IFA 27 CONVENTION

ELEVATE

FEBRUARY 22-24, 2027 | LAS VEGAS, NV

IFA INTERNATIONAL FRANCHISE ASSOCIATION

GENERAL INFORMATION

1. Who do I contact at IFA for exhibiting information?
Lynette James, IFA's Senior Director, Sponsorships & Exhibits, at ljames@franchise.org or 202-662-0782.

2. Where can I view the exhibit floor plan?
View the floor plan at franchise.org/convention (under "Exhibits & Sponsorship").

3. What is the overall Convention Schedule?
View the convention schedule at franchise.org/convention.

4. What is the Exhibit Hall Operating Schedule?
The Exhibit Hall will be open:

Monday, February 22, 2027, 4:30 P.M. – 7:30 P.M.
Tuesday, February 23, 2027, 11:30 P.M. – 2:00 P.M., 5:30 P.M. – 7:00 P.M.
Wednesday, February 24, 2027, 12:00 P.M. – 2:00 P.M., 4:30 P.M. – 6:30 P.M.

5. All booths must be set up and ready by Monday, February 22 at 12:00 P.M.
Set-up Hours:

Saturday, February 20, 2027, 8:00 A.M. – 5:00 P.M. (400 sq. ft. and larger booths only)
12:00 P.M. – 5:00 P.M. (Under 400 sq. ft. booths)
Sunday, February 21, 2027, 8:00 A.M. – 5:00 P.M. (final touches & tech adjustments)
Monday, February 22, 2027, 8:00 A.M. – 12:00 P.M. (all CRATES off floor at 10am)

Dismantle Hours:

Wednesday, February 24, 2027, 6:30 P.M. –-10:00 P.M.
Thursday, February 25, 2027, 8:00 A.M. – 12:00 P.M. (all booths dismantled and packed)

Franchise Main Street – Open All Day - Outside of official exhibiting hours, Franchise Main Street will remain open for networking, programming, and attendee engagement; however, exhibitors are **not expected to staff their booths** during these times.

Exhibitors are only required to staff their booths during official exhibiting hours. Booth staffing is not required during other times when Franchise Main Street is open to attendees.

6. What is your competitive separation policy?
When possible, competitive separation is available by request only. There is an option to request a separation, if available, from exhibitors in competing businesses on the exhibit booth reservation agreement and contract.

7. What is the IFA convention mobile app?
The IFA convention mobile app allows convention attendees to access the program, speaker/moderator biographies, exhibitor directory and other important convention details and events from their smartphones (such as an iPhone, Android or Blackberry). It's a great way to stay on top of real-time developments and news, and banner ads present an additional opportunity to put your brand's message out in front of attendees and direct traffic to your booth.

EXHIBIT BOOTH/LISTING INFORMATION

8. What is included with my exhibit space?
For every 10 x 10 booth space rented, you receive:

- Pipe and drape
- One booth identification sign
- A company listing and exhibitor profile on the convention mobile app.
- An exhibitor directory listing in the printed convention program guide will include company name, colored logo, booth number, brief company descriptions, contact name and information and website.
- Standard booths come with one complimentary full convention registration.
- Premium booths come with two complimentary full convention registrations.

** Carpet is not included but is mandatory. The entirety of the booth space requires appropriate floor covering.*

**All convention exhibitors and attendees, even those with complimentary registrations, must complete a registration. See registration information (Q.17 & 18).*

9. How do I submit my company's directory information/exhibitor profile?
As a benefit of exhibiting, your company will receive an exhibitor business listing in our (printed) 2027 Annual Convention program guide, along with a color logo.

For your company's listing and logo to appear, your electronic exhibitor directory information form needs to be completed by **5pm ET on Friday, December 18th. Please use this form to submit your listing.** If we do not have your submission by this date and time, a general company listing will be included in the program book.

Important Notes for Completing the Exhibitor Listing

- You are completing the **Exhibitor Listing for the 2027 Annual Convention Program Book**, not the Supplier Listing for the Franchise Opportunities Guide.
- Please review the form before starting to make sure you have all required information. If you exit the form before submitting it, you will need to start over.
- Have your company's **color logo file** ready to upload before beginning.
- Enter your **phone number with hyphens**.
- Your **business description must be 325 characters or fewer**, including spaces. Descriptions exceeding the limit may be truncated and may not end with a complete sentence.
- After submitting the form, you should receive a **Thank You/Confirmation screen** confirming that your submission was received. If you do not see this screen, your submission may not have been completed successfully.

Please CLICK HERE to submit your company's electronic exhibitor directory information form.

10. What if I would like to add registrants?
You may purchase additional registrations. Please see the registration information *(Q. 17 & 18)* for details and fees.

11. Can I request a booth relocation?
Yes. Please submit relocation requests by email to Lynette James at ljames@franchise.org.

Requests will be handled on a **first-come, first-served basis**, while also considering competitor separation requests when possible.

Please note that a space may appear available even if someone has already requested it. To increase your chances of getting your preferred location, we recommend submitting your **top 3–4 choices**. We will do our best to accommodate your request.

14. Are there specific rules & regulations/design criteria regarding exhibit booth design?
Standard linear booth backgrounds and side rails, decorated with bengaline draperies and uniform two-line signs are provided without charge. Booth backgrounds are eight feet in height, and divider rails are 33 inches in height. In the area of five feet forward from the rear background of each booth, display material may be placed up to a height not to exceed eight feet from the building floor. In any portion of the booth beyond five feet from the rear background of the booth, all parts of the exhibit shall be placed not to exceed four feet from the building floor. Endcap booth configurations are not permitted. Exhibits not conforming to these specifications, or which, in design, operation, or are otherwise found objectionable in the opinion of the Association, will be prohibited. The above restrictions do not apply to any island areas. Any part of the exhibit, which does not lend itself to an attractive appearance, such as unfinished side or end panels, must be draped at the exhibitor's expense. The floor of all booth space is required to be fully carpeted. Management reserves the right to have such finishing done, billing the exhibitor for charges incurred. All exposed parts of a display must be finished so as not to appear objectionable to other Exhibitors. The Association reserves the right, in the best interest of the exhibition, to relocate booths in areas other than those selected by Exhibitors.

Additional rules and regulations/design criteria will be detailed in the exhibitor service kit to be sent by Shepard Event Services.

15. How do I arrange shipping, ordering electrical, graphics, furniture, plants, etc.?
Exhibitor Service Kits will be e-mailed to your attention in November from our exhibit partner, Shepard Event Services. Kits will include shipping information and order forms for booth items and services. Contact Laura Quimet at louimet@shepardes.com with any questions. You may also receive exhibitor services information from the Mandalay Bay Convention Center directly.

Food & Beverage: Exhibitors must order standard food and beverage services through Exhibitor Services. For specialty orders, please contact Diana Recinos at **drecinos@mandalaybay.com**.

16. How do I book a hotel room in IFA's room block at the Convention hotels in Las Vegas?
IFA has reserved room blocks at three hotels within the Mandalay Bay Resort & Casino complex - **Mandalay Bay, Las Vegas and the Four Seasons** along with a block at the **Luxor**.
The standard room rates are as follows:

Mandalay Bay Resort and Casino: Make your reservations by clicking here.
W Las Vegas: Make your reservations by clicking here.
Four Seasons Hotel Las Vegas: Make your reservations by clicking here.
Luxor Las Vegas: Make your reservations by clicking here.

Booking within the IFA blocks will be open through January 25, 2027 or until the block is full. All guests are responsible for submitting a credit card number as a guarantee at the time the attendee makes the reservation.

Beware of Travel Scams

NO third-party vendors are authorized to sell our convention attendee list, and NO third-party vendor is authorized to book hotel rooms through our room block. Be sure to book your reservations for IFA's Convention through the website and phone number listed towards the bottom of this web page or directly through the hotel of choice. Don't be fooled by offers from third party sources indicating that they are officially booking rooms or selling attendee lists for the IFA Convention - they are NOT affiliated with IFA or our convention. Buyer beware many of these offers are fraudulent attempts to solicit money from you for a non-existent reservation or list.

17. Will I automatically be registered for the Convention once I reserve a booth?
No. All convention exhibitors and attendees, even those with complimentary registrations that come as part of the booth agreement, **must register.** You may contact Nia Murphy, Manager of Sponsor & Exhibitor Engagement at nmurphy@franchise.org, if you have any questions.

18. How do I register for the Convention?
You will receive a special link from Nia Murphy to access the exhibitor registration pathway where you will be able to submit your complimentary registrations as well as any paid registrations at the discounted exhibitor fee. Codes will be provided to claim your complimentary registrations. If you have a booth reserved and have not received the link or codes to register, please contact Nia Murphy at nmurphy@franchise.org.
For registration questions, edits, changes, or updates after your registration form has been submitted, please contact Mary O'Connor & Company at ifaevents@mocandco.com.

Complimentary Full Registration - ONE complimentary full registration for each standard booth and TWO complimentary registrations for each premium booth.

19. What are the convention registration fees?

Registration Fees:

Early Bird (Ends 12/11/26):

- Member Exhibitor..... $1,199
- Non-member Exhibitor..... $1,999

Standard (Ends 2/19/27):

- Member Exhibitor..... $1,199
- Non-member Exhibitor..... $2,350

Onsite:

- Member Exhibitor..... $1,449
- Non-member Exhibitor..... $2,499

After registering, attendees will receive an email confirming their registration and payment. Upon arrival, attendees will use the registration kiosk to enter their name and print their badge. They will then proceed to the pre-registration desk to pick up materials, including ribbons and registration bags.

Any registration changes can be made online prior to the event.

20. Registration will be open:

Sunday, February 21, 2027, from 7:30 A.M. - 6:00 P.M.
Monday, February 22, 2027, from 7:00 A.M. - 7:30 P.M.
Tuesday, February 23, 2027, from 7:00 A.M. - 6:00 P.M.
Wednesday, February 24, 2027, from 7:00 A.M. - 6:30 P.M.

22. What are the essential dates to note?

December 18, 2026: Deadline for submitting company listing information/exhibitor profile for inclusion in:

Printed program guide (listing information may appear in exhibitor's addendum, depending on date submitted) printed program book.

January 25, 2027: Deadline for making hotel room reservations at the IFA Convention rate, if available.

February 22, 2027: Exhibit Hall Opens

23. What is the exhibit booth cancellation policy?

A non-refundable deposit of Fifty Percent (50%) of the full amount owed hereunder shall be paid to IFA within thirty (30) days of execution hereof. The final non-refundable Fifty Percent (50%) payment shall be made at least ninety (90) days prior to the Event. If Exhibitor cancels this Agreement, all fees paid as of the date that notice of cancellation is provided by Exhibitor shall be non-refundable. If the Exhibitor has not made timely payment of the fees hereunder and provides notice of cancellation to IFA after such fees become due and owing, Exhibitor shall remain liable to IFA for all fees owed.

24. What is the convention registration cancellation policy?
Protect Your Registration: Life happens — and we want you covered. Add Registration Protection at checkout for a flat fee, so you have peace of mind no matter what comes up between now and the event.

Please note: *IFA no longer offers refunds or rollovers for cancelled registrations, so we highly recommend adding this protection when you register. Registration Protection can cover you if you're unable to attend due to eligible circumstances such as:*

✓ *Sickness, illness or injury*
✓ *Accident or medical emergency*
✓ *Unexpected work commitments or business travel*
✓ *Unexpected family emergency*
✓ *Emergency at your home*
✓ *Public transport failure or major travel disruption*
✓ *And many other eligible circumstances*

A full list of 21 coverages and program details are listed in our Terms and Conditions
Substitutions can be made by contacting **IFAevents@mocandco.com**.

25. Will I receive a convention attendee list?
Yes- all exhibitors will receive one pre-convention opt in attendee list at least one week prior to the event date, and one post-convention opt in attendee at least one week post event. The list will be provided in Excel spreadsheet format and will include each attendee's name, title, company, address, phone number and email address.

26. Who from my company will receive exhibitor correspondence and information from IFA?
The individual provided as the contact on the exhibit booth reservation agreement & contract will be your company's primary exhibitor contact. This person will be in receipt of all forms, due dates, reminders and exhibitor information leading up to, during and after convention. Should you require this contact be changed or an additional contact named, please e-mail this information to Nia Murphy at nmurphy@franchise.org.

27. Are there Sponsorships Opportunities available?
Yes. If you would like to learn more about exhibit hall and other convention sponsorship opportunities, please e-mail or call Lynette James at ljames@franchise.org.

If your question has not been answered above, please e-mail Nia Murphy at nmurphy@franchise.org. Thank you!