

# MFV expositions

## FRANCHISE EXPOS PROMOTIONAL OPPORTUNITIES

INTERNATIONAL  
FRANCHISE  
NEW YORK EXPO

SUPPORTED BY:  U.S. COMMERCIAL SERVICE

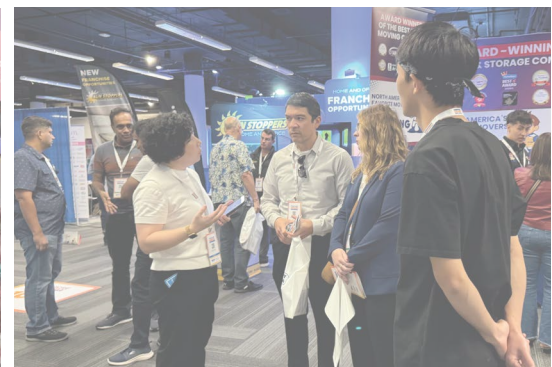
FRANCHISE  
EXPO  
WEST

FRANCHISE  
EXPO  
CHARLOTTE

FRANCHISE  
EXPO  
AUSTIN

FRANCHISE  
EXPO  
SOUTH

SUPPORTED BY:  U.S. COMMERCIAL SERVICE



# PUT YOUR BRAND FRONT AND CENTER

**MFV Expositions' franchise events provide the greatest variety of opportunities to grow your business.**

Stand out to attendees before, during, and after the event! From pre-show email sponsorships to onsite branded signage and exclusive sponsorships, we offer tailored promotional opportunities to showcase your brand and attract your ideal audience.



**LEARN MORE ABOUT HOW YOU CAN  
MAXIMIZE YOUR VISIBILITY!**

*For more information, please contact*  
**[Justin.Wood@Comexposium.com](mailto:Justin.Wood@Comexposium.com) or call 240.398.1385**

“○” Indicates Availability At Each Show



SUPPORTED BY U.S. COMMERCIAL SERVICE



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CHARLOTTE NEW YORK WEST AUSTIN SOUTH

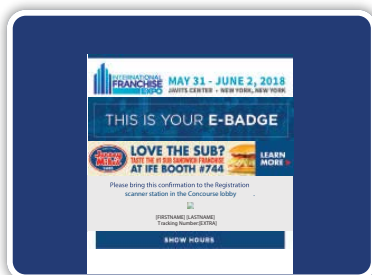
AISLE SIGN SPONSOR	●	●	●	●	●
ATTENDEE E-BADGE EMAIL SPONSOR	●	●	●	●	●
ATTENDEE E-NEWSLETTER SPONSOR	●	●	●	●	●
BADGE SPONSOR	●	●	●	●	●
BADGE LANYARD SPONSOR	●	●	●	●	●
BRANDED WIFI	●	●	●	●	●
ENTRANCE BANNERS		●			
ENTRANCE COLUMN WRAPS		●			
ENTRANCE DOOR GRAPHICS		●	●		●
EVENT GUIDE ADVERTISING	●	●	●	●	●
EXPO FLOOR GRAPHICS	●	●	●	●	●
EXPO FLOOR INFLATABLES		●	●		●
FOOTPRINTS RIGHT TO YOUR BOOTH	●	●	●	●	●
INTERNATIONAL BROCHURE ADVERTISING		●			●
INTERNATIONAL BUSINESS CENTER SPONSOR		●			●
METERBOARD ADVERTISING	●	●	●	●	●
OFFICIAL SHOW BAG	●	●	●	●	●
PUBLICATION BIN DISTRIBUTION	●	●	●	●	●
REGISTRATION CONFIRMATION EMAIL SPONSOR	●	●	●	●	●
REGISTRATION FLOOR GRAPHICS	●	●	●	●	●
SHOW BAG INSERT	●	●	●	●	●
SHOW ENTRANCE UNIT	●	●	●	●	●
VEHICLES IN LOBBY		●			
VEHICLES IN ROADWAY		●			
<b>SUPPLIERS ONLY</b>					
EXHIBITOR BREAKFAST SPONSOR ( 2 DAY )	●	●	●	●	●
EXHIBITOR E-BADGE SPONSOR	●	●	●	●	●
EXHIBITOR LOUNGE SPONSOR	●	●	●	●	●
EXHIBITOR NEWSLETTER SPONSOR	●	●	●	●	●
EXHIBITOR RECEPTION SPONSOR	●	●	●	●	●

# VISIBILITY OPTIONS



## AISLE SIGN SPONSOR

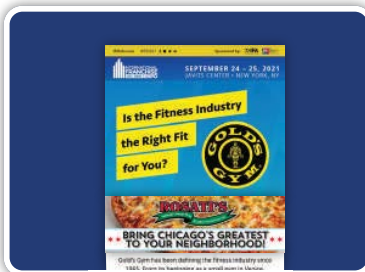
Own your aisle with a premium aisle sign. Attendees will have no trouble finding you when they see your logo overhead. This is one of the few opportunities permitted on the show floor outside of your booth.



## ATTENDEE E-BADGE EMAIL SPONSOR

**\*Exclusive**

Capture the attention of pre-registered attendees and be top of mind before they even enter the expo hall. The attendee E-Badge email is sent the week of the expo providing them with their registration confirmation details.



## ATTENDEE E-NEWSLETTER SPONSOR

**\*Limit 2 per newsletter**

Engage with pre-registered attendees in the weeks leading up to the expo as a featured exhibitor in the attendee newsletter. Capture their attention with a banner ad and 50-word description about your brand or offering.

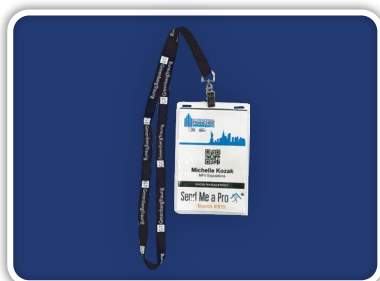


## BADGE SPONSOR

**\*Exclusive**

Generate connections and brand recall as every attendee and exhibitor promotes your brand and booth # while walking the show floor. Stand out instantly with the badge sponsorship.

# VISIBILITY OPTIONS



## BADGE LANYARD SPONSOR

Elevate your brand's visibility with the badge lanyard sponsorship—your logo will be front and center, worn by every attendee and exhibitor throughout the event.



## BRANDED WIFI SPONSOR

**\*Exclusive**

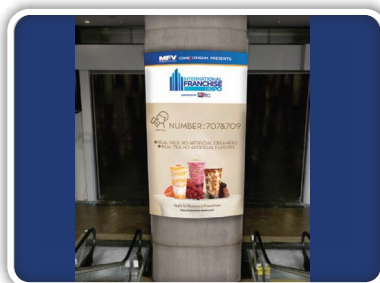
Amplify your presence as the official supplier of wifi services to the event! Your company name will be the password everyone uses to access the wifi and your logo will be displayed throughout the event!



## ENTRANCE BANNERS

**\*Exclusive**

Welcome attendees with a bold, unforgettable entrance banner! Sponsor this prime location and put your brand in the spotlight as everyone enters the event. This is a bold call to action sure to capture attendee attention.



## ENTRANCE COLUMN WRAPS

**\*Exclusive**

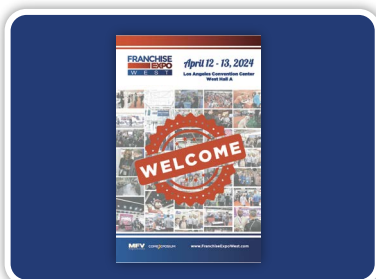
Impactful visibility that showcases your brand front and center on the entrance hall columns. This is one of the first areas prospects see branded prior to walking the show floor.

# VISIBILITY OPTIONS



## ENTRANCE DOOR GRAPHICS

Greet all attendees with your logo and booth number on the entrance doors to the convention center as well as other areas such as the side of escalators leading to the show floor.



## EVENT GUIDE ADVERTISING

Showcase your brand with a full or half page ad in the event guide. Distributed to all attendees at the expo with the digital version available online. Take advantage of the extended shelf-life the event guide offers your brand.



## EXPO FLOOR GRAPHICS

Stand out in the crowd with customized floor graphics promoting your brand and location in the expo hall. Put attendees on the path to your booth location.



## EXPO FLOOR INFLATABLES

Elevate your brand presence in a big and bold way and grab everyone's attention with a message that drives traffic to your booth!

# VISIBILITY OPTIONS



## FOOTPRINTS RIGHT TO YOUR BOOTH

### \*Limit 3

Lead attendees right to your booth on a path of footsteps promoting your brand and booth location. Step up and stand out with this on floor promotion.



## INTERNATIONAL VISITOR BROCHURE ADVERTISING

### \*Limit 2 per newsletter

Establish your brand as a leader in international expansion with an ad in the International Attendee Brochure distributed around the world to qualified candidates interested in bringing American brands to their country.



## INTERNATIONAL BUSINESS CENTER SPONSOR

### \*Limit 2

Maximize your brand as a leader in international expansion when you sponsor the International Business Center, where delegates from around the world gather to meet during the show. This sponsorship includes your logo and booth number on signage within the IBC, as well as exclusive access to leading international decision-makers.

# VISIBILITY OPTIONS



## METERBOARD ADVERTISING

Generate attention for your brand offering with this 2-sided meter board located at the hall entrance. You supply the design and message, and we create this stand out signage.



## OFFICIAL SHOW BAG

**\*Exclusive**

Grab the attention of attendees with one of the most visible sponsorships – the Official Show Bag. Visitors walk the floor, attend seminars and visit other booths with your logo ad message for everyone to see. As an added bonus, this sponsorship includes your insert into the bag.



## PUBLICATION BIN DISTRIBUTION

Display your magazines right at the front entrance of the show for everyone to pick up. Bins are refilled throughout the event.



## REGISTRATION CONFIRMATION EMAIL SPONSOR

**\*Exclusive**

Position your brand to be seen by attendees as soon as they complete their registration! This exclusive sponsorship places your brand in front of every registered attendee at a key milestone in their expo journey.



# VISIBILITY OPTIONS



## REGISTRATION FLOOR GRAPHICS

Boost your brand presence with branded floor decals placed in the registration area. This is a great way to bring your brand top of mind with attendees.



## SHOW BAG INSERT

Put your brand directly into attendees' hands with a show bag insert! This opportunity ensures your materials are front and center, giving you unparalleled visibility and a lasting impression long after the event ends. **\*Qty. up to 2,500.**



## SHOW ENTRANCE UNIT

**\*Exclusive or Limit 3**

Attract attendees to your booth with the premium positioning on the show entrance unit. Your company logo and booth number will catch the attention of all attendees right before they enter the expo hall.



## VEHICLES IN LOBBY

Steer attention to your brand with this premium placement of your branded vehicle positioned alongside the registration counters.

# VISIBILITY OPTIONS



## VEHICLES IN ROADWAY

Drive traffic to your booth with this high traffic location just outside the convention center where every attendee will see your brand.

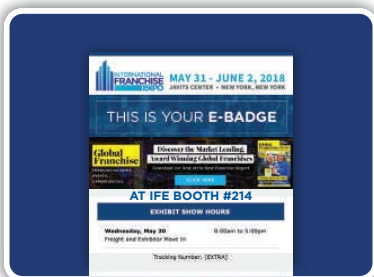
# SUPPLIERS ONLY\*



## EXHIBITOR BREAKFAST SPONSOR ( 2 DAYS )

**\*Limit 2**

Network with exhibitors and sponsors before the show begins with the opportunity to sponsor the morning Breakfast Bar.

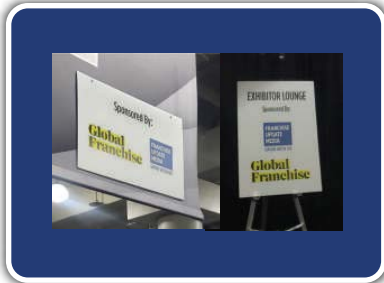


## EXHIBITOR E-BADGE SPONSOR

**\*Exclusive**

Promote your presence at the expo as the Exhibitor E-Badge sponsor in this final confirmation email sent to all exhibitors the week of the expo.

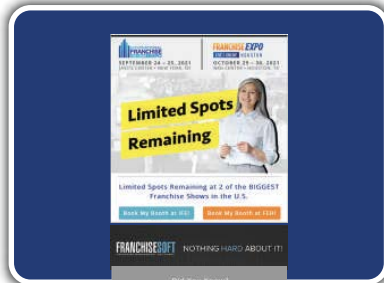
# VISIBILITY OPTIONS



## EXHIBITOR LOUNGE SPONSOR

**\*Exclusive**

Optimize the opportunity to meet exhibiting franchisors when they step away from their booth during the show day by sponsoring the Exhibitor Lounge. Your logo will appear on signage so they know who to thank.



## EXHIBITOR NEWSLETTER SPONSOR

**\*Limit 2**

Introduce your brand and messaging to exhibitors before the expo begins with premium placement in the exhibitor e-newsletter offering show specific details that guarantee a high engagement rate.



## EXHIBITOR RECEPTION SPONSOR

Leverage the opportunity to network and make new connections with expo exhibitors by being a sponsor of the highly valued Exhibitor Party. Your logo will be included on the invitation, emails and signage!