

1. AWARENESS

Increase recognition of your brand, your products and your services.

2. LEADS

Fill your sales pipeline by qualifying leads at the show to move them farther down the buying cycle!

3. PARTNERSHIP

Create and strengthen industry relationships and partnerships. Forge and renew alliances with your partners and interact with buyers!

4. NETWORKING

Catch up with industry colleagues and other vendors to find out what's the buzz and pulse of your industry.

5. COMPETITION

You cannot afford to be absent! Protect your client relationships and don't be left out when attendees are in search of new solutions!

6. MEETING PLACE

Make sure attendees can easily find you by having a specific place to demo a product, show a video, distribute marketing materials or simply chat face-to-face.

7. COMMITMENT

Demonstrate your serious commitment to the franchise industry and send a powerful message of support of the only association dedicated to protecting, enhancing and promoting franchising.

8. FUN

Full of energy and fun... from refreshments to raffles, games to giveaways, the exhibit hall is a unique and dynamic arena for presenting your company in an exciting way.



WHAT DO EXHIBITORS HAVE TO SAY?

“The IFA Annual Convention is the premier annual event in franchising, and one we look forward to every year! Sponsoring and exhibiting at the convention allows us to drive awareness of our organization, connect with our partners and franchising colleagues, and generate valuable business.”

Josh Allen, VP of Marketing & Sales, Location3

“The IFA Annual Convention is our best opportunity every year to catch up with clients and referral sources from across the globe. Having an exhibit makes it easy for our friends to find us. Our booth also gives us fantastic exposure to potential new clients. We regularly come away from the convention with several new potential business opportunities, and I am certain that having a presence on the tradeshow floor directly creates some of those opportunities.”

Liz Dillon, Partner, Lathrop GPM LLP

For more information
about exhibiting at the
IFA Annual Convention,
contact Lynette James at
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or call **202-662-0782**.