



Media Advisory

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

Franchise and Business Opportunities Looking To Expand Converge On The New York/New Jersey Area

NEW YORK, New York (February 15, 2011) – Over 70 of North America’s fastest growing companies looking to expand in the tri-state area are converging on the Meadowlands Exposition Center Saturday, March 5th and Sunday, March 6th, 2011. Potential entrepreneurs looking 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. Some of the participating businesses include: Marble Slab Creamery, Little Caesars, Buff & Coat, Allstate, Pizza Hut, Great American Cookies, Doodle bugs Children’s Centers and so much more all under one roof.

Facts on Franchising:

- The Franchise industry employs over 8 million people
- Investing in a franchise can start as low as a \$1,000
- A new franchise is 2.5 times more likely to succeed than a non-franchised business
- Franchising produces \$1.53 trillion in total economic output
- 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 New York/New Jersey Franchise Expo takes place Saturday, March 5th from 10am-5pm & Sunday, March 6th at the Meadowlands Exposition Center, 355 Plaza Drive, Secaucus, New Jersey. Admission is \$10. Seminar schedules featuring leading franchising authorities and legal experts are finalized and available at www.newyorkfranchiseshow.com.

The New York/New Jersey Franchise Expo is produced by National Event Management. National Event Management is the producer of 26 annual business ownership events across North America showcasing over 1,700 businesses to 65,000 prospective business owners each year. For more information on National Event Management visit www.nationalevent.com. ###