

FRANCHISE EXPO WEST

PHOENIX, AZ

MARCH 18-19
2022

**Speak Face-to-Face
with Investment-
Ready Leads!**



GOAL TO OPEN A FRANCHISE:

0-6 months
= 35%

6-12 months
= 32%

12-18 months
= 23%

18 months +
= 9%



Things to know about the show attendees

- They have done their research and are ready to invest.
- They are further along in the decision-making process than most online leads.
- Workshop seminars have been developed to encourage franchise investment.

Attendees are coming to invest!

25%	47%	8%	5%
\$50-\$100K	\$100K-\$500K	\$500K-1M	\$1M+



Things to Know About Phoenix

Phoenix is the 5th largest city in the country and has the 4th highest economic and population growth rate in the United States

Exhibitor Benefits



- Booth options for every budget
- On-site promotions to drive interest to your booth
- Pre and post show contact with attendees
- CFE credits available, Franchisor Education Track developed by IFA



**Connect With
Motivated
Attendees**

For more information contact **Sheila Fischer**
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