



# GREAT AMERICAN EXPOS

2022 Media Kit



EXPERIENCE MATTERS

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**PRODUCING THE WORLD'S BEST  
FRANCHISE EXPOS!**

# THE GREAT AMERICAN FRANCHISE EXPO

## Is An Official Member Of The IFA Supplier Forum



Headquartered in Washington DC and celebrating more than 50 years of excellence, education and advocacy, the International Franchise Association is the world's oldest and largest organization representing franchising worldwide. The IFA's mission is to protect, enhance and promote franchising through government relations, public relations and educational programs.

IFA members operate under the highest standards and include franchise companies in more than 100 different business format categories, individual franchisees and companies that support the industry in marketing, law and business development..

**The Majority of our exhibitors are IFA Members.**

# ABOUT

## The Great American Franchise Expo

Connecting Franchisors with Buyers

**The Great American Franchise Expo is the premier franchise trade show that connects hundreds of franchise businesses with potential owners.**

Our exhibitors are **locally and nationally recognized** franchise companies in a wide array of industries, showcasing mobile and retail businesses that offer absentee and owner-operator models.

We provide **education** through seminars from industry experts on topics including franchise law, financing, and other critical business concepts.

Attending these expos will provide potential franchisees with the opportunity to **network** with leading industry executives and franchise developers who will share proven strategies that help create opportunities for entrepreneurs to own their own business and boost income.

**Welcome to Great American Expos**



# WHAT FRANCHISORS ARE SAYING



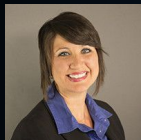
Fast, Fair and Effective.  
Allison Zorich  
Premium Service Brands



We're doing all of them.  
Ryan Zink, CEO  
Franchise FastLane



Our booth was awesome!  
Rob Cantrell  
VP, Senior Helpers & TownSquare



The expo was awesome!  
Christina Rodgers  
Authority Brands



The booth worked well!  
Trinda Tresham  
VP, WSI



Show staff very responsive!  
Debra Cohen  
Real Property Management



Ability to connect 1 on 1  
David Brand  
President, FranDevCo



The live events are  
flawless.  
PJ Nee  
MowBot



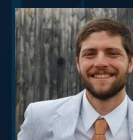
There is no alternative to live  
events.  
John North  
Xponential Fitness



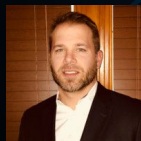
The entire concept. Innovative.  
Brook Wise  
Express Employment



Leads- chatted with many  
attendees!  
Michael Pollock  
CDO, FranLift



Our booth was great- many  
conversations.  
Dan Henry  
Tough Mudder Bootcamp



Great experience & great  
leads!  
Zac Bletz  
FMS



Talked to many clients!  
Nancy Lanard, Esq  
Lanard & Associates



Outstanding events!  
Josh Titler  
FranWorth



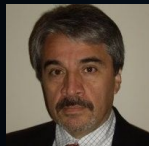
# WHAT FRANCHISORS ARE SAYING



We have real prospects from the expos.  
John Thomas  
Mahana Fresh



Scenthound rocked it!  
Eileen Proctor  
ScentHound



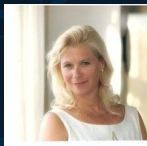
Our booth was great, met many great people.  
Fernando Fernandez  
OxxO Dry Cleaners



I'm very excited by this platform.  
Scott Krupa  
Fast Signs



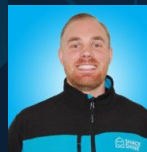
Great way to connect with motivated entrepreneurs!  
Joe Synkowski  
NuVinAir



The expos are great and the attendees are motivated.  
Gayle Longmore  
VP Frandevco



leads, leads, leads!  
Cameron Ferguson  
Xponential Fitness



Innovative marketing - qualified attendees!  
Jeremy Ennis  
Shack Shine



The expos work and are priced right.  
Ashly Loza  
FranDevCo



Real conversation with qualified buyers!  
Cliff Harber  
VP AtWORK



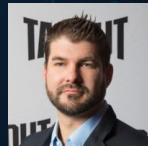
Lets us connect with clients.  
Sherri Seiber  
FranFund



These expos are a game changer.  
Chris Conner  
FMS



Innovation and value-ROI!  
Tom Hodgson  
Color World Housepainting



We get solid leads from every show!  
Ben Crosbie  
Zor411



Forward thinking and creative.  
Beth Nilssen  
Great Clips

# MARKETING THE SHOW



**Print, Radio and  
Billboard**



**Massive SEO/SEM**  
Google, Facebook, LinkedIn,  
Twitter and Instagram



**Significant Local  
Outreach**

Marketed to over 500,000 people. Nobody has a bigger database than we do. **Compare for yourself.**

# FRANCHISE JOURNAL

The Expos Are Featured Prominently In The Franchise Journal Every Month.



Franchise Journal Magazine is the resource for everything you need to know about establishing and sustaining a successful franchise operation. Franchise Journal's monthly magazine provides business information, financial guidance, brand profiles, legal counsel, marketing strategies and overall advice from experienced franchise leaders throughout the world.

[WWW.FRANEXPOUSA.COM](http://WWW.FRANEXPOUSA.COM)



# QUALITY FRANCHISE BUYERS



**64%**

Have Investigated  
Franchising



**53%**

Median HH Income  
\$120,000+



**68%**

"Very" Interested  
In Ownership



**82%**

Live Within 20-mile  
Radius Of Show



**71%**

"Trust" Franchise  
Brands



**84%**

Value  
Independence

# 2022 LIVE EXPO SCHEDULE

## HOUSTON

STAFFORD CENTRE

**FEB 19-20**

## DALLAS

IRVING CONV. CTR.

**MAR 19-20**

## ORLANDO

ORANGE COUNTY CONV. CTR.

**MAR 26-27**

## MIAMI

MIAMI AIRPORT CONV.  
CTR

**APR 9-10**

## TAMPA

TAMPA CONV. CTR

**APRIL 23-24**

## ATLANTA

COBB GALLERIA

**MAY 14-15**

## CHARLOTTE

CHARLOTTE CONV. CTR.

**JUNE 11-12**

## NY/NJ

NJ EXPO & CONV. CTR.

**SEPTEMBER 10-11**

## WASHINGTON DC

DULLES EXPO CENTER

**SEPTEMBER 17-18**

## AUSTIN

PALMER EVENT CENTER

**OCTOBER 1-2**

## DALLAS

FT. WORTH CONV. CTR

**OCTOBER 8-9**

## HOUSTON

LONE STAR CONV. CTR.

**NOVEMBER 12-13**

# YOU SHOW-WE SHIP PACKAGE

For our 12 shows in 2022 you can eliminate the hassle and expense of dragging your trade show booth back and forth to shows. Arrive the morning of the show and leave when the show ends. What will you do with the thousands of dollars saved on hotels and shipping? meadqu

12 LIVE EXPOS (10x10 booth)	\$30,000
4 FULL-PAGE ADS	\$4,000
2 FEATURE ARTICLES	\$2,000
6 EMAIL BLASTS	\$3,000
FREE* BOOTH MATERIAL TRANSPORT	\$2,500
<b>TOTAL VALUE</b>	<b><del>\$41,500</del></b>

\*up to 150 lbs.

**ONLY \$20,000**



# 2022 LIVE EXPO PRICE LIST

	10x10 BOOTH	Price per expo	10x20 BOOTH	Price per expo
<b>SINGLE EXPO</b>	\$2,500	\$2,500	\$3,500	\$3,500
<b>4 EXPOS (GET 1 FREE) *</b>	\$10,000	\$2,000	\$12,000	\$3,000
<b>12 EXPOS</b>	\$20,000	\$1,667	\$32,000	\$2,667

**\*WHEN YOU BUY 4 EXPOS YOUR 5TH ONE IS FREE!**

# BEST ROI IN THE INDUSTRY

Franchising works when local entrepreneurs buy your brand.  
Reach them in the markets THEY are in & that YOU want to expand into.



OUR EXPOS provide the best ROI for your local marketing budget delivering quality franchise candidates who want to learn about your brand.

**Compare For Yourself!**





## FOR MORE INFORMATION, PLEASE CONTACT

**TED O'SHEA**

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