

# The Franchise Expo

**SPONSORSHIP  
OPPORTUNITIES**

**DELIVERING SUCCESSFUL  
EVENTS SINCE 1996**

**NORTH AMERICA'S LARGEST CIRCUIT  
OF BUSINESS OWNERSHIP EVENTS**



**FranchiseShowInfo.com**



## Overview of the Show

The Franchise Expos are North America's largest circuit of business ownership events. Our events are targeted directly at serious buyers with capital to invest in new business opportunities. The entrepreneurial focus of the show attracts the regions most qualified prospects looking for the business that is their perfect fit. If you are growing your franchise brand or your target market includes prospective franchise and small business owners, then these Expos need to be an integral part of your marketing plan!

Since 1996, The Franchise Expos have a proven track record for delivering an excellent return on investment. This innovative direct marketing initiative offers a unique branding program to supplement and enhance your existing strategies! Owned and operated by National Event Management, North America's leading producer of consumer events, our 36 shows span a variety of industries including franchise and investment, cycling, adventure sports, travel and women focused events.

## Media & Promotions

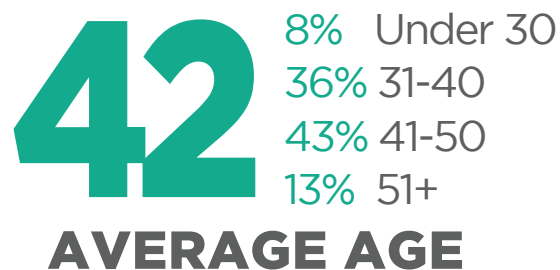
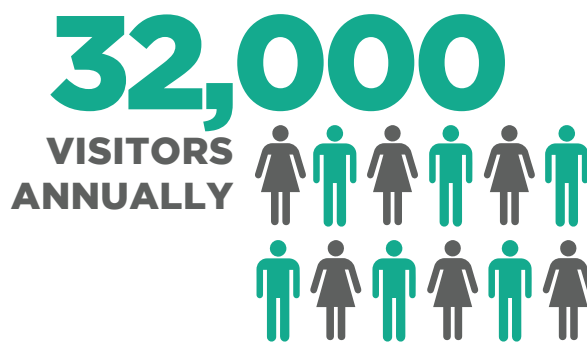
The Franchise Expos boast a robust media campaign specifically designed in each city to attract the most qualified prospective business owners. Campaigns include mainstream media, social media and e-marketing initiatives to promote our presence. The overall media campaign for each event creates thousands of impressions across the twenty-six markets.

## Social Media & Digital Marketing

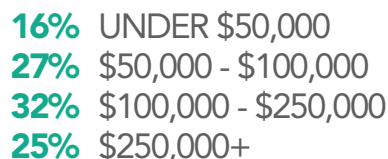
Reach over 500,000 potential business owners through The Franchise Expo's social media and digital marketing channels throughout the year!



## STATISTICS



## RANGE OF INVESTMENT:



# The Franchise Expo

## 2022 SHOW SCHEDULE

[CanadaFranchiseShows.com](http://CanadaFranchiseShows.com)

### SPRING 2022

#### **MONTREAL, QC**

March 19 & 20  
Palais des congrès

#### **VANCOUVER, BC**

April 2 & 3  
Vancouver Convention Centre

#### **TORONTO, ON**

April 23 & 24  
Metro Toronto Convention Centre

#### **OTTAWA, ON**

May 6 & 7  
EY Centre

#### **WINNIPEG, MB**

May 14 & 15  
Winnipeg Convention Centre

#### **QUEBEC CITY, QC**

May 14 & 15  
ExpoCité, Centre de foires

### FALL 2022

#### **TORONTO, ON**

September 11 & 12  
The International Centre

#### **EDMONTON**

September 24 & 25  
Edmonton Expo Centre

#### **MONTREAL, QC**

October 22 & 23  
Palais des congrès

#### **CALGARY, AB**

November 5 & 6  
TELUS Convention Centre

#### **HALIFAX, NS**

November 19 & 20  
Halifax Convention Centre

**Plus 13 events across the USA!**

# Sponsorship Packages & ROI Benefits

## Maximize Your Success!

Sponsorship puts your brand in the minds of attendees and exhibitors before they enter the show and boosts your company profile throughout the event. Sponsorship offers inclusion in the event's mass multi-media advertising campaign, pre-show website exposure, social media promotion, as well as on-site branding to ensure your company makes an impact. Sponsorship packages can be tailored to meet your budget and unique business objectives. A few of our preferred packages include:

### Presenting Sponsor (1 Available / City) from \$9,500\*

- Exclusive Presenting Sponsor rights (eg. The Franchise Expo brought to you by "Your Company").
- Your brand will be attached to the event in all promotional mediums
- Logo/Brand inclusion in the event's print and radio promotional campaign
- Presenting sponsor recognition on show website, in social media, digital marketing and attendee email distribution
- On-site Recognition as Presenting Sponsor with prominent branding at show entrance
- Logo on all on-site show signage
- Full page, inside front cover advertisement in the Show Guide
- One 10' x 10' premium positioned exhibit space

### Seminar Room Sponsor (1-2 Available / City) from \$6,000\*

- Seminar Room Sponsor Rights (eg... The "Your Company" Seminar Room)
- Pre-show recognition as Seminar Room Sponsor on show website, in social media, digital marketing and attendee email distribution
- Prominent branding at the Seminar Room entrance
- On-site recognition as Seminar Room Sponsor in the show guide and on Seminar Room signage
- Full page advertisement in the Show Guide
- One 10' x 10' exhibit space in prime location

### Exhibitor Cocktail Reception Sponsor (1 Available/City) from \$5,000\*

- Face-to-face interaction with top-level Franchise industry decision makers in a casual networking environment
- Pre-show recognition as Exhibitor Cocktail Reception Sponsor in the online exhibitor manual and in a dedicated email to all exhibitors prior to the event
- Branding for cocktails and appetizers provided courtesy of "Your Company"
- One 10' x 10' exhibit space
- Printed invitations, branded with your logo, to be distributed to all exhibitors at the event inviting them to attend

### Exhibitor Lounge Sponsor (1 Available / City) from \$4,500\*

- Face-to-face interaction with top-level Franchise industry professionals during both days of the event
- Coffee, tea and pastries to be available each morning of the show Courtesy of "Your Company"
- Pre-show Recognition as Exhibitor Lounge Sponsor in the online exhibitor manual and in a dedicated email to all exhibitors in the week before the show
- Printed invitations, branded with your logo, to be distributed to all exhibitors at the event inviting them to the Exhibitor Lounge each day of the event
- Prominent branding at the Exhibitor Lounge entrance
- One 10' x 10' exhibit space

### Show Sponsor (2 Available/City) from \$5,000\*

- Pre-show recognition as Expo Sponsor through show website, social media and attendee emails
- Half (1/2) page advertisement in the Show Guide
- One 10' x 10' exhibit space

*\*Prices Vary According to Market*






Past / Present Sponsors & Exhibitors:



RBC Royal Bank



"Mann Lawyers LLP was proud to sponsor and be involved The Franchise Show. We enjoyed meeting with the many franchisees and franchisors that attended the show. We look forward to sponsoring and attending again."

Sandra Mann, 

For your customized SPONSORSHIP package, please contact:  
Nadine Thompson 1-800-891-4859 ext. 229, [nadine@nationalevent.com](mailto:nadine@nationalevent.com)