



**Media Advisory**

**Contact: Leslie Lawrence**  
**1-800-891-4859 x237**  
[leslie@nationalevent.com](mailto:leslie@nationalevent.com)

## **Fort Lauderdale's Franchise & Business Opportunities Expo Is The Place To Be To Gain New Franchisee Leads**

**FORT LAUDERDALE, Florida (April 18, 2011)**– Fort Lauderdale's largest Franchise and Business Opportunities Show announced today that the show would return June 4<sup>th</sup> & 5<sup>th</sup>, 2011 to the Broward County Convention Center. Franchisors and business opportunity developers looking to sell their proven, successful franchises and business opportunities should participate in this event. Taking part in a franchise exposition gives exhibitors a chance to meet would-be entrepreneurs face to face, having the potential leads come to them.

“Our comprehensive, broad reaching media buy has made this proven event Fort Lauderdale's best attended and largest Franchise Show for the past 10 years.” states Fred Cox, President of National Event Management. Exhibitor feedback from the 2010 event is proof that the ad campaign brings results to the show's exhibitors. Bathcrest said this about their experience: “We are very pleased with the results we have been getting at your events. Your advertising efforts attract top quality people.”

The Franchise and Business Opportunities Expo takes place Saturday, June 4<sup>th</sup> from 10am-5pm & Sunday, June 5<sup>th</sup> from 11am-4pm at the Broward County Convention Center, Hall D, 1950 Eisenhower Blvd. Admission is \$8. Seminar schedules featuring leading franchising authorities and legal experts are finalized and available at [www.floridafranchiseshow.com](http://www.floridafranchiseshow.com).

The Franchise & Business Opportunities Expo, a member of the International Franchise Association Supplier's Group, is produced by National Event Management. National Event Management is the producer of business ownership events across North America with 27 annual Franchise Shows showcasing over 1,700 businesses to 65,000 prospective business owners annually. For more information on National Event Management visit [www.nationalevent.com](http://www.nationalevent.com).

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