



Media Advisory

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

**CHICAGO, Illinois (August 17, 2009)** – North America’s largest Midwest Franchise and Business Opportunities Expo announced today that they will return to Chicago – November 7<sup>th</sup> & 8<sup>th</sup>, 2009 at the Schaumburg Convention Center to help generate economic growth one new business at a time. Would-be entrepreneurs looking to capitalize on the down market 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 and compare a variety of business opportunities all under one roof.

“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. Face to face meetings are the best way to research a business ownership opportunity and to compare and contrast many great new concepts which are now looking for new partners in the Midwest area”, states Fred Cox, President of National Event Management.

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: “Transitioning from Employee to Business Owner”, “Legal Aspects of Buying a Franchise” and “Determining if Business Ownership is Right for You”.

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The Midwest Franchise Expo takes place Saturday, November 7<sup>th</sup> & Sunday, November 8<sup>th</sup> at the Schaumburg Convention Center, 1551 Thoreau Drive, Chicago, Illinois. Hours of operation are Saturday 10am-5pm and Sunday 11am-4pm. Seminar schedules are finalized and available at [www.midwestfranchiseexpo.com](http://www.midwestfranchiseexpo.com).

The Midwest Franchise Expo, a member of the International Franchise Associations 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](http://www.nationalevent.com).

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