



Media Advisory

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**Summer is Almost Over! Turn Over a New Leaf, Own Your Own Business!
Find out how at the Midwest Franchise Expo!**

CHICAGO, Illinois (August 30, 2010) – North America’s largest Midwest Franchise and Business Opportunities Expo announced today that they would return to Chicago – September 11th & 12th, 2010 at the Schaumburg Convention Center. Would-be entrepreneurs looking to become their own boss should attend this event, which showcases proven, successful full-time franchises and part-time business opportunities now available in the Midwest. Attending a franchise exposition allows people to see, compare and meet face to face with a variety of representatives from franchises and business opportunities all under one roof.

“With summer coming to an end, people are getting back to reality and realizing they can make a change in their lives for the better”, states Fred Cox, President of National Event Management. “We are pleased to produce an event that brings together America’s fastest growing franchises and business opportunities with potential business owners who are looking for their next path to success in the Midwest area. 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 professionals that have information that entrepreneurs need to know to get started. Admission is \$8. For a list of the seminar schedule, [click here](#) or visit www.midwestfranchiseexpo.com.

The Midwest Franchise Expo takes place Saturday, September 11th & Sunday, September 12th at the Schaumburg Convention Center, 1551 Thoreau Drive, Schaumburg, Illinois. Hours of operation are Saturday 10am-5pm and Sunday 11am-4pm. For more information on the expo, visit www.midwestfranchiseexpo.com.

The Midwest Franchise Expo, a member of the International Franchise Association’s suppliers group, 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. # # #