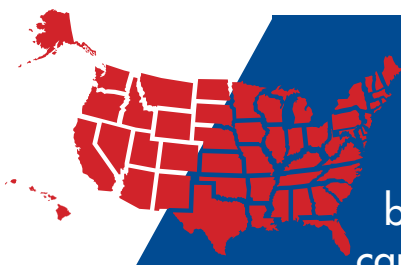


# COMING TO AMERICA?



**FRANCHISING\***  
Building local businesses,  
one opportunity at a time.



The United States is the world's biggest franchise market. The International Franchise Association (IFA) is the oldest and largest franchise association in the world. The US offers your brand a scale of potential success like nowhere else. Joining IFA can make your company's expansion to America safer and simpler.

1. IFA offers **special pricing** for franchisors that are not already active in the United States.
2. **Credibility in the U.S.** IFA members are recognized as the leaders and the quality companies within the franchising community.
3. Benefit from **educational programming** on U.S. market entry at major IFA events and online. IFA offers best in class educational and **professional development** opportunities covering all major aspects of franchising as well as professional certification through the Certified Franchise Executive Program.
4. **Network and share best practices** with established US franchisors and international franchisors that have already established themselves in the U.S.
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6. The United States has the most developed ecosystem of services and support for franchisors. Find **expert help in any area you can imagine** by working with IFA's Supplier Members, including the leading franchise lawyers, brokers, consultants and more.
7. As an IFA Member you will gain access to the most relevant **information, research and publications** including Franchising World magazine and IFA's Insider and SmartBrief newsletters.
8. IFA's **Government Relations** team works hard to ensure that the interests of franchising are represented fairly and objectively.

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