



**Media Advisory**

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**Generating Economic Growth – One Business At A Time!**  
**Find out how at the Franchise & Business Opportunities Expo!**

**DALLAS, Texas (May 13, 2009)** – North America’s largest Franchise and Business Opportunities Expo returns to Dallas – May 16<sup>th</sup> & 17<sup>th</sup>, 2009 at the Dallas Market Center to generate economic growth one new business at a time. Would-be entrepreneurs looking to capitalize on the down market will attend this event showcasing proven, successful full-time franchises and part-time business opportunities now available in Dallas. Attending a franchise exposition allows people to see and compare a variety of business opportunities all under one roof.

“Business ownership is a way to positively contribute to the growth of a city. Small businesses employ 57.4 million Americans and contribute billions of dollars to the economy each year”, states Fred Cox, President of National Event Management. “Many Texans are out of work and are uncertain about their financial future. We wanted to create a forum to help stimulate the Texas economy, where people can learn why buying a franchise is the easiest and safest way to become their own boss. In spite of the current credit crisis, many franchise companies have financing options available to new business owners.”

There is no better time than during a down economy to see the positives in starting a business. For instance, this is the right time for fantastic deals in almost every category, from land and equipment to commercial space, and personnel. Buying into an established business like a franchise largely increases overall success rates. 95% of franchises are still in business after 5 years. The beauty of purchasing a franchise is that you are in business for yourself but not by yourself.

This event also provides valuable educational resources and a wide range of advisors and suppliers for current and future business owners. The show includes free daily seminars from reputable and insightful professionals that have information that entrepreneurs need to know. Topics include: “Securing Financing with the U.S. Small Business Administration”, “Legal Aspects of Buying a Franchise” and “Determining if Business Ownership is Right for You”.

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The Franchise and Business Opportunities Expo, a member of the International Franchise Associations suppliers group, takes place Saturday, May 16<sup>th</sup> & Sunday, May 17<sup>th</sup> at the Dallas Market Center, 2200 Stemmons Freeway, Dallas, Texas. Hours of operation are Saturday 10am-5pm and Sunday 11am-4pm. Admission is \$5. For more information, visit [www.dallasfranchiseexpo.com](http://www.dallasfranchiseexpo.com).

The Franchise & Business Opportunities Expo 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](http://www.nationalevent.com). # # #