

The Franchise Show

**SPONSORSHIP
OPPORTUNITIES**

**DELIVERING SUCCESSFUL
EVENTS SINCE 1996**

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



FranchiseShowInfo.com



Overview of the Show

The Franchise Shows 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 Shows need to be an integral part of your marketing plan!

Since 1996, The Franchise Shows 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

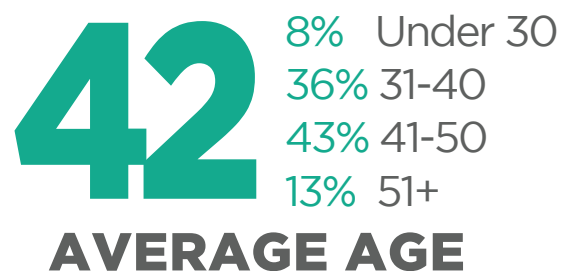
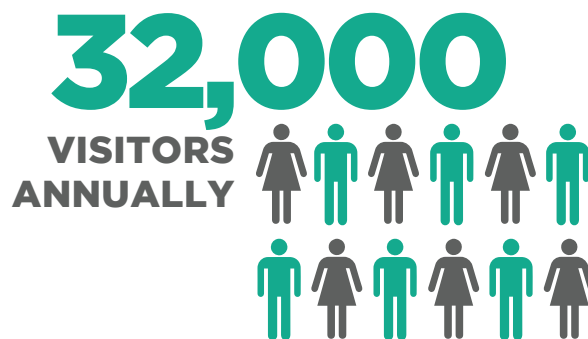
The Franchise Shows boast a robust media campaign specifically designed in each city to attract the most qualified prospective business owners. Campaigns include mainstream media, social media and e-marketing initiatives to promote our presence. The overall media campaign for each event creates thousands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

Social Media & Digital Marketing

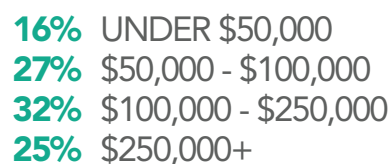
Reach potential business owners and thousands of franchisors through The Franchise Show's social media and digital marketing channels throughout the year!



STATISTICS



RANGE OF INVESTMENT:



The Franchise Show

2022 SHOW SCHEDULE

USFranchiseShows.com

SPRING 2022

DALLAS, TX

January 21 & 22
Dallas Market Center

NEW YORK / NEW JERSEY

January 29 & 30
Meadowlands Expo Center

LAS VEGAS, NV

March 12 & 13
The Expo at World Market Center

PHILADELPHIA, PA

March 25 & 26
Pennsylvania Convention Center

VIRGINIA / WASHINGTON D.C.

April 9 & 10
Dulles Expo Center

CHICAGO, IL

April 23 & 24
Donald E. Stephens Convention Center

HOUSTON, TX

May 14 & 15
NRG Center

ORLANDO, FL

May 21 & 22
Hyatt Regency Orlando

FALL 2022

SAN ANTONIO, TX

September 24 & 25
Henry Gonzalez Convention Center

DETROIT, MI

October 8 & 9
Suburban Collection Showplace

ATLANTA, GA

October 22 & 23
Cobb Galleria Centre

TAMPA, FL

November 5 & 6
Tampa Convention Center

SAN FRANCISCO, CA

November 19 & 20
Alameda County Fairgrounds

Plus 13 events across Canada!

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 \$8,500*

- Exclusive Presenting Sponsor rights (eg. The Franchise Shows 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 paid media, which includes digital advertising and radio
- 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

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

- Pre-show recognition as Featured Show Sponsor through show website, social media and attendee emails
- On-site recognition as Featured Show Sponsor with prominent branding at show entrance
- Half (1/2) page advertisement in the Show Guide
- Enhanced Show Guide listing with your brand logo as well as logo placement on front cover of Show Guide.
- One 10' x 10' exhibit space in a prime location

Seminar Room Sponsor (1-2 Available/City) from \$5,000*

- Seminar Room Sponsor rights, eg... The "Your Company" Seminar Room(s)
- Pre-show recognition as the Seminar Room Sponsor on show website, in social media, digital marketing and attendee email distribution
- Prominent branding at the Seminar Room entrance(s)
- On-site recognition as Seminar Room Sponsor in the show guide and on Seminar Room signage
- Half (1/2) page advertisement in the Show Guide
- One 10' x 10' exhibit space in a 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 the Exhibitor Cocktail Reception Sponsor in the online exhibitor manual and in a dedicated email to all exhibitors prior to the show
- Branding for cocktails and appetizers provided courtesy of "Your Company"
- Printed invitations, branded with your logo, to be distributed to all exhibitors at the show, inviting them to attend
- One 10' x 10' exhibit space

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 the Exhibitor Lounge Sponsor in the online exhibitor manual and in a dedicated email to all exhibitors prior to the show
- Printed invitations, branded with your logo, to be distributed to all exhibitors at the show, inviting them to the Exhibitor Lounge each day
- Prominent branding at the Exhibitor Lounge entrance
- One 10' x 10' exhibit space

**Prices Vary According to Market*



Past / Present Sponsors & Exhibitors:



"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:
Michael Hyam 1-800-891-4859 ext.270, michael@nationalevent.com