

IFA ANNUAL CONVENTION

REASONS TO EXHIBIT

FEBRUARY 17-20, 2024 · PHOENIX, AZ



LEARN MORE!

franchise.org/convention



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 alliances 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 of 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.



“ Every year that we’ve exhibited at the IFA Annual Convention, we’ve come away with sore feet and smiles! We are grateful for the opportunity to connect with old and new friends in the franchise community. Other industry tradeshow don’t compare; it’s a must for vendors!”

Ginger Jones, Co-Founder, WebPunch

“ The IFA Annual Convention is the business development equivalent of our annual trip to Mecca! There are no other industry events that come close to yielding the results we experience at the IFA Convention. In fact, based on the productivity and profitability we’ve experienced, we’ve abandoned all of other tradeshow engagements / commitments and repurposed our annual budget to grow our presence with IFA through enhanced exhibiting and sponsorship opportunities.”

Paul Trapp, CEO, EventPrep Franchise, Inc.

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