

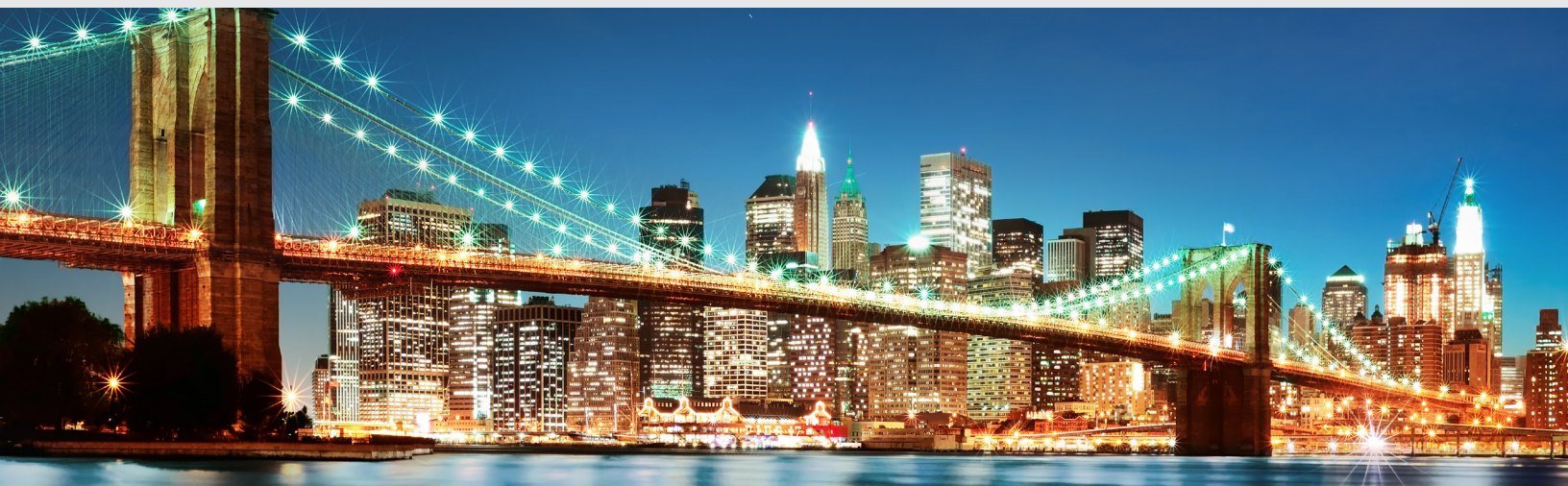
2 Ways to Reach More Leads...*Live and Online!*



“NEW YORK IS THE 5TH MOST ENTREPRENEURIAL STATE IN THE U.S.”

Connect face-to-face or digitally with qualified attendees!

The International Franchise Expo (IFE) is the premier franchise event in the industry and one of the few shows supported by the US Department of Commerce. The show attracts investors from 49 states and 116 countries. Whether leads are at the convention center, at home, or both - their eyes are on your brand.



SEPTEMBER 24-25, 2021

JAVITS CENTER • NEW YORK, NY

IFEinfo.com



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 **IFA**
INTERNATIONAL FRANCHISE ASSOCIATION

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MFV
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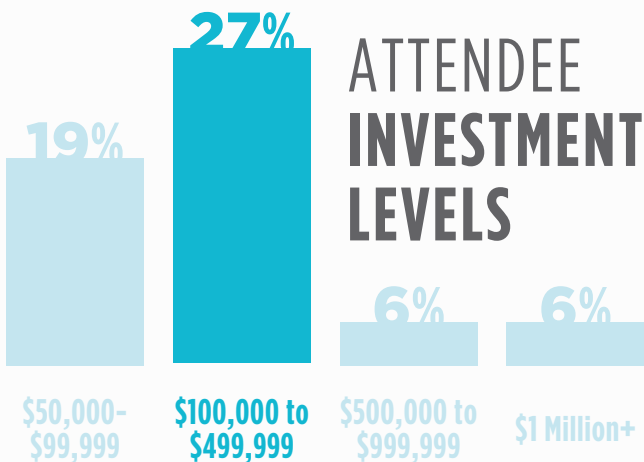
MOTIVATED ATTENDEES:

DIRECTLY FOLLOWING IFE:

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



58% of attendees spend an avg. of 1 full day at the expo



ATTENDEE INVESTMENT LEVELS



66% of attendees have owned a business

GOAL TO OPEN A FRANCHISE

29% 0-6 MONTHS **37%** 6-12 MONTHS **22%** 12-18 MONTHS **12%** 18+ MONTHS

EXHIBITING IS EASY!

As a live exhibitor take advantage of:

- Face-to-Face interaction at a live event, while meeting CDC standards
- Seeing thousands of qualified attendees who are ready to invest
- Domestic and international expansion opportunities

When exhibiting online take advantage of:

- Turnkey virtual booth package
- Ability to schedule face-to-face time over any digital platform
- Getting in front of leads who are at home

Visit **IFEinfo.com** for:

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

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If the live event is not able to take place safely at the convention center, we will put 100% of our marketing efforts into the online event.

