



Los Angeles, CA

SEPT. 5 - 6

2025 LA Convention Center

FAST TRACK YOUR CALIFORNIA REGISTRATION


INFO #1

The California Franchise Investment Law (beginning at [Section 31000 of the California Corporations Code](#)) (CFIL) generally requires franchisors to submit a franchise disclosure document with, and obtain an effective registration from, the California Department of Financial Protection & Innovation (Department) before offering and selling franchises in California. Franchisors attending the Franchise Expo West must receive a registration order from the Department to be eligible to attend the Franchise Expo West tradeshow. (There are limited exemptions under the CFIL. [See Sections 31100 - 31109.1](#) of the CFIL.)

INFO #2

To apply for franchise registration under the CFIL, review the detailed information on how to file on the Department's website at [Instructions on How to File a Complete Franchise Application | The Department of Financial Protection and Innovation](#). List of filing requirements and examples are provided. Contact your legal counsel with questions.

INFO #3

Under the CFIL, the Department has 30 business days to review complete applications received. **Cover letters for franchisors who have applied or who intend to apply to exhibit at the Franchise Expo West should state in bold:**  **The Franchisor has applied or intends to apply to exhibit at the Franchise Expo West in September 2025.** The Department will prioritize review of completed applications. Completed applications must be received by the Department no later than July 23, 2025, to be prioritized. For any applications received after that date, the Department will do its best, resources permitting, to review applications in time for the Franchise Expo West. Applications must be complete before they are reviewed and if an application is materially deficient, it may not be registered in time to attend the Franchise Expo West. You may reach the Department at Ask.DFPI@dfpi.ca.gov or by calling (866) 275-2677.

* *MFV Expositions has no responsibility for and cannot assist you with franchise registration filings for California. This information is provided for informational purposes so that you understand that there is a filing requirement in California and where to find information about the required filing. This is not legal advice. MFV Expositions does not guarantee that applications sent to the Department will be reviewed and registered by the Department in advance of Franchise Expo West. A refund of the exhibitor fee paid to MFV Expositions will be issued to you only if the comments received from the Department require revisions to your franchise disclosure document that cannot be reasonably made before Franchise Expo West.*