

REASONS TO EXHIBIT

FEBRUARY 26 – MARCH 1, 2022 · SAN DIEGO CONVENTION CENTER · SAN DIEGO, CA

1 Awareness

Increase recognition of your brand, your products and your services.

2 Leads

Fill your sales pipeline by qualifying leads at the show to move them farther down the buying cycle!

3 Partnership

Create and strengthen industry relationships and partnerships. Forge and renew alliance with your partners and interact with buyers!

4 Networking

Catch up with industry colleagues and other vendors to find out what's the buzz and pulse of your industry.

5 Competition

You cannot afford to be absent! Protect your client relationships and don't be left out when attendees are in search of new solutions!

6 Meeting Place

Make sure attendees can easily find you by having a specific place to demo a product, show a video, distribute marketing materials or simply chat face-to-face.

7 Commitment

Demonstrate your serious commitment to the franchise industry and send a powerful message of support the only association dedicated to protecting, enhancing and promoting franchising.

8 Fun

Full of energy and fun...from refreshments to raffles, games to giveaways, the exhibit hall is a unique and dynamic arena for presenting your company in an exciting way.



WHAT DO EXHIBITORS HAVE TO SAY?

“

Fishman Public Relations has been exhibiting for many years at the convention, and we feel it is by far our best investment we make. It gives us the ability to see our existing clients as well as meeting new potential clients.”

Brad Fishman, CEO
Fishman Public Relations

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I was a franchising professional with 2 decades of success under my belt before I decided to exhibit and now I wonder what I was waiting for. Doors opened right up for me and my visibility and credibility were instantly advanced. I use the booth to market myself and our latest service offerings, have scheduled clients and prospective clients during the off hours, and connect with my friends and colleagues in the franchise community.”

Mary Ann O'Connell, CFE, President
FranWise

FIND OUT MORE:
FRANCHISE.ORG/CONVENTION

For more information about exhibiting at the IFA Annual Convention, contact Lynette James at ljames@franchise.org or call 202/662-0782.