

NEW YORK NEW YORK



MAY 30 - JUNE 1, 2019

Javits Center

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**CONNECT FACE-TO-FACE
WITH QUALIFIED ATTENDEES**



IFEinfo.com





THE INTERNATIONAL FRANCHISE EXPO (IFE) is the premier franchise event in the industry.

IFE is one of the few shows supported by the US Department of Commerce. Through international buyer outreach, the show attracts investors from nearly all 50 states and over 100 countries around the world. From domestic or international expansion to selling single units, area developments, or master franchises, IFE is the industry's one-stop-shopping event.

Engage face-to-face with qualified prospects and increase your footprint and revenues. Utilize our complimentary guest pass program to engage with current and future prospects throughout your sales funnel.

May 30 - June 1 • Javits Center • New York, New York



MOTIVATED ATTENDEES

PRIOR TO
ATTENDING
THE EXPO:

54%

read promotional
material on 1 or more
franchise companies

43%

had conversations
with 1 or more
franchise brands

32%

visited 1 or more
franchise units

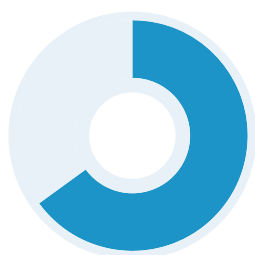
GOAL TO OPEN A FRANCHISE

29%
0-6 MONTHS

35%
6-12 MONTHS

20%
12-18 MONTHS

16%
18+ MONTHS



65%

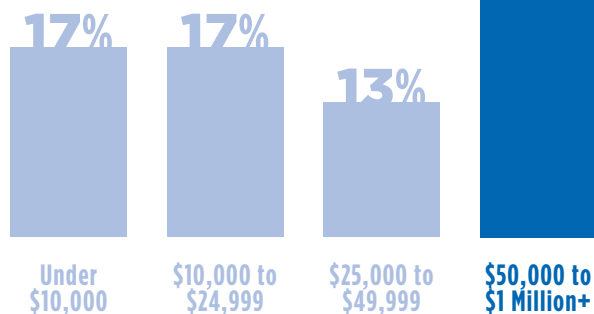
of attendees have
owned a business

Generate **NEW LEADS:**

200 avg. total leads
per exhibitor...

THAT'S **10** leads per
hour!

INVESTMENT LEVELS
OF ATTENDEES



32%
of attendees
were female



68%
of attendees
were male

DIRECTLY FOLLOWING IFE:

56% already met or plan to meet
with a franchise representative

Visit IFEinfo.com for:

- Exhibitor Resources
- Travel Tips
- Venue Information
- Booth Details
- Sponsorship Inquiries
- **And More!**



NEVER MISS AN EXPO!

MFV Expositions has franchise shows across Europe & North America. Plus, check out our online Lead Generation!



FRANCHISE EXPO 19
FRANKFURT



FRANCHISE EXPO
SOUTH

FRANCHISE EXPO
WEST

FRANCHISE EXPO
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INTERESTED IN EXHIBITING? CONTACT US TODAY!

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