



**Media Advisory**

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### **Did You Know...**

#### **The Franchising & Small Business Communities Stimulate The Economy! Find Out More This Weekend At the Franchise & Business Opportunities Expo**

**FORT LAUDERDALE, Florida (April 18, 2011)** – Some of North America's fastest growing companies looking to expand will welcome entrepreneurs Saturday, June 4<sup>th</sup> & Sunday, June 5<sup>th</sup>, 2011 at the Broward County Convention Center. People looking to be in the know to become their own boss will be able to meet face to face with company representatives, attend free educational seminars and decide which opportunity is right for them. Over 50 profitable concepts will be showcased including: Firehouse Subs, Ace Hardware, Buff & Coat, Monkey Joe's, Marco's Pizza and much more all under one roof.

#### Did You Know Facts on Franchising:

- The Franchise industry employs over 1 million in Florida in over 50,000 establishments
- The Florida Franchise market output over \$100 million to the economy
- A new franchise is 2.5 times more likely to succeed than a non-franchised business
- One out of every 12 businesses is a franchised business.
- Franchise businesses account for almost 50% of all retail sales in the United States

The Franchise and Business Opportunities Expo takes place Saturday, June 4<sup>th</sup> from 10am-5pm & Sunday, June 5<sup>th</sup> from 11am-4pm at the Broward County Convention Center, Hall D, 1950 Eisenhower Blvd. Admission is \$8. Seminar schedules featuring leading franchising authorities and legal experts are finalized and available at [www.floridafranchiseshow.com](http://www.floridafranchiseshow.com).

The Franchise & Business Opportunities Expo, a member of the International Franchise Association Supplier's Group, is produced by National Event Management. National Event Management is the producer of business ownership events across North America with 27 annual Franchise Shows 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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