

PROMOTIONAL OPPORTUNITIES

2024



IN PARTNERSHIP WITH:



SUPPORTED BY:



MAY 30 - JUNE 1, 2024

NEW YORK, NY • JAVITS 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 the International Franchise Expo!



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

For more information, please email
Exhibit@FranchiseExpo.com or call **201.881.1654**

VISIBILITY OPTIONS



REGISTRATION CONFIRMATION EMAIL SPONSOR **\$3,000**

Introduce your brand to every registered visitor with this high profile sponsorship. Your banner ad will be prominently positioned and seen 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 **\$3,000**

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 **\$1,650**

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 **\$1,000**

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 8.*

VISIBILITY OPTIONS



INTERNATIONAL VISITOR BROCHURE ADVERTISING **\$2,000**

Advertising in this brochure ensures that your message will be seen by thousands of qualified candidates from around the world months before the doors to the exhibit hall open.



OFFICIAL SHOW BAG

\$8,500 if produced by MFV • \$5,000 if produced by sponsor

Take advantage of the 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 6,000.*



SHOW BAG INSERT **\$2,100**

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 6,000.*

VISIBILITY OPTIONS



BADGE SPONSORSHIP \$4,500

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.



BADGE LANYARD SPONSOR \$4,500

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 : \$5,000 produced by MFV • \$3,500 produced by sponsor

10 x 40 : \$6,000 produced by MFV • \$5,000 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

\$1,100 each • \$5,000 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.*

VISIBILITY OPTIONS



VEHICLES IN ROADWAY \$2,800

Here's a great parking spot for your branded vehicle: positioned in a high-traffic location just outside the convention center where every attendee will see your brand.

**Electrical fee not included*



VEHICLES IN LOBBY \$3,000

Your car will be positioned alongside the registration counters. Make sure everyone knows your concept is ready for expansion with this great promotion.



REGISTRATION TILE DECALS \$3,000

Floor decals with your artwork will be placed in the registration area. This is a great way to familiarize expo attendees with your brand!

**Qty. 2*



GLASS CLINGS \$5,500

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.

**Qty. 6 on escalator and qty.4 on entrance door*

VISIBILITY OPTIONS



RESTROOM MIRROR GRAPHICS

\$2,500

We all know the one place we all need to go - so why not deliver your message to show attendees in the restrooms! These clings stick right on the mirror so there's no chance your message will be missed!

**Qty. 4*



AISLE SIGN SPONSORSHIP

\$2,900 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.



BILLBOARD ADVERTISING

\$1,900

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.

VISIBILITY OPTIONS

COLUMN WRAPS

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

Columns will feature your brand in a huge way: Your graphics are an ideal way to attract qualified candidates to your booth, or choose other columns throughout registration and the exhibit floor to promote your concept.



EXPO FLOOR GRAPHICS

\$1,000 FOR 1 • \$1,800 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.



EXPO FLOOR INFLATABLES \$1,600

Show off your brand - in a big & bold way! This promotion gives your business a virtual second location on the show floor. Grab everyone's attention with a message that drives traffic!



FOOTPRINTS RIGHT TO YOUR BOOTH \$3,500

Imagine a path of footsteps from the expo doors right to your booth - and each footprint has your logo and booth number! Exhibitor provides artwork and we produce and install the footprints at the show.



VISIBILITY OPTIONS



PUBLICATION BIN DISTRIBUTION **\$2,000**

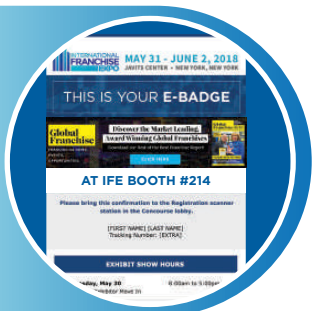
Display your magazines right at the front entrance of the show for everyone to pick up. Bins are refilled throughout the event.



INTERNATIONAL BUSINESS CENTER SPONSORSHIP **\$2,500**

If you're looking to develop your brand internationally, there is no better place than the International Business Center, where delegates from around the world gather to meet and relax during the show. This sponsorship includes your logo and booth number featured on signage in the lounge and food area, as well as exclusive access to leading international decision-makers.

SUPPLIERS ONLY



EXHIBITOR eBADGE SPONSOR **\$3,000**

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.

SUPPLIERS ONLY



EXHIBITOR RECEPTION SPONSORSHIP **\$1,500 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 **\$3,500**

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.



EXHIBITOR NEWSLETTER SPONSOR **\$1,500**

All Suppliers know the importance of the exhibitor newsletters sent out in the months prior to the show. They include information that can save money and increase ROI. New features, schedule changes, shipping deadlines, marketing opportunities and other vital details ensure that this is read and circulated among exhibiting franchises. Your logo, link and message will be read as well if you sponsor this valuable communications program.