



Media Advisory

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Houston's Largest and Best Attended Franchise & Business Opportunities Expo

HOUSTON, Texas (March 28, 2011)– Houston's largest Franchise and Business Opportunities Show announced today that the show would return April 16th & 17th, 2011 to Reliant Park. 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 Houston'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. Re-Bath Franchising had this to say about the show: “We have been including the regional Franchise Expos as a part of our Franchise growth strategy for several years. We consistently meet good quality candidates and award new Franchisees as a result of our participation.”

The Franchise and Business Opportunities Expo takes place Saturday, April 16th from 10am-5pm & Sunday, April 17th from 11am-4pm at Reliant Park, 8400 Kirby Drive. Admission is \$5. Seminar schedules featuring leading franchising authorities and legal experts are finalized and available at www.houstonfranchiseexpo.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.

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