Lynette James at 202/662-0782 or [ljames@franchise.org](mailto:ljames@franchise.org).