



Media Advisory

Contact: Tanya Williams, PR
1-800-891-4859 x239
tanya@nationalevent.com

Did You Know...

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

HOUSTON, Texas (April 12, 2011) – Some of North America's fastest growing companies looking to expand will welcome entrepreneurs this weekend Saturday, April 16th & Sunday, April 17th, 2011 at Reliant Park. People looking to be in the know on how to become their own boss will be able to meet face to face with company representatives, attend free educational seminars and decide which business is right for them. Opportunities are available in many industries including: Firehouse Subs, Ace Hardware, Boston Pizza, Minuteman Press, Choice Hotels, Re-Bath and much more all under one roof.

Did You Know Facts on Franchising:

- The Franchise industry employs over 1 million people in Texas in over 65,000 establishments
- The Texas 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, April 16th from 10am-5pm & Sunday, April 17th from 11am-4pm at Reliant Park, 8400 Kirby Drive. Admission is \$5. Seminar schedules featuring leading franchising authorities and legal experts are finalized and available at www.houstonfranchiseexpo.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.

#