

CANADIAN FRANCHISE ASSOCIATION

FranchiseCanada

SHOW

Calgary

FEBRUARY 10 & 11, 2018

EXHIBITOR BROCHURE

PLATINUM SPONSOR

PACINI



Big Four Building - Hall A
Stampede Park
Calgary, Alberta

Looking for Quality Leads?

CFA's FranchiseCanada Show (formerly The Franchise Show) is Canada's largest franchise-only exhibition, bringing together the most brand-name franchises at all investment levels, for all potential franchisees.



We are proud to be imitated, but don't be fooled!

MANY BUSINESS SHOWS SHOWCASE

low-investment business opportunities, which can dilute your offering. CFA's two-day show invites you to exhibit among the most recognizable franchise names in Canada.

If you are looking to expand your franchise, the FranchiseCanada Show is a must!

The FranchiseCanada Show is the largest franchise-only

tradeshow in Canada and is the official show of the Canadian Franchise Association, the Authoritative Voice of Canadian Franchising.

More Exposure, More Leads, More Sales

Why exhibit at the FranchiseCanada Show?

- Meet thousands of potential franchisees face-to-face
- Generate franchise sales
- Meet qualified investors
- Build on CFA's massive media buy, which includes top radio and television stations, and extensive print advertising in the most-read newspapers and magazines
- Build your brand awareness
- Increase exposure for your business
- Exhibit with other industry leaders
- Raise your profile in the industry
- Network with other industry members
- Solidify relationships with your customers

The FranchiseCanada Show reaches potential franchisees who are ready to invest as well as new investors.

Past shows attendees have said:

- 39% were looking to invest between \$50K-\$300K
- 58% were planning to invest in 1-2 years
- 48% of attendees were between 25 and 44
- 40% of attendees had previously never attended The FranchiseCanada Show

FREE! Attendee Lead List

An Exclusive Benefit Available to the FranchiseCanada Show Exhibitor

Receive a permission-based lead list of attendees at the FranchiseCanada Show. Attendees are asked to provide us with their contact information. They are given the opportunity to opt-out of receiving information from exhibitors so the list you will receive is highly qualified. You can now receive this permission-based list after the show by completing the "List Usage Agreement" found in the Exhibitor's Manual available at www.cfa.ca

The FranchiseCanada Show has the largest number of Canada's franchise brands under one roof.

Demand for exhibit space is extremely high and space fills up quickly.

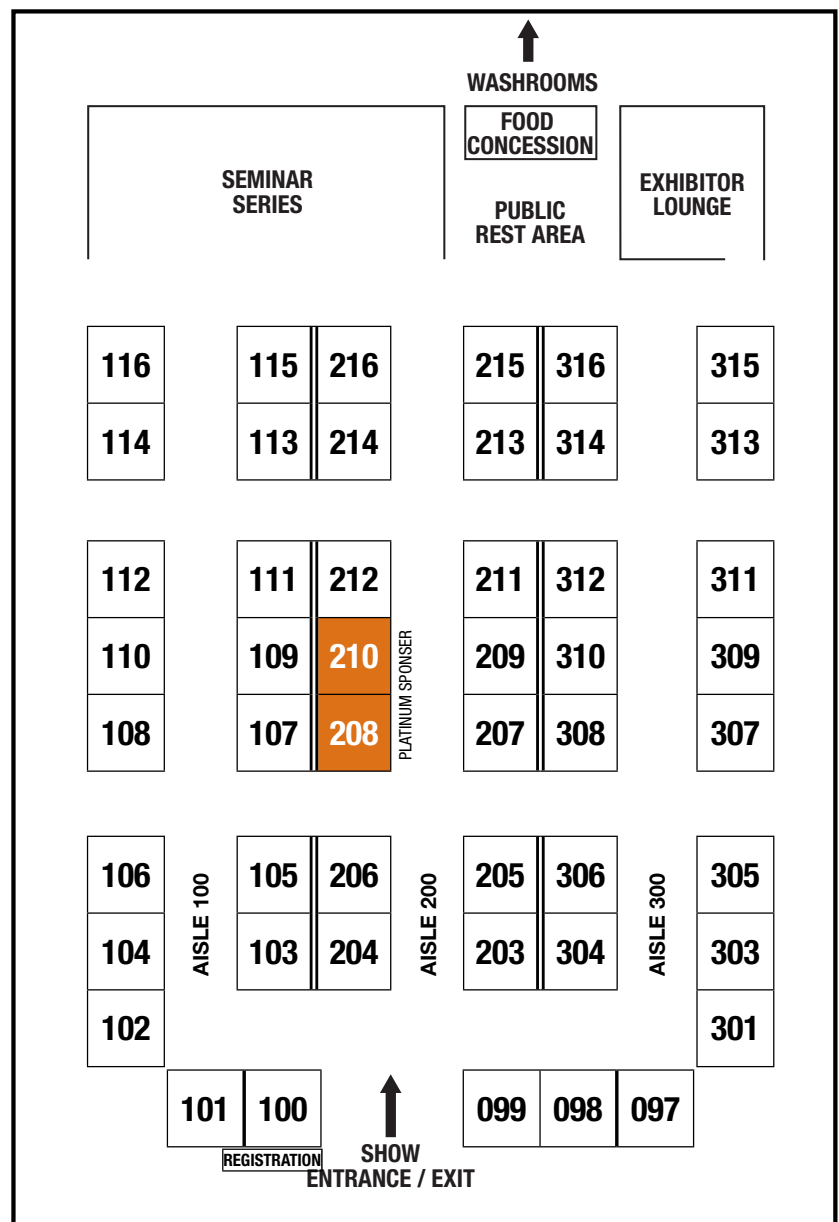
Exhibit Space

Exhibit space is open to ALL franchise systems expanding in Canada, as well as CFA member Franchise Support Services/ Supplier companies.

Booth package includes:

- 10'x10' Draped Booth
- Comprehensive Exhibitor Manual
- FREE Exhibitor's Lounge, Including Complimentary Refreshments
- FREE Quiet Seating Area for One-On-One Meetings
- FREE Listing in Official Show Guide
- FREE Exhibitor Badges
- FREE Guest Passes
- FREE Attendee Lead List

Reserve your exhibit space today.



PLEASE NOTE:

*Floorplan subject to change



Increase your visibility at the FranchiseCanada Show!

THE FRANCHISECANADA SHOW – CALGARY

CALGARY, AB • FEBRUARY 10 & 11, 2018

PLEASE NOTE: Sponsorship is reserved for Franchise Systems who are FranchiseCanada Show exhibitors. Sponsorship is open to all Franchise Support Services members.

If you are targeting **FRANCHISORS**, look for this symbol: ▲

If you are targeting **PROSPECTIVE FRANCHISEES**, look for this symbol: ■

	■	■	▲	▲	▲ ■
	PLATINUM (SOLD)	GOLD \$699 (1 AVAILABLE)	SILVER \$599 (4 AVAILABLE)	BRONZE \$399 (3 AVAILABLE)	AISLE SPONSOR \$399
LOGO ON OVERALL SHOW SIGNAGE	●	●	●	●	●
LOGO IN SHOW GUIDE ON SPONSOR PAGE	●	●	●	●	●
LOGO ON EVENT WEB PAGES	●	●	●	●	●
LOGO ON E-MARKETING MATERIALS	●	●	●	●	●
SHOW GUIDE LISTING ENHANCEMENT	●	●	●	●	●
YOUR PROMOTIONAL FLYERS INSERTED INTO ATTENDEE BAGS (FLYERS TO BE SUPPLIED BY SPONSOR)	●	●	●		
LOGO ON SIGN AT SHOW ENTRANCE	●	●			
LOGO RECOGNITION ON EXHIBITORS' NEWSLETTER	●		●		
YOUR COMPANY BAGS TO BE GIVEN TO ALL ATTENDEES (BAGS TO BE SUPPLIED BY SPONSOR)	●				
OPPORTUNITY TO SPEAK AT TWO SEMINARS DURING THE SHOW	●				
RECOGNITION IN PRINT AND RADIO ADVERTISING	●				
TWO PREMIUM 10' X 10' BOOTH SPACES	●				
LOGO ON SHOW GUIDE COVER	●				
RIGHT OF FIRST REFUSAL ON PLATINUM SPONSORSHIP FOR NEXT SHOW (SAME CITY/ SAME MONTH)	●				
FULL PAGE COLOUR AD IN SHOW GUIDE	●				
FULL PAGE COLOUR INSIDE-FRONT-COVER AD IN SHOW GUIDE		●			
ONE COLOUR BUSINESS CARD-SIZED AD IN E-NEWSLETTER TO FRANCHISE CONTACTS			●		
LOGO ON 3' X 3' SIGN AT TICKET COUNTER/ENTRANCE				●	
LOGO ON 4' X 3' HANGING AISLE SIGN					●

Live-Chat Franchise Webinars

CFA Live-Chat Franchise Webinars enable FranchiseCanada Show exhibitors to present to prospective franchisees for up to two months following the show. This is an **exclusive opportunity for exhibitors** to provide an overview of their franchise opportunity to multiple serious prospects at once.

What's more, CFA will spread the word by marketing each webinar to our database of prospective franchisees. Webinars will be scheduled on a first-come, first-served basis so make sure you book your webinar today before space fills up.

Contact Renna Reddie (416-695-2896 ext. 242 / rreddie@cfa.ca) for more information.

Advertising Opportunities:

Show Guide and Onsite Advertising Packages

Show Guide Advertising Deadline: January 5, 2018

- Ad Package 1** Outside Back Cover Full Page Ad, includes Listing Enhancement
\$599 (1 available)
- Ad Package 2** Inside Back Cover Full Page Ad, includes Listing Enhancement
\$499 (1 available)
- Ad Package 3** Full Page Ad, includes Listing Enhancement
\$399 (unlimited)
- Ad Package 4** Listing Enhancement – Colour Logo & QR Code with your Listing
\$89 (unlimited)
- Ad Package 5** Promotional Flyer Attendee Bag Insert (2,500 flyers to be supplied by advertiser)
\$299 (unlimited)

Do you have more than one brand?

- Ad Package 6** Add an Additional Brand Listing, includes Listing Enhancement — **\$149 (unlimited)**

Add a promotional flyer attendee bag insert to any of the above packages (1,000 flyers to be supplied by advertiser).

- Ad Package 7** Bag Insert Add-on — **\$149 (unlimited)**

FREE Exhibitors Co-op Advertising Program:

To take part in this program, simply mention the FranchiseCanada Show dates and location in any of your pre-show advertising (print, web, radio, etc). Send us a copy of your ad along with your colour logo in JPG format and we'll expand your Online basic exhibitor listing to a full profile on the FranchiseCanada Show Exhibitors Page.

MATERIAL SPECIFICATIONS:

- Logo to be provided in **VECTOR** format, preferably PDF, AI or EPS
- Print ad Specifications (all ADs should be supplied as a **PDF, CMYK**, with **no spot colours** and a resolution of **300dpi**):
 - **Full Page Ad**
Trim (crop marks): 5.5" wide x 8.5" tall
Bleed: .25" all around
Text safety: .25" inside trim
 - **1/4 Page Ad**
Trim: 4.865" x 1.815"
 - **Web Ad Specifications (Tradeshow News):**
570px x 90px (width x height)
File format: GIF, PNG or JPG, include linking URL
- Promotional flyers: 8.5" x 11" or smaller
- Ad locations cannot be reserved due to size restrictions.
- E-mail your logo and ad to **rreddie@cfa.ca**

For FranchiseCanada Show or Sponsorship information:

Events Department

Lou Gervasi, Senior Manager, Events & Education

T: 800-665-4232 Ext. 243 E: lgervasi@cfa.ca

For Membership information:

Membership Department

Ruth Stuart Moore, Membership Sales

T: 800-665-4232 Ext. 247

E: rstuartmoore@cfa.ca



Exhibitor Testimonials

“We only exhibit at The Franchise Show in Canada. There are others, but our experience with The Franchise Show has been quite positive over the years, giving us solid exposure to quality contacts. We have sold stores annually based upon contact being made at CFA shows. From the last Vancouver show, we sold two locations and from the last two Toronto shows, we sold five stores. We get very solid support from the team at CFA and find the leads generated from The Franchise Show are better quality than the leads generated from competing shows in the marketplace. I would rather have fewer but better quality leads than tons of foot traffic and less qualified candidates.” **Booster Juice**

“The Franchise Show allowed our company to do real face to face networking. We are changing our company’s focus, and the show has been instrumental in that!”
Insurance Portfolio

“This was our first public event as a franchisor and we were very pleased with the quality of and professionalism displayed by the CFA and the franchise exhibitors. A great opportunity to promote our unique proposition and to meet with potential investors face to face.”
BetterThan50 (Toronto February 2016)

“The CFA has been an integral part of the growth and success of Fire-Alert. Our presence on the website has been an instrumental part in the sale of franchises due to the

exposure and credibility of the CFA. We also participated in the CFA franchise show in Toronto, ON in October 2016 and it generated quality leads, allowing us to sell two franchises. The CFA is always responsive and helpful with any requests we may have, are always going above and beyond for their members and we love working with them.”

Fire-Alert Franchising Ltd.

“This show exceeded my expectations, both in terms of number of leads and quality of the people I talked with. CFA staff were professional and responsive to any needs I had. I’ve already booked my next show with the CFA!”

FranNet of Southern Ontario

“Excellent show- provided fantastic exposure and generated quality leads.”

Beavertails Canada

“Great show and a high volume of attendees both days, I thought it was executed very well.” **Druxy’s Famous Deli**

“Thank you very much. We very much enjoyed attending this event. It was very professional and we were happy to have the opportunity to meet so many great people.”

Orangetheory Fitness

“Excellent Show. Great turnout. We talked to many interested and qualified potential partners. We definitely will be exhibiting at the next CFA show.” **Canadian Healthy Vending**

Testimonials note: Former show name, “The Franchise Show”.

**For FranchiseCanada Show or
Sponsorship information:**

Events Department

Lou Gervasi, Senior Manager, Events & Education

T: 800-665-4232 Ext. 243 E: lgervasi@cfa.ca

Reserve your booth today!

Tradeshow

Jill Todd, Sales Manager, Tradeshow & Website

T: 800-665-4232 Ext. 223

E: jtodd@cfa.ca

CALGARY EXHIBITOR CONTRACT

Calgary, AB – February 10 & 11, 2018

Big Four Building - Hall A, Stampede Park

CANADIAN FRANCHISE ASSOCIATION

FranchiseCanada
SHOW

1) EXHIBITOR INFORMATION (ONLY CFA MEMBERS CAN EXHIBIT AT THE FRANCHISECANADA SHOW)

Company Name: _____ CFA Member Pending CFA Member (Application Sent)

How do you want your company name to appear in the **Show Guide** and in the **Online Exhibitor List**?

(MULTI BRANDS MAY ONLY BE DISPLAYED IF THEY ARE OWNED BY THE SAME FRANCHISOR)

Contact: _____ Title: _____

Address: _____

City: _____ Prov./State: _____ Postal/Zip: _____

Phone: _____ Cell: _____ Website: _____

Email: _____ Secondary Email: _____

2) EXHIBITOR E-COMMUNICATIONS As an exhibitor I consent to receive e-mail communications from the FranchiseCanada Show Service Contractors regarding important show related info & deadlines. **YES NO**

3) EXHIBIT SPACE Please choose your preferred booth(s) location: 1st _____ 2nd _____

Please identify competitors who you do not wish to be located adjacent to or across from your booth space:

1. _____ 2. _____ 3. _____

4) BOOTH RATES

BOOTH SIZE	BOOTH RATE	BOOTH PACKAGE*
10' x 10'	\$2500	\$290
10' x 20'	\$3750	\$390
10' x 30'	\$4750	\$490
*Add an optional Booth Package		
BOOTH RATE SUBTOTAL:		
BOOTH PACKAGE SUBTOTAL (OPTIONAL):		

CHECK IF YOUR BOOTH DISPLAY WILL INCLUDE:

FOOD SAMPLING

VEHICLE/TRAILER

BOOTH RATE INCLUDES:

8 foot back draping, show security, and access to the exhibitor lounge. Booth spaces are not carpeted. Floor coverings are mandatory for all exhibitors. You may provide your own, order a **BOOTH PACKAGE** or contact GES for carpet rentals.

For any additional rentals or services for your booth please see your exhibitor manual.

Optional Booth Package Includes:

Grey carpet, 2 folding chairs and 6-foot skirted table. *Quad (20' x 20') booth space available on request.*

5) SPONSORSHIP OPPORTUNITIES

PACKAGE	RATE
GOLD PACKAGE	\$699
SILVER PACKAGE	\$599
BRONZE PACKAGE	\$399
AISLE SPONSOR	\$499
LIVE CHAT WEBINAR	\$299
SPONSORSHIP OPPORTUNITY SUBTOTAL:	

6) ADVERTISING OPPORTUNITIES

PACKAGE	DESCRIPTION	RATE
AD PACKAGE 1	FULL PAGE AD – OUTSIDE BACK COVER, LISTING ENHANCEMENT	\$599
AD PACKAGE 2	FULL PAGE AD – INSIDE BACK COVER, LISTING ENHANCEMENT	\$499
AD PACKAGE 3	FULL PAGE AD – LISTING ENHANCEMENT	\$399
AD PACKAGE 4	LISTING ENHANCEMENT – COLOUR LOGO & QR CODE	\$89
AD PACKAGE 5	ATTENDEE BAG INSERT	\$299
AD PACKAGE 6	ADDITIONAL BRAND LISTING	\$149
AD PACKAGE 7	ATTENDEE BAG INSERT ADD-ON	\$149
ADVERTISING OPPORTUNITY SUBTOTAL:		

For a full description of the FranchiseCanada Show Sponsorship or Advertising Opportunities/Packages please refer to pages 4/5 of the Exhibitor Brochure. For current availability contact Lou Gervasi: 1-800-665-4232 Ext. 243 or lgervasi@cfa.ca



7) SHOW GUIDE LISTING DESCRIPTION Includes your company name, contact name, phone number, contact email, and website. Send to Renna Reddie at rreddie@cfa.ca.

SHOW GUIDE LISTINGS ARE DUE NO LATER THAN JANUARY 5, 2018.

If you have participated in a previous show and would like to use the existing company listing, please indicate which:

2017 Calgary Feb. 2017 Toronto Feb. 2017 Toronto Oct. 2017 Vancouver Nov. 2018 Montreal Jan.

8) FRANCHISECANADA SHOW EXHIBITORS CO-OP ADVERTISING PROGRAM (optional) _____

will participate in the FranchiseCanada Show Exhibitors Co-Op offering. We agree to include the following information:

“The FranchiseCanada Show, Big Four Building, Stampede Park, Calgary, AB - February 10 & 11, 2018” in our advertising.

In exchange, our logo and full profile will be featured on the FranchiseCanada Show Online Exhibitors Page.

Attached is a copy of our advertising A tear sheet of our advertising will be forwarded under a separate cover.

9) TERMS & CONDITIONS (Please note CFA tradeshow payment schedule)

Terms: 1) **DEPOSIT 10%** of total amount (non-refundable) with signed contract due upon booking. If contract and deposit are not received within 5 business days, reserved space will be released. 2) **SECOND PAYMENT 40% of the total amount, due November 9, 2017.** (For bookings after November 9, 2017, 50% is due upon booking.) 3) **FINAL PAYMENT - 50% balance, due December 8, 2017.** (For bookings after December 8, 2017 full payment is due upon booking.) NOTE: applicable taxes will be charged at time of invoicing. 4) **TRANSFERS are not permitted.** 5) **CANCELLATIONS before December 8, 2017, all payments less a \$500 administration fee plus HST will be refunded.** After December 8, 2017, all payments are non-refundable. 6) **PENDING MEMBER APPLICATIONS will be processed for payment at the member rate.** If a CFA membership is deferred and as a result your company is unable to exhibit at the FranchiseCanada Show indicated on this contract, all payments made towards this agreement will be returned in full without interest.

Conditions: All exhibitors must be in good financial standing with the Canadian Franchise Association (CFA). CFA has the right to exclude companies with outstanding account balances. All tradeshow bookings made within 10 business days of the event must be paid for by certified cheque or credit card. Floorplan subject to change.

The CFA reserves the right to cancel the FranchiseCanada Show. In the event of a cancellation liability will be limited to the return of all payments made towards this agreement with the CFA in full without interest. E & EO

I certify that any advertisement(s) provided to CFA as part of this contract will adhere to the principles set forth in the Canadian Code of Advertising Standards (<https://goo.gl/YyIBpC>) and agree to assume responsibility for content(s), in whole and in part, in this advertisement.

IF APPLICABLE: The franchise system(s) identified on this contract consent and agree to be bound by all agreements made with CFA by

_____ (“Agent”) regarding this event.

Name: _____ Title: _____

Signature: _____ Date: _____

In making this booking, I agree to comply with the exhibit guidelines per the exhibit manual. I acknowledge and have read the

Terms & Conditions listed above and agree to comply with these regulations. **Initials:** _____

10) PAYMENT TOTAL

BOOTH RATE: \$ _____

OPTIONAL PACKAGE: \$ _____

SPONSORSHIP: \$ _____

ADVERTISING: \$ _____

TOTAL: \$ _____

5% TAX: (122972920): \$ _____

TOTAL WITH TAXES: \$ _____

Less booking deposit: \$- _____

BALANCE REMAINING: \$ _____

11) PAYMENT METHOD

Deposit Cheque attached (made payable to Canadian Franchise Association)

Please process all payments in the following credit card in accordance with the CFA tradeshow payment schedule.

OR PROCESS ONLY: **10% Deposit** **40% Payment** **Balance Due**

CREDIT CARD: **VISA** **MASTERCARD** **AMERICAN EXPRESS**

Card #: _____ Expiry: _____

Cardholder Name: _____

Signature: _____



PLEASE SEND COMPLETED CONTRACT TO JILL TODD:

E: jtodd@cfa.ca F: (416) 695-1950 T: (416) 695-2896 / 800-665-4232 Ext. 223

Canadian Franchise Association: 116-5399 Eglinton Avenue West, Toronto, ON M9C 5K6

FOR OFFICE USE ONLY

Accepted by: _____

Initial: _____

Date: _____