

## SPONSORSHIP OPPORTUNITIES

# IFA 26 EMERGING

NASHVILLE, TN | NOVEMBER 16-18

**iFA** INTERNATIONAL FRANCHISE ASSOCIATION

The Emerging Franchisor Conference brings together emerging franchisors with experienced leaders in the community to answer a variety of burning questions. During this event, some of the leading experts in franchising will come together to help trail blaze the future of your business — sharing stories and sound advice on areas such as communications, infrastructure and culture, keeping your reinvesting in the business (how and when), and more. *Suppliers must sponsor to attend.*

### WHAT'S YOUR MOTIVATION?

- **Increase sales** and market share
- **Increase awareness** to your target market
- Target a **new customer group**
- Enhance **general brand awareness**
- Enhance existing customer relationships

#### ATTENDANCE STATS:



43%



26%



31%

Attendance by **Industry**

59%

C-level

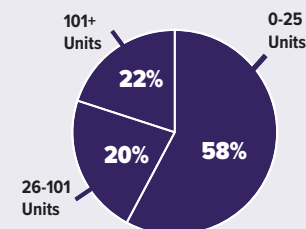
29%

Director/VP

12%

Manager

Attendance by **Title**



Attendance by **Unit Size**

### HERE'S SOME OF WHAT THEY LEARNED:



- *Unlock Your Franchise Potential: Building Your External Dream Team of Stakeholders, Mentors and Advisors*
- *Effective Lead Generation Strategies for Emerging Franchisors*
- *Harnessing AI Innovations: Case Study for Emerging Brands*
- *Finding and Optimizing the Perfect Fit: Attracting and Selecting Franchisees for Long-Term Success*

### HERE'S WHAT THEY THOUGHT\*:



- **97%** rated "Take Home" value as **Excellent or Good**
- **95%** would recommend the IFA Emerging Franchisor Conference to another franchise professional
- **99%** rated the Emerging Franchisor Conference as **Excellent or Good**

### HERE'S WHAT THEY SAID\*:



- *Loved the different roundtable breakouts. It is always hard to switch when you have a great discussion going, but then it's an excuse to follow up with them afterward and keep the conversation going.*
- *This was a great opportunity for new franchisors to meet other business owners and vendors with experience and knowledge and learn from them. Networking and the emphasis on meeting people you don't know was great.*
- *Fabulous learning opportunities and time with mentors.*

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\*\*\* For rates and availabilities, contact Lynette James at ljames@franchise.org \*\*\*

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## TITLE SPONSOR

### BenefitEE

- Table-top display
- 2 minute sponsor remarks
- 60-second commercial\*
- Room drop
- One (1) invitation to franchisor field trip to a local franchise brand's headquarters
- 2 complimentary registrations for franchisor clients or prospects\*\*
- 50% off registration code to share with up to 10 clients or prospects\*\*
- Dine-Around (hosted dinner at local restaurant for 8-10 event attendees valued at \$4,000)
- Special mention from the event stage
- Attendee raffle drawing
- Promo item or marketing flyer displayed on "Take One" table at registration\*\*\*
- Company logo on event signs
- 4 complimentary registrations for sponsor representatives
- Logo recognition on marketing emails and event web page
- Attendee list pre-event and post event
- 1/4 page highlight in the Emerging Franchisor Issue of Franchising World (Sept/Oct 2026)
- Serve as a facilitator of a Thought Leadership Roundtable
- Serve as a facilitator of a Business Solutions Roundtable

## PLATINUM

### Benefits:

- Table-top display
- 60-second commercial\*
- 1 complimentary registration for franchisor client or prospect\*\*
- 50% off registration code to share with up to 10 clients or prospects\*\*
- Dine-Around (hosted dinner at local restaurant for 8-10 event attendees valued at \$4,000)
- Special mention from the event stage
- Attendee raffle drawing
- Promo item or marketing flyer displayed on "Take One" table at registration\*\*\*
- Company logo on event signs
- 3 complimentary registrations for sponsor representatives
- Logo recognition on marketing emails and event web page
- Attendee list pre-event and post event
- 1/4 page highlight in the Emerging Franchisor Issue of Franchising World (Sept/Oct 2026)
- Serve as a facilitator of a Thought Leadership Roundtable
- Serve as a facilitator of a Business Solutions Roundtable

### Exclusive Opportunities (pick one):

- General Session
- Venue Branding

## GOLD

### Benefits:

- Table-top display
- 30-second commercial\*
- 1 complimentary registration for franchisor client or prospect\*\*
- 25% off registration code to share with up to 10 clients or prospects\*\*
- Promo item or marketing flyer displayed on "Take One" table at registration\*\*\*
- Company logo on event signs
- 2 complimentary registrations for sponsor representatives
- Logo recognition on marketing emails and event web page
- Attendee list pre-event and post event
- 1/4 page highlight in the Emerging Franchisor Issue of Franchising World (Sept/Oct 2026)
- Serve as a facilitator of a Thought Leadership Roundtable
- Serve as a facilitator of a Business Solutions Roundtable

### Exclusive Opportunities (pick one):

- Lanyards
- Speaker Gifts
- Headshot Photo Booth
- Charging Station
- Printed Event Program
- Tote Bags
- Educational Session
- Bottled Water
- Venue Branding
- Happy Hour

\*produced by sponsor \*\*who did not attend event in 2024/2025 \*\*\*provided by sponsor

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### SILVER

#### Benefits:

- Company logo on event signage
- 2 complimentary registrations for sponsor representatives
- Logo recognition on marketing emails and event web page
- Attendee list pre-event and post event
- 1/4 page highlight in the Emerging Franchisor Issue of Franchising World (Sept/Oct 2026)
- Serve as a facilitator of a Thought Leadership Roundtable

#### Exclusive Opportunities (pick one):

- Lunch
- Wifi
- Guest Room Key Cards
- Notepad & Pen
- Reception
- Venue Branding
- Pre-event Webinar

### BRONZE

#### Benefits:

- Company logo on event signage
- 1 complimentary registration for sponsor representative
- Logo recognition on marketing emails and event web page
- Attendee list pre-event and post event
- 1/4 page highlight in the Emerging Franchisor Issue of Franchising World (Sept/Oct 2026)
- Serve as a facilitator of a Thought Leadership Roundtable

#### Exclusive Opportunities (pick one):

- Breakfast
- Refreshment Break (4 available)
- Hand Sanitizer
- Tissue Packets
- Guest Room Door Hangers
- Registration Page
- Registration Confirmation
- Registration List
- Event Webpage Giveaway
- Front Desk Welcome Letter
- Event Resources Page

### EVENT SPONSORSHIP

#### Benefits:

- Company logo on event signage
- 1 complimentary registration for sponsor representative
- Logo recognition
- Attendee list pre-event and post event
- Company logo featured in the Emerging Franchisor issue of Franchising World Magazine (Sept/Oct 2026)

### Have we missed something?

If you have a sponsorship idea that isn't featured, please contact Lynette James at [ljames@franchise.org](mailto:ljames@franchise.org).

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## THANK YOU TO OUR 2025 SUPPORTERS:

### IFA PREFERRED VENDOR SPONSORS

