



Media Advisory

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Steering The Leads In Your Direction!
Be a part of the largest business event in the Midwest

CHICAGO, Illinois (August 30, 2010) – The Midwest’s largest Franchise and Business Opportunities Expo announced today that it would return to Chicago – September 11th & 12th, 2010 at the Schaumburg Convention Center. Franchisors and business opportunity developers looking to sell their proven, successful full-time franchises and part-time business opportunities should participate in the largest event in the Midwest market. Taking part in a franchise exposition allows would-be entrepreneurs to see and compare a variety of franchises and business opportunities all under one roof and gives exhibitors a chance to meet with them face to face.

“With the summer coming to an end, potential investors are keen to look for new opportunities. We are thrilled to kick off our event season with this show allowing exhibitors to generate leads with these potential investors”, states Leslie Lawrence, Director of Sales.

Franchising in the Midwest is incredibly successful. In a recent International Franchise Association article, the Midwest ranked as one of the leading areas of growth with over 100,000+ franchises supplying over 1.5 million jobs and bringing in a payroll of over \$75 million.

The Midwest Franchise Expo takes place Saturday, September 11th & Sunday, September 12th at the Schaumburg Convention Center, 1551 Thoreau Drive, Schaumburg, Illinois. Hours of operation are Saturday 10am-5pm and Sunday 11am-4pm. For more information, visit www.midwestfranchiseexpo.com.

The Midwest Franchise Expo, a member of the International Franchise Association’s suppliers group, is produced by National Event Management. National Event Management is the producer of 27 annual business ownership events across North America showcasing over 1,700 businesses to 65,000 prospective business owners annually. For more information on National Event Management visit www.nationalevent.com.

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