



**For Immediate Release**

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**Opening a Franchise Creates Jobs and Stimulates Local Economies -  
Find the Perfect Business For You at the Midwest Franchise Expo!**

**CHICAGO, IL (September 20, 2011)** – The Midwest Franchise Expo announced today that the expo will be held at the Donald E. Stephens Convention Center on October 1<sup>st</sup> & 2<sup>nd</sup>, 2011. This is a significant event for anyone looking to open their own business. Entrepreneurs, small business owners and people looking for a new career path should attend this event to do all of their research in one place. Attendees can speak directly with representatives from successful full-time franchises and part-time business opportunities available now in Greater Chicago area. The event plays a critical role in helping people find the business that's right for them.

Franchising has a direct impact on local communities and contributes to building vibrant communities through economic activity. Over 825,000 franchise units across the USA are creating nearly 18 million jobs, contributing over \$2 trillion annually to the US economy. Investing in a franchise more than doubles a persons chance to survive as a business owner. Franchisees are given the ability to leverage the training and marketing support from their parent companies to become a profitable business.

“We are pleased to produce an event that brings together North America's fastest growing franchises and business opportunities with potential business owners who are looking for their next path to success”, states Fred Cox, President of National Event Management. “Face to face meetings are the best way to research a business ownership opportunity, compare and contrast many great new concepts looking to expand in the area.”

A highlight of the event this year is a presentation by the State Treasurer's office. A representative from the State Treasurer's office will talk about programs and resources available to new business owners

through government programs. The Illinois State Treasurer's Office invests millions of dollars annually in low-interest loans to business owners so they can start or enhance their businesses. The show also provides free daily seminars given by reputable professionals including lawyers, accountants and franchise experts that have the information entrepreneurs need to know to start and grow a business.

The Midwest Franchise Expo takes place Saturday, October 1<sup>st</sup> & Sunday, October 2<sup>nd</sup> at the Donald E. Stephens Convention Center, 5555 North River Road, Rosemont, Illinois. Hours of operation are Saturday 10 am – 5 pm and Sunday 11am – 4 pm. Admission is \$8. For more information, visit [www.midwestfranchiseexpo.com](http://www.midwestfranchiseexpo.com)

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The Midwest Franchise Expo, a member of the International Franchise Association Supplier's Group, is produced by National Event Management. National Event Management is the producer of 26 annual business ownership events across North America showcasing over 1,700 businesses to 65,000 prospective business owners. For more information on National Event Management visit [www.nationalevent.com](http://www.nationalevent.com).