



Thank you for exhibiting at Franchise Expo Austin at the Renaissance Austin Hotel on November 14 & 15, 2025. We strive to make your experience at our event a positive one, so this document has been compiled as a guide for our exhibitors. We have done our best to cover key information you may need without overloading you with details, but this is not meant to be an exhaustive reference. Should anything be unclear or if you have additional questions, please do not hesitate to contact Murphy Connolly at murphy.connolly@comexposium.com, or by phone at 631-335-5696.

Show Schedule

Exhibitor Move-In: Thursday, November 13, 2025 10:00am – 5:00pm

Show Hours: Friday, November 14 & Saturday, November 15, 2025 10:00am – 4:00pm

**Exhibitors will be permitted on the show floor up to one hour prior to the show open and one hour past show close.*

Exhibitor Move-Out: Saturday, November 15, 2025 4:00pm – 8:00pm

Venue Address

Renaissance Austin Hotel
9721 Arboretum Boulevard
Austin, TX 78759

Hotel Room Bookings

[Franchise Expo Austin Booking Link](#)

Cut-off date: October 22nd, 2025

**PLEASE NOTE: We have partnered directly with the hotel for this event. We do NOT work with any third-party hotel brokers, if you are contacted by a broker representing themselves as our partner, do not use their services to complete your booking and let us know right away.*



Our Partner Vendors

Arata Expositions

As our official general show contractor for this event, Arata will be offering rentals and services for show exhibitors including but not limited to carpeting, booth furniture, graphics printing, labor, material handling, etc.

Orders submitted before **October 24th, 2025** will benefit from advanced pricing, typically around 30-40% lower than prices for orders placed after this date or on show site. Prices quoted in this document reflect the advanced rates.

Orders must be placed on Arata's [online ordering platform](#). Credentials for this platform are sent from Arata to the primary contact as listed on each exhibitors contract for this event in an email from Partick Thurston (pthurston@arataexpo.com) with the subject line "Franchise Expo Austin 2025 – Online Exhibitor Service Kit" (this email will sometimes go to spam or junk, so double check those folders if you are not seeing it in your inbox). If you have checked those folders and have not received your credentials, you can reach out to Patrick from Arata to have them sent.

Markey's

Markey's is our electrical, AV, and Internet provider for the event. These services do **NOT** come standard with your booth space. Markey's services can be [ordered online](#). Markey's offers preferred pricing on orders placed before **November 7th 2025**.

Cvent

Cvent is our badge registration company for the event, managing registration for all exhibitors and attendees. You can use [this link](#) to register yourself and your staff for your exhibitor badges. If you are not registered with the exhibitor badge type, you will not be able to take advantage of all the benefits of being an exhibitor.

In addition to badging, Cvent also offers their LeadCapture product as a tool to manage the leads you collect at our event. More information on the LeadCapture system can be reviewed [here](#).

Haulistic

As our preferred shipper for the event, Haulistic will be on-site at the event to assist with both inbound and outbound shipments for our exhibitors. For more information, please complete [this form](#) and submit to LEX@shiphaulistic.com.

T3 Logistics

T3 Logistics (a subsidiary of Arata Expositions) is an additional option for shipping solutions, however keep in mind, a representative from T3 will **NOT** be on-site at the event. More information on T3 can be found [here](#).



Booth Furniture & Equipment

All booths at this event will come furnished with exact equipment depending on booth size:

10x10 Booths:

- 8' back wall drape and 3' high side draping made from flameproof fabric suspended from aluminum framework
- (1) 7" x 44" booth identification sign
- (1) 6'w x 30" h skirted table
- (2) chairs
- (1) Wastebasket

10x5 Booths:

- 8' back wall drape and 3' high side draping made from flameproof fabric suspended from aluminum framework
- (1) 7" x 44" booth identification sign
- (1) 4'w x 30" h skirted table
- (1) chair
- (1) Wastebasket

If you are unsure of which booth package you have signed up for, please do not hesitate to reach out to your sales representative or murphy.connolly@comexposium.com to confirm.

Additional furniture and equipment are available for rent from Arata, including chairs starting at \$125 each, tables starting at \$125 each. The exhibit hall is already carpeted, but if you wish to enhance the appearance of your space to better align with your branding, carpet is available starting at \$2.45/sqft. Orders from Arata will be waiting for you in your booth space on set-up day.

Shipments

You can ship equipment and materials for the event. There are a few options for shipments to the show:

Advance Warehouse

Arata offers an advance warehouse to receive and hold exhibitor materials up to 30 days prior to the show. Materials will be delivered to your booth space ahead of your arrival for booth set up. Shipments must be delivered no later than **3pm on Friday October 31st** to avoid late fees. These shipments must be labeled with Arata's [advance shipment labels](#) to ensure they are properly stored and delivered.

Direct-to-Venue

Shipments can also be sent directly to the venue. Direct shipments **MUST** arrive on **Thursday, November 13th** and be labeled with the [direct shipping labels](#).

PLEASE NOTE: material handling fees will apply for both advance warehouse and direct-to-venue shipments, starting at a rate of \$1.65 per pound.

More details on inbound freight procedures can be reviewed [here](#).

Hand Carry

For smaller materials, you have the option to hand carry your items into the hall. Exhibitors can park their Personally Operated Vehicles (POVs) and enter through the pedestrian entrances / lobby doors. Two-wheel carts and dollies are permitted to assist with hand carry items.



Vehicles

Should you wish to display a vehicle at the event, please take time to review all details of the [spotting policy](#). Spotting fees start at \$460.

Food Sampling

If you plan to offer food or beverage samples at the event, please submit the [Food Sampling Authorization Request Form](#) along with a Certificate of Insurance (COI) that meets the provided requirements at least 30 days prior to the event. If you are in need of assistance with your COI, [Rainprotection](#) is our official insurance provider for the event.

Move out

Show breakdown and move-out hours will be from **4pm to 8pm on Saturday, November 15th** once the show closes. Breaking down prior to 4pm can create safety risks for those on the show floor and is therefore strictly prohibited. Exhibitors breaking down prior to this time will be subject to penalty fees.

All outbound freight carriers must check in at least one hour prior to the end of exhibitor move-out (which means they need to check in by 7pm for this event). If your carrier fails to pick up or accept your shipment by this deadline, your freight will be shipped by our official show carrier as all materials must be off the show floor on Saturday night.

More information on outbound freight procedures can be reviewed [here](#).

Other Information

Exhibitor E-Zone

Your exhibitor profile that appears on our Franchise Expo Austin website is edited via your [exhibitor e-zone](#). Here you can upload information, brochures, press releases, and any relevant information regarding your business that potential attendees to the show might need as they plan their visit to Franchise Expo Austin. You can also take advantage of some complimentary promotional tools with this space.

PLEASE NOTE: Cvent has a similar space to this one that can sometimes cause confusion. The exhibitor profile offered by Cvent does not integrate with our website as seamlessly as we would like, so we instead use the e-zone linked above. Unfortunately, Cvent's portal is a bit "all-or-nothing", so there is no way we can disable the exhibitor profile offered but still offer their LeadCapture system.

Promotions

Showing up is half the battle! If you would like an added boost in exposure, we offer an array of paid additional marketing. Have a look at our options [here](#), or reach out to your sales representative to work on a comprehensive plan to maximize the eyes on your brand.



Unauthorized Solicitations

Unfortunately, each year fraudulent companies present themselves as partners or affiliates of our show targeting exhibitors and attendees of our event with exclusive hotel rates, attendee lists including contact information, and other enticing offers. Please note that outside of our official partner vendor list, we do not have any relationships in place with brokers or firms that would be able to make these types of offers. We thank you in advance for forwarding any suspicious contacts to a member of our team so we can either verify our official affiliation or pursue necessary legal action.

Important Dates & Deadlines Summary

Arata Advance Warehouse Opens for deliveries: October 13th, 2025

Food Sampling Form & COI: October 14th, 2025

Cvent LeadCapture Device Rental Early Bird Pricing: October 16th, 2025

Arata Advanced Order Rate: October 24th, 2025

Cvent LeadCapture Device Rental Standard Pricing: October 30th, 2025

Arata Advance Warehouse Closes for deliveries: October 31st, 2025

Markey's Preferred Pricing: November 7th, 2025