



**IFA ANNUAL  
CONVENTION**

**Create** community.  
**Power** opportunity.  
**Transform** tomorrow.



**FEB 26–MAR 1, 2022 San Diego, CA**

*Please customize to fit your needs.*

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Hello [Franchisee Name],

I encourage you—a valued member of the franchise community—to attend IFA’s 2022 Annual Convention, February 26-March 1.

When it comes to finding forward-thinking ideas to create future success, there’s no better source than IFA’s Annual Convention, THE destination for the franchising community. It would be an invaluable experience for you to attend the show and put the knowledge you gain to work for the benefit of your business.

The speakers and fellow attendees at the convention will provide new information, ideas, and contacts to make you an even more effective franchising professional. There are many education sessions targeted specifically to your needs as a franchisee. Below are three that I think will be especially helpful in achieving your goal of <INSERT GOAL>.

INSERT SESSIONS

INSERT SESSIONS

INSERT SESSIONS

**As a franchisee, you are eligible for a highly discounted rate.** The franchisee registration fee is \$299. Your registration includes four days of education sessions, general sessions, networking, and face-to-face time with other franchising professionals.

This is an indispensable opportunity for you to continue your professional development by connecting with industry experts and colleagues who will share their experiences, best practices, and new trends in franchising. You will come back feeling re-energized, informed, and ready to put new ideas into practice at your business—I know I do.

I hope to see you in San Diego.

[Your name]