



2026 Sponsorship Pack

THE BIGGEST FRANCHISE EVENT IN THE US

Broward County Convention Center,
Fort Lauderdale, Florida

SEPTEMBER
25&26 | 2026



HEADLINE SPONSORSHIP

As a Headline Sponsor of the event, your brand becomes the focal point of all major marketing activity. From event signage and digital campaigns to social media, tickets, showguides, and email outreach, your logo and messaging will be showcased to thousands of decision makers. It's a prime opportunity to align your business with the most dynamic and influential event, and leave a powerful, lasting impression within the industry.



\$75,000

What's Included...

- 20ft x 20ft Booth
- Logo on Website Homepage
- Sponsorship Listing on Website and Showguide
- Show Bag Inserts
- Speaking Slot
- Full-Page Advert in Digital and Printed Showguide
- Logo on Show Floorplan and "You Are Here" Boards
- Sponsor Logo Featured on Entrance Branding
- Personalized Hanging Banner Above Booth
- Branded Theater
- Social Media Announcement
- Logo on Email Campaigns
- Logo on All Event Badges
- Logo on Front Cover of Showguide

GOLD SPONSORSHIP

Gold Sponsorship offers a premium opportunity to position your brand alongside the show, sitting just one tier below Headline status. You'll benefit from extensive exposure across major marketing channels, prominent branded placements throughout event materials, and strong visibility before, during, and after the show. It's a standout package that delivers exceptional value and impact for brands aiming to make a significant impression.



What's Included...

\$30,000

- 20ft x 10ft Booth
- Logo on Website Homepage
- Sponsorship Listing on Website and Showguide
- Show Bag Inserts
- Speaking Slot
- Full Page Advert in Digital and Printed Showguide
- Logo on Show Floorplan and "You Are Here" Boards
- Sponsor Logo Featured on Entrance Branding
- Personalized Hanging Banner Above Booth

SILVER SPONSORSHIP

Silver sponsorship is another valuable way to connect your brand with the show, offering strong visibility at a more accessible level. The package includes branded presence across select marketing materials and event touchpoints, giving your brand meaningful exposure and association with the event, without the top-tier commitment.

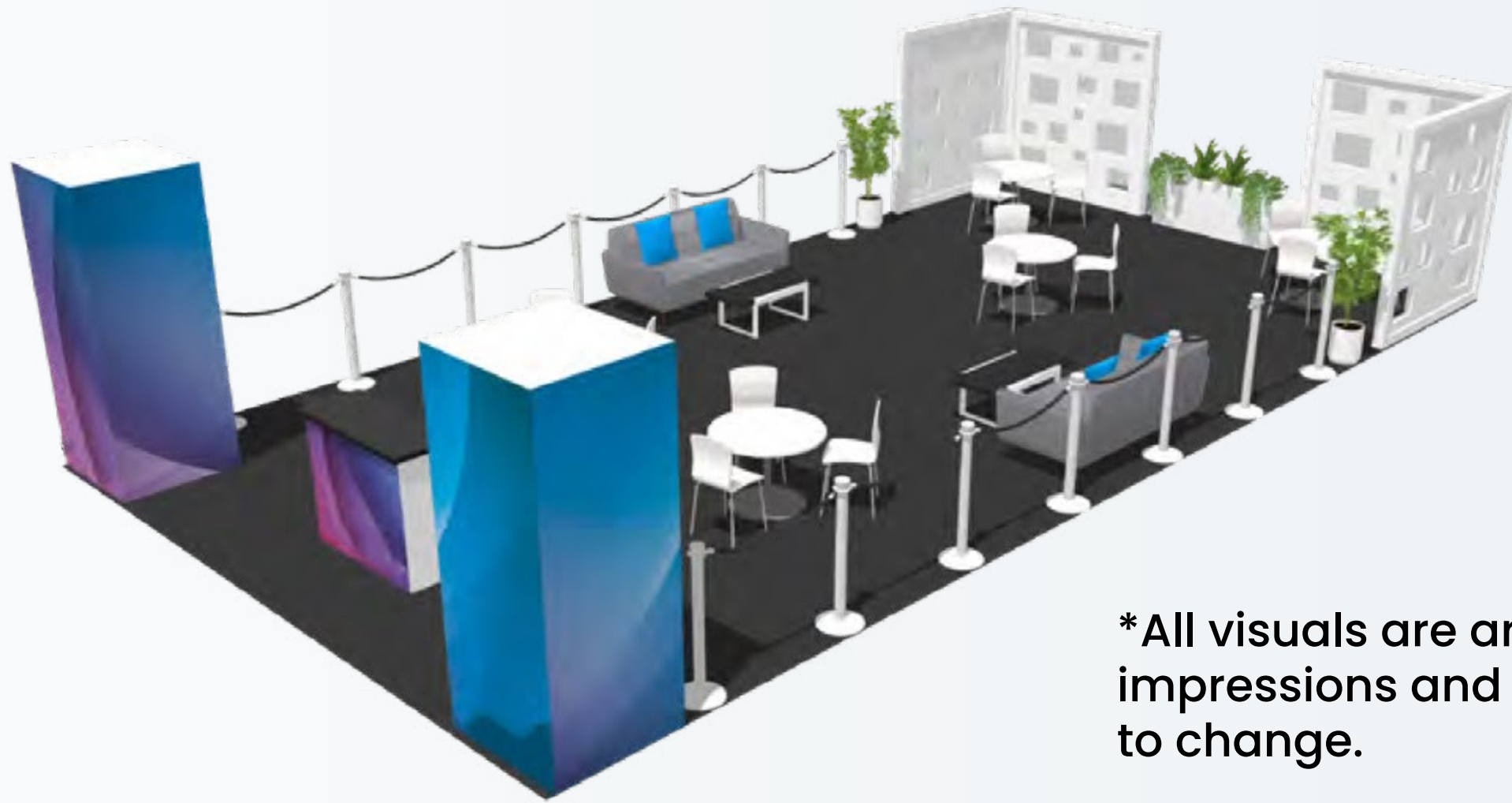


\$20,000

What's Included...

- 15ft x 10ft Booth
- Logo on Website Homepage
- Sponsorship Listing on Website and Showguide
- Show Bag Inserts
- Speaking Slot
- Full-Page Advert in Digital and Printed Showguide
- Logo on Show Floorplan and "You Are Here" Boards
- Sponsor Logo Featured on Entrance Branding

VIP LOUNGE SPONSORSHIP



*All visuals are artist's impressions and subject to change.



\$50,000

What's Included...

- 20ft x 40ft Collaboratively Designed VIP Space with Branding
- Branded VIP Bags, VIP Show Bag Inserts, Coffee Machine & Water Cooler at the Event
- Carpet, Furniture, Electrics & Branding, Plus Logo on the Show Floorplan
- Full Page Advert in the Digital Showguide, Plus Printed & Digital Showguide Listing
- Dedicated VIP Website Tab, Exhibitor Microsite & Exhibitor Website Listing
- Featured E-Magazine Article, Bespoke Social Media Campaign & Branding on VIP Email Campaigns

GREEN/WHITE ROOM SPONSORSHIP

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\$55,000

What's Included...

- 20ft x 30ft Collaboratively Designed Space with Branding for Interviews and Networking
- Branded Area for Interviews and Networking, Coffee Machine & Water Cooler at the Event
- Carpet, Furniture, Electrics & Branding, Plus Logo on the Show Floorplan
- Showguide – Green Room Feature, Full-Page Advert (Digital) and Showguide Listing (Printed & Digital)
- Dedicated Green Room Website Tab, Exhibitor Microsite & Exhibitor Website Listing
- Featured E-Magazine Article and Bespoke Social Media Campaign

SEATING & NETWORKING AREA SPONSORSHIP

Be the brand behind the busiest social spot at the show. The Seating & Networking Area sees constant footfall as attendees gather to recharge and connect. With your branding featured across signage and key touchpoints, this sponsorship offers high visibility and positive brand association in one of the event's most visited spaces.



What's Included...

\$30,000

- Collaboratively Designed Space with Branding
- Logo on Networking Area Feature Page of Website
- Sponsorship Listing on Website and Showguide
- Full-Page Advert in Digital and Printed Showguide
- Logo on Show Floorplan and "You Are Here" Boards
- Logo on Hanging Banner
- Furniture Included for Seating Area
(Booth Not Included)

EXHIBITOR PARTY SPONSORSHIP

Position your brand at the heart of the show's most anticipated social event. As the exclusive sponsor of the Exhibitor Party, your brand will be front and center as industry leaders, partners, and key decision-makers come together to relax, network, and celebrate. From branded signage and custom activations to shoutouts across our marketing channels, this is a unique opportunity to align your brand with the energy, connection, and buzz of the event's networking evening!



What's Included...

\$45,000

- Dedicated Solus Email to Exhibitor Database
- Sponsorship Listing on Website and Showguide
- Logo Featured on All Printed and Digital Invitations
- Onsite Branding Opportunities at the Exhibitor Party Venue, Including Pop-Up Displays and Signage
- Lead Capture Via Scanning App

MASTERCLASS SPONSORSHIP

\$25,000

This sponsorship gives you the opportunity to share your expertise with your own masterclass theater as well as a room full of qualified leads. Every attendee has actively registered for your session, demonstrating clear interest in your expertise. You'll receive full access to their contact details, allowing you to follow up post-event and continue the conversation with an already engaged audience.

What's Included...

- 20ft x 20ft Space (24 Seats)
- Data From Visitors That Sign Up
- Sponsorship & Exhibitor Listing on Website and Showguide
- Fully Built Masterclass Setup, Including Carpet, Furniture, AV & Branded Back Wall
- Logo on Show Floorplan and "You Are Here" Boards
- Dedicated Microsite on Masterclass Page
- 8 Individual Sessions per Day
- Opportunity for 24 Branded Headsets for an Additional \$1,500

UPGRADE YOUR AUDIENCE SIZE TO 48 SEATS

\$40,000



KEYNOTE SPONSORSHIP

\$35,000

Our Keynote Theaters are the most high-profile spaces at our event, consistently drawing large crowds and national media attention. As a sponsor, your custom-branded backdrop will be the setting for influential keynote speakers, placing your brand at the heart of the action, both on stage and in event coverage. You'll also receive a 30-minute keynote speaking slot, typically reserved by invitation only, underscoring the exclusivity of this sponsorship opportunity.

What's Included...

- Branded Theater – 80 Seats
- Logo on Hanging Banner
- Logo on Agenda
- Sponsorship Listing on Website and Showguide
- Full-Page Advert in Digital Showguide
- Exhibitor Microsite Listing
- Logo on Show Floorplan and "You Are Here" Board
- Keynote Speaking Slot
- Carpet, Furniture, TV, AV, Electric



SEMINAR SPONSORSHIP

\$24,000

Put your brand at the center of industry conversation by sponsoring a Seminar Theater. Throughout the two-day event, engaged visitors will attend expert-led sessions in your branded theater, giving your business continuous visibility in a high-value setting. As part of the package, you'll also take the stage with a dedicated 30-minute speaking slot, positioning your team as thought leaders alongside top industry voices.

What's Included...

- Branded Theater – 40 Seats
- Logo on Agenda
- Sponsorship Listing on Website and Showguide
- Exhibitor Microsite Listing
- Logo on Show Floorplan and "You Are Here" Board
- Speaking Slot
- Carpet, Furniture, TV, AV, Electric



PANEL SPONSORSHIP

\$24,000

What's Included...

- 20ft x 30ft Branded Theater (40 seats)
- Speaking slot
- Furniture, TV, AV, Carpet & Electric Included
- Logo on show floorplan
- Opportunity to host panels
- Logo on seminar agenda on printed and digital showguide
- Full page advert in digital showguide
- Printed and digital showguide listing
- Logo on web seminar agenda, Exhibitor Microsite & Exhibitor Website Listing
- Featured article in e-magazine
- Bespoke social media campaign

***All visuals are artist's impressions and subject to change.**



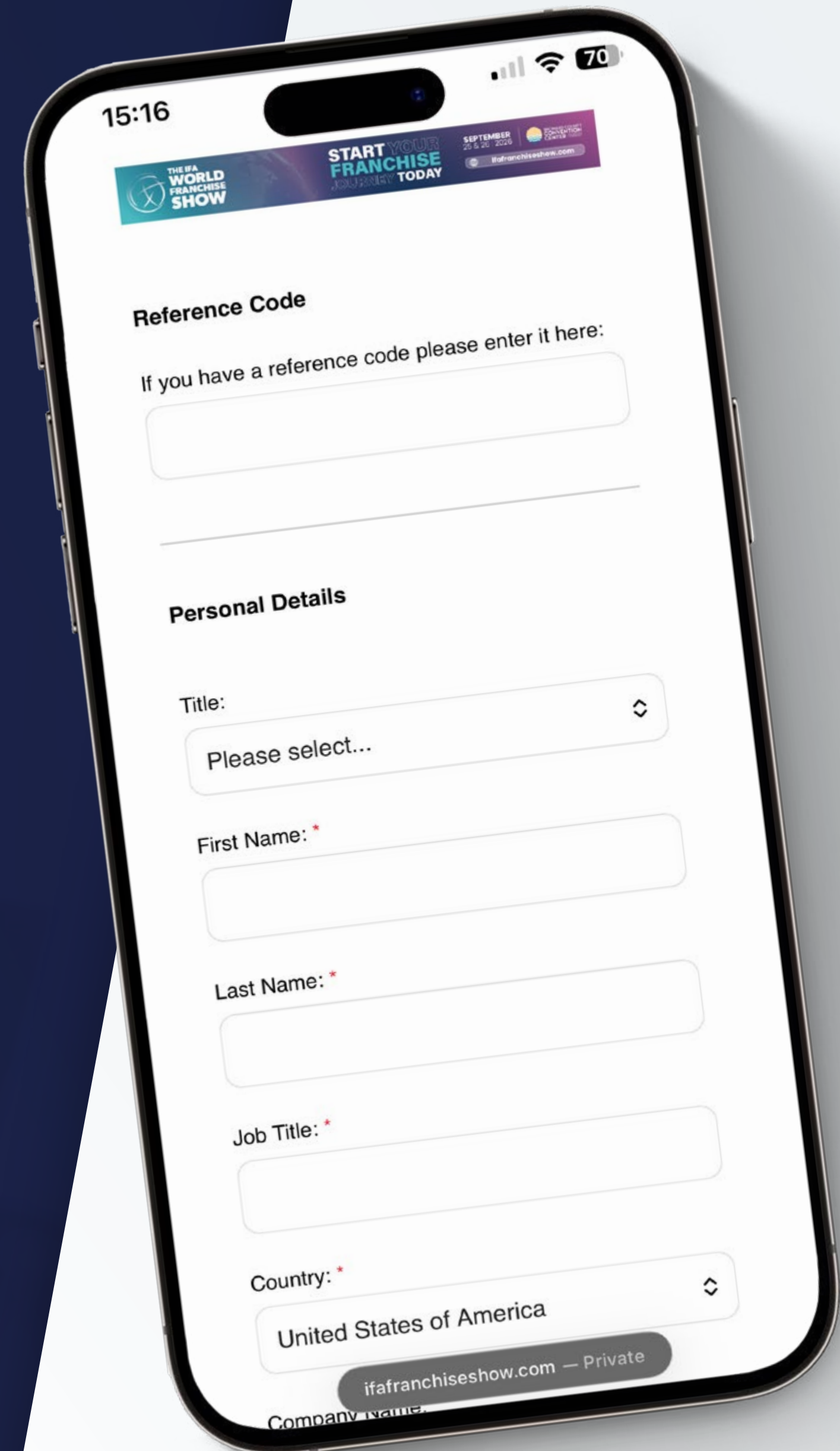
REGISTRATION PAGE SPONSORSHIP

As the Registration Page Sponsor, your logo and messaging will be prominently displayed on the most visited page of the entire campaign, the point where every attendee signs up to attend the show. This high-traffic digital space offers continuous visibility in the lead-up to the event, reinforcing your brand's presence before visitors even step through the doors. With thousands of impressions and strong brand recall, this is a powerful opportunity to make a lasting first impression and align your business with the full event experience from the very start.

What's Included...

- Personalized Question and Logo on Registration Page
- Data From Visitors That Opt-In After the Event
- Listing in Printed and Digital Showguide
- Sponsor Listing on Website
- Logo on Show Floorplan and "You Are Here" Boards (Booth Not Included)

\$25,000



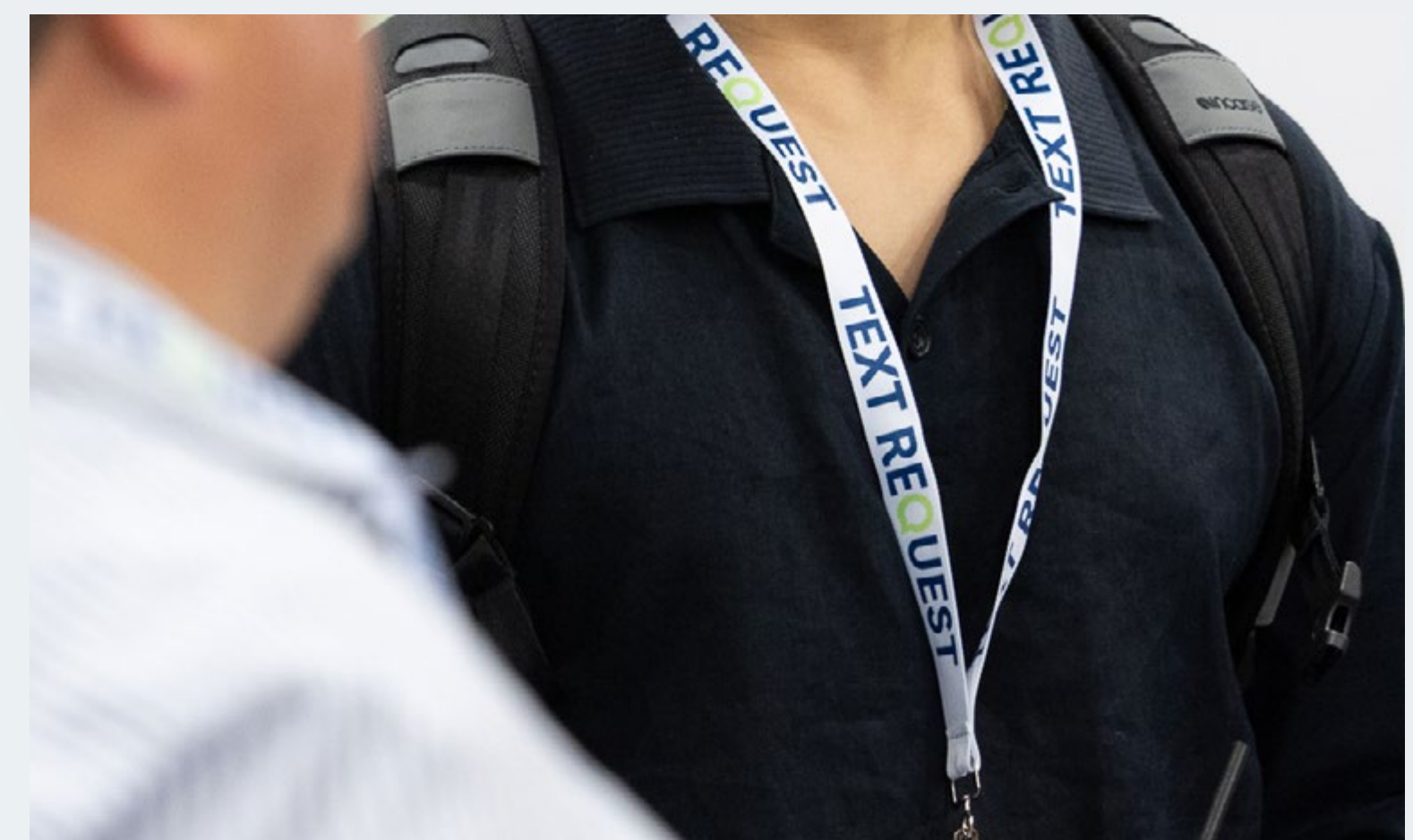
LANYARD SPONSORSHIP

An exclusive opportunity to have your logo visible to every person who walks through the door including exhibitors, keynote speakers, attendees and press. As part of this, your branding is almost guaranteed to be in every picture taken at the event and posted and shared across hundreds of social media channels.

What's Included...

- Branding/Logo on Lanyards Distributed at Entrance
- Listing in Printed and Digital Showguide
- Sponsor Listing on Website
- Logo on Show Floorplan and "You Are Here" Boards
(Booth Not Included)

INQUIRE WITHIN

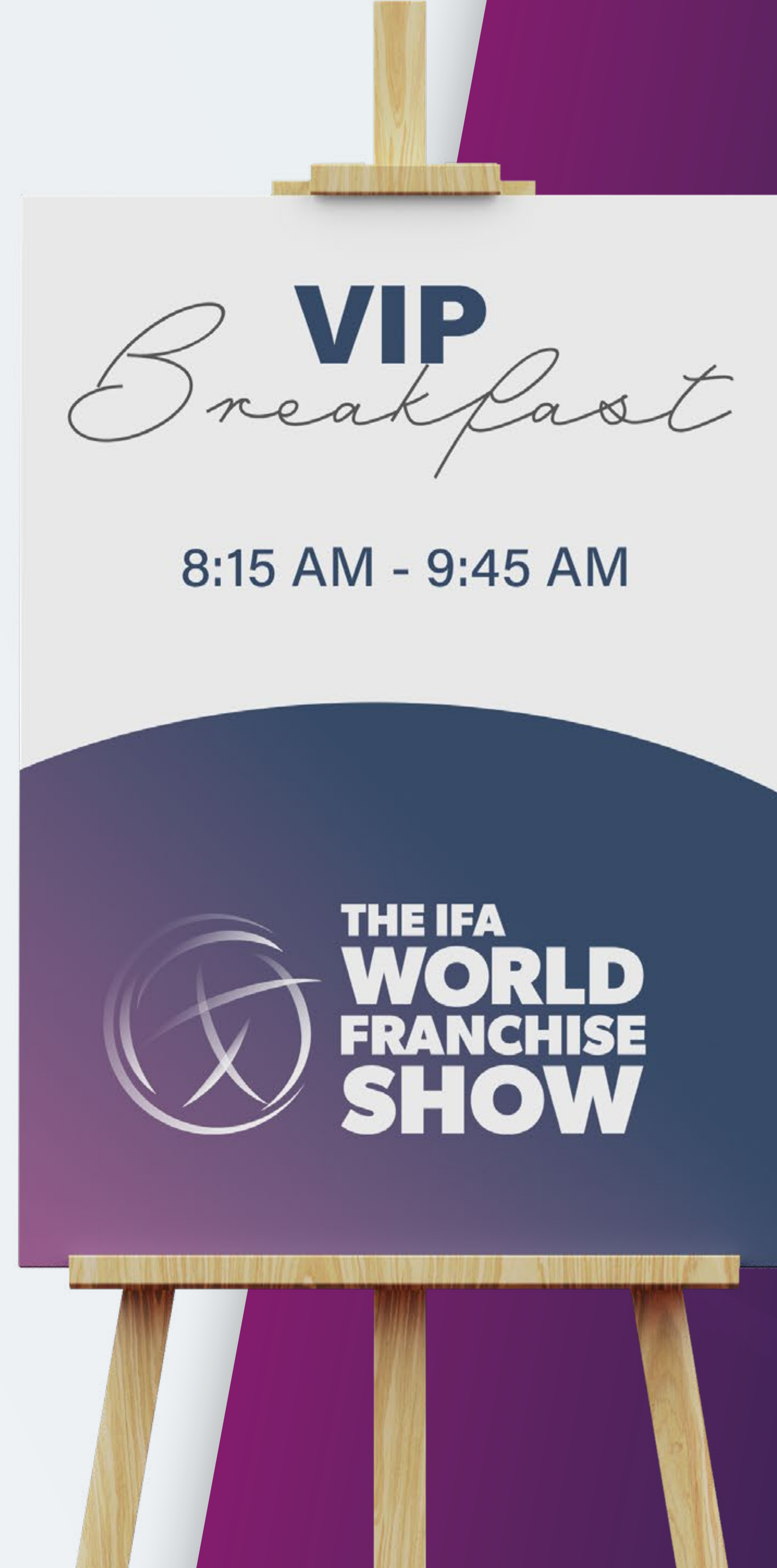


VIP BREAKFAST SPONSORSHIP

What's Included...

- VIP Function (8:15 AM - 9:45 AM)
- Exclusive access to the VIP function area
- Branding displayed throughout breakfast
- Food and beverages provided
- Audio-visual equipment included (if required)
- Branded email invitation sent to VIP guests
- Full-page digital advertisement
- Dedicated company microsite
- Featured article in the e-magazine
- Welcome goodie bags (please enquire for full details)

\$20,000



SHOWGUIDE BACK PAGE SPONSORSHIP

The showguide is sent to every person who registers for a ticket prior to the show to allow attendees to organize and plan their day. The digital showguide will be emailed to our entire database and will remain on the website for 9 months after the event.

What's Included...

- Advert on the Back Page of the Printed Showguide
- Advert Included in the Digital Showguide
- Listing in Printed and Digital Showguide
- Sponsorship Listing on Website and Showguide
- Logo on Show Floorplan and "You Are Here" Boards (Booth Not Included)

\$5,000 WITH BOOTH

\$8,500 WITHOUT BOOTH



SHOW BAG SPONSORSHIP

All attendees will receive a bag upon entrance to the show, not only does this provide you with maximum exposure at the event, but also post-show, when attendees take them home.

What's Included...

- Branding/Logo on Bags Distributed at the Entrance
- Listing on Website and Showguide
- Logo on Show Floorplan and "You Are Here" Boards

\$15,000



FLOOR TILES SPONSORSHIP

Lead visitors directly to your booth with branded floor tiles across the show floor.

What's Included...

- 20in x 20in Floor Tiles
- 10 x Floor Tiles
- Location to be Decided in Conjunction with Organizer
- Design of Your Choice
- Produced, Printed and Laid for You
- Sponsorship Listing on Website and Showguide
- Logo on Show Floorplan and "You Are Here" Boards
(Booth Not Included)

\$6,000





GET IN TOUCH

SEND US AN EMAIL

INQUIRIES@IFAFRANCHISESHOW.COM

VISIT OUR WEBSITE

IFAFRANCHISESHOW.COM

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CONVENTION CENTER**