



IFA26

CONVENTION

LAS VEGAS, NV | FEB. 23-25

2026 SPONSOR OPPORTUNITIES



iFA INTERNATIONAL
FRANCHISE
ASSOCIATION

ABOUT THE IFA CONVENTION:

IFA's **best attended annual event** with hundreds of CEOs, Presidents, EVPs, Franchise Development executives and operational professionals. From Legal to Tech, our audience covers the exec team of many franchise brands. Sponsorship provides you with an opportunity to promote your product/service to your target audience.

WHY SPONSOR?

Increase sales and market share

Increase awareness to your target market

Target a **new customer** group

Enhance general **brand awareness**

Enhance existing **customer relationship**

"After 20 years of attending franchisor-side and being a 1st year supplier attendee – this was likely one of the best conferences. I was grateful to be able to give back on both my panel and FBG – total win! Thank You! "

"As this was my first IFA convention, I felt that everything was put together and exceeded all expectations by far. I am very happy with my experience and can't wait to be able to attend further events."

91% Rated the Convention as Excellent or Good

85% Rated the exhibits as Excellent or Good

85% Rated Take Home Value as Excellent or Good

87% Reported that the topics presented met their needs

ATTENDEE STATS



66%



20%



14%

14% Operations

11% Marketing/Tech

48% C-Suite

27% Development/Sales

38% 0-100 Units

17% 101-250 Units

45% 250+ Units

IFA26
CONVENTION
LAS VEGAS, NV | FEB. 23-25

DIGITAL OPPORTUNITIES

CONVENTION MOBILE APP

Sponsorship of IFA's Annual Convention mobile app puts your brand directly into the hands of every attendee. This essential tool—used before, during, and after the event—helps attendees, sponsors, and exhibitors connect while keeping your company front and center. With a branded splash page, menu screen button, push notifications and rotating banner ads, your brand will enjoy high-visibility each time users engage with the app.

Title Sponsor - \$33,000

Banner Ads - \$7,000

Push Notifications - \$4,900 ea

SOLD

Headshot Photo Booth - \$13,600

In today's professional world, a polished headshot is a must. As an exclusive sponsor, your brand will be directly associated with career growth, personal branding, and confidence.

Cell Phone Charging Station - 5 @ \$10,000

In a fast-paced environment, staying connected is everything. Attendees rely on their devices for schedules, networking, notes, and more, which is why the Cell Phone Charging Station is one of the most visited and appreciated spots on-site.

SOLD

Wireless Internet - \$39,300

Keep attendees connected throughout the Convention by sponsoring the official wireless internet. Your company's name and logo will be prominently featured on the Wi-Fi login page and signage, ensuring high visibility every time participants access the network. This essential sponsorship positions your brand as the one that keeps the Convention powered and connected.



All pricing is for IFA members only and opportunities are subject to change prior to confirmation. To reserve a sponsorship or for more information, please contact **Lynette James** ljames@franchise.org or **202-662-0782**.

IFA26
CONVENTION
LAS VEGAS, NV | FEB. 23-25

BRANDING OPPORTUNITIES

EXHIBIT HALL

The Exhibit Hall is the energetic hub of the IFA Annual Convention—where business gets done, partnerships are formed, and innovation is on full display. With thousands of attendees moving through the space each day, it's more than just a showcase. It's your company's opportunity to own the experience.

Exhibitor Hospitality - \$7,300

Keep the energy high as exhibitors set up in the heart of the IFA Annual Convention! As the exclusive sponsor of the exhibit hall hospitality area, your brand will be front and center as exhibitors refuel with complimentary snacks and refreshments. This unique sponsorship positions your company as a partner in supporting the exhibitor community while ensuring they're energized and ready for a successful convention.

SOLD

Exhibit Hall Door Prize - \$18,600 (2 @ \$9,300)

Gain visibility and excitement by sponsoring the highly anticipated door prizes given out during the Exhibit Hall Receptions. As the Door Prize Sponsor, your company will be recognized as attendees gather for these popular giveaways—driving traffic, engagement, and brand awareness throughout the exhibit hall.

Exhibit Hall Aisle Banners - (14 @ \$5,200)

The Exhibit Hall Aisle Banners puts your brand front and center in the busiest area of the show. With thousands of attendees navigating the exhibit hall each day, these overhead banners serve as key landmarks—ensuring your company's logo and message are seen repeatedly as participants explore, connect, and do business.

LIMITED

Exhibit Hall Footprints - (4 @ \$6,300)

Guide attendees straight to your booth with custom footprint floor decals leading from the exhibit hall entrance directly to your space. This playful and eye-catching sponsorship is a fun way to stand out on the show floor, spark curiosity, and increase booth traffic by turning your location into a destination everyone wants to follow.

Pavilions/Lounges - \$53,500

Sponsor an exhibit hall lounge or pavilion and turn your brand into a must-visit destination. With customizable themes—ranging from **professional development and wellness to technology, AI, HR, or finance**—these spaces create engaging activations that keep attendees entertained, educated, and connected while showcasing your company as a leader in the industry.

Exhibit Hall sponsorships are available to Convention exhibitors only.

All pricing is for IFA members only and opportunities are subject to change prior to confirmation. To reserve a sponsorship or for more information, please contact **Lynette James** ljames@franchise.org or 202-662-0782.



IFA26
CONVENTION
LAS VEGAS, NV | FEB. 23-25

BRANDING OPPORTUNITIES

Convention Center Branding/Signage - from \$7,100

From the moment attendees arrive, your brand can be everywhere they look—welcoming them at the doors, guiding them through the halls, and standing out in every key location throughout the convention center. With sponsorship of high-impact signage opportunities, including escalator clings, floor graphics, column wraps, light boxes, and more—you'll transform foot traffic into brand engagement and turn visibility into real influence.

SOLD

Registration Bags - \$33,000

When thousands of franchise leaders arrive at the IFA Annual Convention, the registration bag is the first thing they receive—and the one thing they carry all event long. As an exclusive sponsor, your brand travels with every attendee, every day, ensuring ongoing visibility and daily engagement.

Sponsor Pop-Up Shop Giveaway - 5 @ \$5,000

Step into IFA's exciting new Sponsor Pop-Up Shop—where your brand becomes the must-have find of the convention! Sponsors can showcase their promotional items in a fun, retail-style merchandising area inside the registration lounge, inviting attendees to “shop” for their favorite giveaways to add to their registration bags. From clever gadgets to can't-live-without accessories, this is your chance to make your swag the hottest item on Main Street and keep your brand top of mind long after the show!

Registration List - 2 @ \$8,700

Gain unmatched visibility by sponsoring the highly anticipated registration list for IFA's Annual Convention. With your branding featured on the covers and within the pages of the electronic list shared with attendees both before and after the event, your company will stay top-of-mind as attendees plan, connect, and follow up—making this a powerful opportunity to maximize your reach.

SOLD

Badge Lanyards - \$36,300 (2 @ \$18,150)

Looking for a high-impact, cost-effective way to elevate your brand at the IFA Annual Convention? Sponsor the official lanyards and put your company's logo directly into the hands — and around the necks — of thousands of industry leaders, decision-makers, and franchise professionals.

All pricing is for IFA members only and opportunities are subject to change prior to confirmation. To reserve a sponsorship or for more information, please contact **Lynette James** ljames@franchise.org or 202-662-0782.



BRANDING OPPORTUNITIES

Notepads - \$20,300 | Pens - \$10,700

Keep your brand in attendees' hands long after Convention by sponsoring branded notepads or pens distributed at registration. With so much information, tips, and tools being shared throughout the event, these everyday essentials help attendees capture key takeaways—and ensure your company stays top-of-mind each time they're used.

Registration Lounge/Nourishment Hub - \$17,500

Your brand will be front and center at one of the most highly trafficked and appreciated spaces at the convention. It's where attendees start their day, take a break, fuel up, and make their first connections—and your company will be right there, making it all possible.

Printed Program Book - \$19,200

Program Book Ad (1/2-page B/W) - \$4,400

The Program Book sponsorship at the IFA Annual Convention gives your company a lasting presence in one of the most widely used resources of the event. Attendees rely on the printed program book to navigate sessions, speakers, and networking opportunities, making it the perfect place to showcase your brand. With the option of a full-page or half-page ad, your company's message is guaranteed high visibility and repeated exposure throughout the convention, while also providing a keepsake that attendees take home long after the event ends.

SOLD

Directional Signage (minimum of five) - \$13,900

This sponsorship offers high-impact visibility as attendees navigate the event. With your branding featured on key signs guiding participants to sessions, networking areas, and exhibit spaces, your company becomes a trusted part of their convention journey. This sponsorship ensures your logo is seen repeatedly throughout the day, reinforcing your marketing message while positioning your brand as a helpful, visible partner in the overall attendee experience.

All pricing is for IFA members only and opportunities are subject to change prior to confirmation. To reserve a sponsorship or for more information, please contact **Lynette James** ljames@franchise.org or 202-662-0782.



IFA26
CONVENTION
LAS VEGAS, NV | FEB. 23-25

BRANDING OPPORTUNITIES

Scooter Sponsor - \$14,300 (2 @ \$7,150)

As IFA staff zip around the convention center, your company's logo will be prominently displayed on the front basket of the scooter—ensuring high visibility and repeated brand impressions throughout the event. This unique and eye-catching opportunity positions your brand as an integral part of the convention experience, standing out to thousands of attendees as they see your logo in action across the busy convention floor.

“Pubs Hubs” Literature Distribution Station - \$6,500 ea

Position your brand alongside IFA's most in-demand printed resources, including the Franchising Opportunity Guide. Located in a high-traffic area, this stand attracts attendees looking for valuable take-home materials they can reference throughout the year. By sponsoring this station, your company gains brand alignment with trusted IFA content while ensuring your logo and message are seen by decision-makers as they engage with resources designed to support their business growth.

LIMITED

Sponsor Towers - \$14,300 ea

At the IFA Annual Convention, visibility is everything—and few opportunities deliver it quite like the Sponsor Towers. Strategically placed in high-traffic areas throughout the convention center, these eye-catching, freestanding displays are designed to command attention and amplify your brand message from every angle.

NOOK Pods - \$10,000 ea

NOOK Pods are modern, sound-dampening meeting spaces located throughout the convention floor, designed to foster meaningful conversations, private meetings, and strategic connections. They're among the most highly trafficked and utilized assets at IFA, offering maximum visibility and engagement with franchise leaders.



All pricing is for IFA members only and opportunities are subject to change prior to confirmation. To reserve a sponsorship or for more information, please contact **Lynette James** ljames@franchise.org or **202-662-0782**.

IFA26
CONVENTION
LAS VEGAS, NV | FEB. 23-25

ENGAGEMENT OPPORTUNITIES

AWARDS

One of our most inspiring and widely celebrated moments is the annual awards ceremonies. These distinguished honors recognize individuals whose leadership, vision, courage, and commitment have shaped the future of franchising. As an award sponsor, your brand is associated with the highest standards of excellence and industry impact. You're not just sponsoring an event—you're aligning your name with the people and values that define the franchise community.

SOLD

Hall of Fame - \$33,000

The Hall of Fame Award is the oldest and most prestigious recognition conferred by the IFA and recognizes Patrick's 25+ years of leadership and innovation in the restaurant industry and franchise sector.

SOLD

Women in Franchising Leadership Award - \$26,400

The Women in Franchising Leadership Award is given to leaders who have placed an intentional focus on growing and mentoring future leaders, especially women leaders in franchising. The honoree is a proven role model who gives back to the franchising community and builds pathways to opportunity for others.

SOLD

Entrepreneur of the Year - \$26,400

The Entrepreneur of the Year Award honors people in franchising who grow successful businesses and help shape the future of franchising, inspiring other entrepreneurs along the way.

Ronald E. Harrison Award - \$26,400

The Ronald E. Harrison Diversity Award, named after Ronald E. Harrison, a trailblazer in promoting diversity within franchising and a former leader at PepsiCo., is awarded to people who have demonstrated a tangible commitment to increasing diversity in franchising and supporting traditionally underserved communities.

William Rosenberg Leadership Award - \$26,400

William Rosenberg Foundation Leadership Award honors outstanding contributions and leadership in advancing the mission of the IFA Foundation.

All pricing is for IFA members only and opportunities are subject to change prior to confirmation. To reserve a sponsorship or for more information, please contact **Lynette James** ljames@franchise.org or 202-662-0782.



IFA26
CONVENTION
LAS VEGAS, NV | FEB. 23-25

ENGAGEMENT OPPORTUNITIES

EDUCATION SESSIONS AND TRACKS

By sponsoring educational programming, your company puts its name at the forefront of thought leadership and professional growth. This is your chance to align your brand with the tools and insights that help franchise leaders adapt, innovate, and excel.

2026 IFA Convention Educational Channels:

- Franchise Development & Marketing
- Franchise Relations & Operations
- Franchise Leadership
- Franchise Trends
- Emerging Brands
- Franchise Technology

General Education Sessions - \$10,500 ea

Expert Workshops Sessions - \$12,500 ea

C-Suite Focused Sessions- \$15,000 ea

FRANCHISE MAIN STREET THEATER

Be at the forefront of thought leadership with this exciting new opportunity! As the sponsor of an educational session theater in the exhibit hall, your company can deliver curated, information-packed talks that highlight your subject matter expertise and industry knowledge. This platform invites you to share timely, topical insights that help franchisors learn, innovate, and grow their businesses—all while positioning your brand as a trusted partner in their success.

Exclusive Theater Sponsor - \$20,000 (2 available)

Theater Educational Session

- **\$5,000 each exhibiting supplier**
- **\$10,500 each non-exhibiting supplier**

All pricing is for IFA members only and opportunities are subject to change prior to confirmation. To reserve a sponsorship or for more information, please contact **Lynette James** ljames@franchise.org or 202-662-0782.



**MARKETING
SUMMIT:
TRANSFORMING
CUSTOMERS INTO BRAND
ADVOCATES:
OPTIMIZING THE
CUSTOMER JOURNEY**

SPONSORED BY:



IFA26
CONVENTION
LAS VEGAS, NV | FEB. 23-25

ENGAGEMENT OPPORTUNITIES

GENERAL SESSIONS

At the IFA Annual Convention, few moments command more attention-or offer more visibility- than the General Sessions. These powerful gatherings unite the entire franchise community under one roof to hear from world-class keynote speakers, industry trailblazers, and visionary leaders.

SOLD

Opening General Session - \$29,000

SOLD

Opening General Session Speaker - \$33,000

Tuesday General Session - \$29,000

Tuesday General Session Speaker - \$33,000

SOLD

Wednesday General Session - \$29,000

Wednesday General Session Speaker - \$33,000



All pricing is for IFA members only and opportunities are subject to change prior to confirmation. To reserve a sponsorship or for more information, please contact **Lynette James** ljames@franchise.org or **202-662-0782**.

IFA26
CONVENTION
LAS VEGAS, NV | FEB. 23-25

ENGAGEMENT OPPORTUNITIES

ANNUAL LEADERSHIP CONFERENCE

The Annual Leadership Conference is designed to shed light on the tools and resources men and women need to excel as leaders in today's workplace and the community at large. Each year participation at the Leadership Conference increases and we are anticipating approximately 400 attendees in February.

ALC Program - \$7,500 ea

LIMITED ALC Lunch - \$15,200 (2 @ \$7,600)

ALC Specialty Coffee Break - \$5,000 ea

Crystal Compass Recognition - \$7,600

The Crystal Compass Award is a prestigious award given by the IFA Women's Franchise Committee to recognize and honor individuals who demonstrate exemplary leadership, innovation, and a significant positive impact on the franchise industry.

LIMITED Emerging Franchisor Bootcamp - (3 @ \$19,000)

The Emerging Franchisor Bootcamp offers actionable insights and valuable peer connections to support your franchise's growth. Learn directly from the experience of industry leaders who understand your challenges and can provide guidance, resources, and proven strategies for success. Participation is limited to franchisors with 100 units or fewer, ensuring tailored content and peer-level discussion.

Thought Leadership Roundtables - (3 @ \$6,000)

Sit at a table with some of franchising's top leaders and experts for information discussions on a wide range of topics that are critical for keeping your franchise system running profitably in today's challenging and highly competitive marketplace.

All pricing is for IFA members only and opportunities are subject to change prior to confirmation. To reserve a sponsorship or for more information, please contact **Lynette James** ljames@franchise.org or **202-662-0782**.



IFA26
CONVENTION
LAS VEGAS, NV | FEB. 23-25

ENGAGEMENT OPPORTUNITIES

Small Screen Promotions - \$28,000

Your branded PowerPoint slide deck will play in a continuous 15-minute loop before all educational sessions and summits—giving you direct access to a captive, highly engaged audience of franchise decision-makers, operators, and industry professionals.

RECEPTIONS & GATHERINGS

Be part of one of the most engaging networking events at the IFA Convention, bringing together franchise professionals from diverse backgrounds to foster connection, collaboration, and opportunity. As a sponsor, you'll gain prominent visibility among industry leaders and align your brand with a powerful movement toward inclusion, innovation, and growth in franchising.

New Member & First Time Attendee Experience - \$17,050 ea

FranPAC Reception - \$10,000

Private Equity & Capital Solutions Reception - \$2,500 ea

CFE Celebration - \$10,000

Franchise Ascension Initiative Celebration - \$2,500 ea

Committee & Affinity Group Meet-Ups

Diversity - \$3,500 ea

International - \$3,500 ea

VetFran - \$3,500 ea

All pricing is for IFA members only and opportunities are subject to change prior to confirmation. To reserve a sponsorship or for more information, please contact **Lynette James** ljames@franchise.org or **202-662-0782**.



IFA26
CONVENTION
LAS VEGAS, NV | FEB. 23-25

ENGAGEMENT OPPORTUNITIES

Room Drops - \$11,000 ea

Imagine your promotional item, branded gift, or special message waiting for IFA convention attendees when they return to their hotel room, a surprise that makes your company stand out. This unique touchpoint not only ensures your brand is seen outside of the convention center but also creates a lasting impression by associating your company with convenience, hospitality, and added value during their stay.

Board of Directors Amenities - \$11,500

Show your support for IFA's highest level of leadership by sponsoring the Annual Convention Board Amenities. This exclusive opportunity provides a thoughtful gift placed in the guest rooms of IFA's Board members who represent some of our the most recognized franchise brands. These franchise executives will appreciate the token of thanks from both IFA and your company when they return to their room from a long day of learning and networking.

FRANCHISE MAIN STREET SQUARE

Be part of the action at the new heart of the IFA Annual Convention—Franchise Main Street Square! This exciting new networking epicenter will buzz with energy as attendees connect over a drink in the beer garden, grab a coffee in the café, or unwind with games and live music. As the sponsor, your brand will be front and center—literally—positioned at the hub of attendee engagement, networking, and fun. Make sure your company is in the center of the hall and the center of it all!

Beer Garden - \$30,000 Exclusive or 2 @ \$15,000

Cafe - \$30,000 Exclusive or 2 @ \$15,000

Entertainment - \$20,000 Games | \$20,000 Music

All pricing is for IFA members only and opportunities are subject to change prior to confirmation. To reserve a sponsorship or for more information, please contact **Lynette James** ljames@franchise.org or **202-662-0782**.



IFA26
CONVENTION
LAS VEGAS, NV | FEB. 23-25