



**Media Advisory**

**Contact: Tanya Williams, PR**  
**905-477-2677 x239**  
[tanya@nationalevent.com](mailto:tanya@nationalevent.com)

**Seize The Opportunity!**  
**Become Your Own Boss at the Franchise & Business Opportunities Expo**

**ATLANTA, Georgia (May 21, 2008)** – North America’s largest Franchise and Business Opportunities Expo returns to Atlanta – October 11th & 12th, 2008 at the Georgia International Convention Center. Over 1,900 potential entrepreneurs - looking to become their own boss or who are in search of the perfect business partner - will explore the most opportunities ever showcased in Georgia.

“In a recent survey, conducted by *careerbuilder.com*, over 84% of Americans are dissatisfied with their jobs”, states Fred Cox, President of National Event Management. “We wanted to produce an event that gave Americans and business owners the chance to meet face-to-face and explore how to make their dreams of becoming their own boss a reality.”

Showcasing over 100 proven, successful franchise and business opportunity concepts, the event also provides valuable educational resources and a wide range of advisors and suppliers for future business owners. Free daily seminars from reputable and insightful professionals have information that entrepreneurs need to know. Topics include: “How to Find the Business That’s Right For You”, “Legal Aspects of Buying a Franchise”, and “IRS Requirements When Starting a Small Business.”

The Franchise and Business Opportunities Expo takes place Saturday, October 11th & Sunday, October 12th at the Georgia International Convention Center, 2000 Convention Center Concourse, College, Park, Georgia. Hours of operation are Saturday 10am-4pm and Sunday 11am-4pm. For more information, visit [www.atlantafranchiseshow.com](http://www.atlantafranchiseshow.com).

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The Franchise & Business Opportunities Expo is produced by National Event Management. National Event Management is the largest producer of business ownership events across North America with 27 annual Franchise Expos 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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