

- 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.

\$115,000

**16%
SAVINGS!**

\$85,000

**10%
SAVINGS!**

\$65,000

**7%
SAVINGS!**

EVENTS

Annual Convention Sponsorship

\$25,000

\$20,000

\$15,000

Convention Brand Awareness

\$3,500 Option

\$3,500 Option

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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

Franchising World Magazine—February's Convention Issue

Full Page Premium Ad

Full Page Ad

Full Page Ad

Franchise Opportunities Guide—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.



