

- 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 1,200 franchisor brands, 15,000 individual franchise members, and more than 600 supplier members.

For more information, visit www.franchise.org.

ECONOMIC IMPACT OF FRANCHISING IN THE US



831,000
franchise establishments



8.8 million
direct jobs



\$897 billion
of economic output

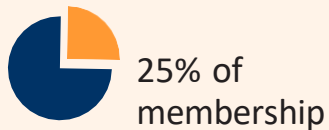


3%
of GDP



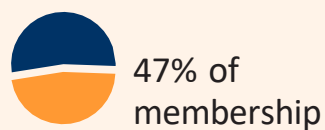
EARLY STAGE

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.

	\$110,000 	\$80,000 	\$60,000 
EVENTS			
Annual Convention Sponsorship	\$25,000	\$20,000	\$15,000
Convention Brand Awareness	\$3,500 Option	\$3,500 Option	-
Annual Convention Exhibit Booth (10x10)	Premium Booth	Standard Booth	Standard Booth
Additional IFA Event Sponsorships	Choice of 3 Event Sponsorships	Choice of 2 Event Sponsorships	Choice of 1 Event Sponsorship
ADVERTISING			
Franchise.org Package	Premium	Value	Value
Dedicated Eblast	4x	2x	2x
Shared Eblasts	4x	2x	2x
Retargeting Campaign	200k Impressions	100k Impressions	
<i>Franchising World</i> Magazine—February's Convention Issue	Full Page Premium Ad	Full Page Ad	Full Page Ad
<i>Franchise Opportunities Guide</i> —Spring/Summer & Fall/Winter Editions	Jumbo Logo/ Half Page Ad	Standard Logo/ Half Page Ad	Standard Logo/ Third Page Ad
White Papers on Franchise.org	1x	1x	
Lunch-N-Learn 30-Minute Webinars	1x	1x	1x
Digital Toolkit (1 Annually)	2-page White Paper	2-page White Paper	2-page White Paper
Content Post on Franchise.org	4x	2x	2x
IFA Podcast- :30-Second Ad	5x	5x	

*Packages available for IFA members only.

Ready to learn more about a marketing package with IFA? Contact 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.

SUMMER BOARD MEETING: Market your brand to IFA's Board of Directors Executive Committee which includes the organization's officers and Forum chairs. Get in front of this diverse group of leaders - representing all facets and formats found in the franchising business model, spanning franchise brands, franchise owners, and supplier partners – in an picturesque and intimate setting.

ADVOCACY 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 170,000 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.

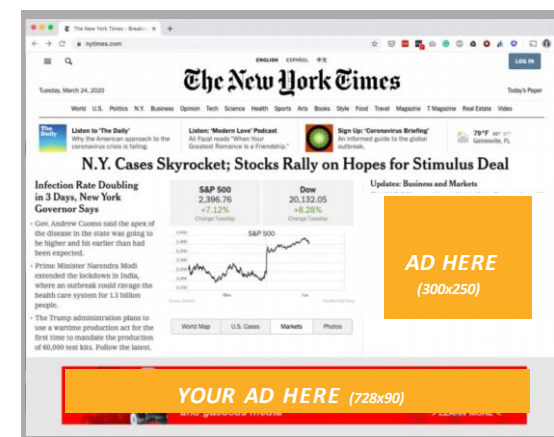
Content Post: sponsored blog post on franchise.org on topic of choice

White Papers on Franchise.org: thought-leadership opportunity published on franchise.org on the topic of your choice, housed on the site for 2 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; 30-minute format; promoted to franchise community through marketing and social channels; attendees receive CFE credits; sponsor receives registrant list post-webinar.

IFA Podcast: The IFA Podcast delivers top trends and news from the world of franchising to franchise leaders and opportunity seekers alike. The podcast airs 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 5,800+ franchise executives

Shared E-Blast: includes 4-6 supplier members and sent to 5,800+ franchise executives

E-Newsletter: sent weekly to all IFA members, including top levels of IFA membership and C-level franchise executives within the industry. Each newsletter highlights only one sponsor, providing 100% SOV with each opportunity.



PRINT AND DIGITAL ADVERTISING

Franchising World Magazine: 6 digital issues per year including (4) print/digital combo issues. The Convention Issue will have 69,000 combined total distribution, 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 per edition.



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