

# PROMOTIONAL OPPORTUNITIES

2024

**FRANCHISE**  
**EXPO**  
**SOUTH**

IN PARTNERSHIP WITH



**IFA**<sup>®</sup>

INTERNATIONAL FRANCHISE ASSOCIATION

## SEPTEMBER 6-7, 2024

FT. LAUDERDALE, FL • FT. LAUDERDALE CONVENTION CENTER

# PUT YOUR BRAND FRONT AND CENTER

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

Make face-to-face connections with highly qualified candidates, accelerating your sales process and lowering your cost per lead. Through key onsite promotion and advertising options, take your brand to the next level and make the impact you want. Position your brand front and center at Franchise Expo South!



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

For more information, please contact  
[Exhibit@FranchiseExpo.com](mailto:Exhibit@FranchiseExpo.com) or call **201.881.1654**

# VISIBILITY OPTIONS



## REGISTRATION CONFIRMATION EMAIL SPONSOR \$2,800

Introduce your brand to every registered visitor with this high profile sponsorship. Your banner ad will be prominently positioned and seen in each step of the registration process and included on the registration email confirmation. This is a great way to deliver your message to the most serious expo visitors.

*\*Limited to 1 sponsor.*



## ATTENDEE eBADGE EMAIL SPONSOR \$2,800

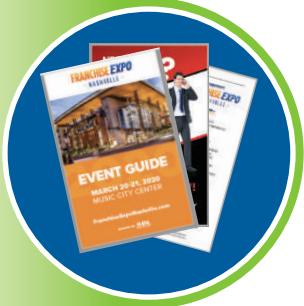
The Expo sends an email to all pre-registered attendees the week of the event with their eBadge confirmation and barcode. You supply banner artwork, and we'll add a link to contact you directly!

*\*Limited to 1 sponsor.*



## VISITOR E-NEWSLETTER SPONSORSHIPS \$1,500

Your message can be delivered to pre-registered and prospective attendees prior to the show. You supply us with a 640x90 banner ad and a 50 word description, and we'll add a link to contact you directly! (Limited to 2 Category Exclusive sponsors per newsletter)



## EVENT GUIDE ADVERTISING \$900

Showcase your brand to registered and prospective visitors with a full page ad in our print and digital guides. Use your ad to be on their "must-see" list of concepts, and increase your booth traffic. The print guide will be handed out during the expo, and the digital guide will be available prior, during and post show.

*\*Print & Digital. Limited to 4.*

# VISIBILITY OPTIONS

## OFFICIAL SHOW BAG

**\$7,500 if produced by MFV • \$4,500 if produced by sponsor**

Take advantage of one of the most visible sponsorships – the Official Show Bag. Visitors walk the floor, attend seminars and visit other booths with your logo and message for everyone to see. As an added bonus, Show Bag sponsors get an insert into the bag, making the sponsorship even more valuable.

*\*Qty. up to 2,500.*



## SHOW BAG INSERT \$1,900

Promote your company in every Show Bag provided to all visitors at the show. You can include a 8.5” x 11” or a 4” x 6” handout that will catch the attention of every attendee. Plus visitors will see it when they open their bag at the show and when they go through their bag after they leave.

( Insert provided by sponsor; Limit 1 insert per sponsor )

*\*Qty. up to 2,500.*



## BADGE SPONSORSHIP \$3,500

Watch as every attendee and exhibitor promotes your brand and booth number as they walk the show floor. Your message will be on every badge and visible to everyone at the show. This is a great way to drive traffic to your booth.





# VISIBILITY OPTIONS



## BADGE LANYARD SPONSOR

**\$4,150**

These branded lanyards are given to every visitor and exhibitor at registration and used to hold their badge. It's a walking advertisement for your company that will be seen in every aisle, every booth and throughout the show.



## ENTRANCE BANNERS

10 x 20 : \$4,200 produced by MFV • \$3,300 produced by sponsor

10 x 40 : \$5,800 produced by MFV • \$4,800 produced by sponsor

You will have instant visibility as visitors enter the convention center lobby. Your logo, message, and booth number will be prominently displayed. This is a bold call to action sure to resonate with your prospects!



## SHOW ENTRANCE UNIT

**\$900 each • \$4,000 exclusive**

There's no better way to be top of mind than this high visibility billboard opportunity right at the show entrance. Pump up your development efforts with a great call to action along with your booth location - another opportunity to drive traffic right to your booth!

*\*Limit of 4.*



## AISLE SIGN SPONSORSHIP

**\$2,500 each**

Imagine your logo and booth number hanging from the Aisle Signs. Your prospects will have no trouble finding you when they see your logo overhead. It is one of the few opportunities permitted on the show floor outside of the booths.

# VISIBILITY OPTIONS

## BILLBOARD ADVERTISING

**\$1,700**



These 2-sided meter boards located at the exhibit entrance will catch the attention of every visitor and exhibitor as they enter and leave the show floor. Increase your branding and drive traffic to your booth, you supply the design and we create the Billboard.

## EXPO FLOOR GRAPHICS

**\$1,000 FOR 1 • \$1,600 FOR 2**



Get on the path to brand visibility with these great floor graphics. There are a multitude of locations on the show floor to lay these customized floor graphics as booth locators, directionals, and simply reminding show visitors to stop by and visit with your team.

## PUBLICATION BIN DISTRIBUTION

**\$1,500**



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

# SUPPLIERS ONLY

## EXHIBITOR eBADGE SPONSOR

**\$2,800**

Place your brand and message front and center in the email sent to all exhibitors the week of the event with their confirmation and barcode. You supply a banner and link to the website of your choice, and we prominently place your artwork for all exhibitors to see.



## EXHIBITOR RECEPTION SPONSORSHIP

**\$1,000 per sponsor**

Cold drinks, good food, and great company bring key decision makers to the best party of the show. As a sponsor, your logo will be on the invitation, and all signage. Customers and prospects will know whom to thank for a wonderful evening.



## EXHIBITOR LOUNGE SPONSOR

**\$3,000**

All exhibitors need a break away from their booths during the show day. Key franchise personnel will thank you for providing them with coffee, tea, soft drinks, snacks, and a comfortable place to rest between conversations with visitors. Your logo will appear on signage as your prospective customers take a well-earned rest.

