

NEW
LOCATION

Nutrien Western Event Centre
Stampede Trail SE, Calgary, AB

FRANCHISE
CANADA  **Canadian Franchise Association™**
SHOW **CALGARY**

FEBRUARY 8 & 9, 2019

EXHIBITOR
BROCHURE

Expand Your Brand at Canada's Largest Franchise-Only Tradeshow!

If you want to grow your franchise, exhibiting at the Franchise Canada Show is a must! Unlike other tradeshows that showcase low-investment business opportunities, Franchise Canada Show exhibitors are trusted and credible franchise brands in the industry.

You'll exhibit with some of the most recognizable names in Canada and showcase your franchise opportunity to everyday Canadians dreaming of building their own business!

The Franchise Canada Show reaches potential franchisees who are ready to invest!

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 Franchise Canada Show

More Exposure,
More Leads,
More Sales

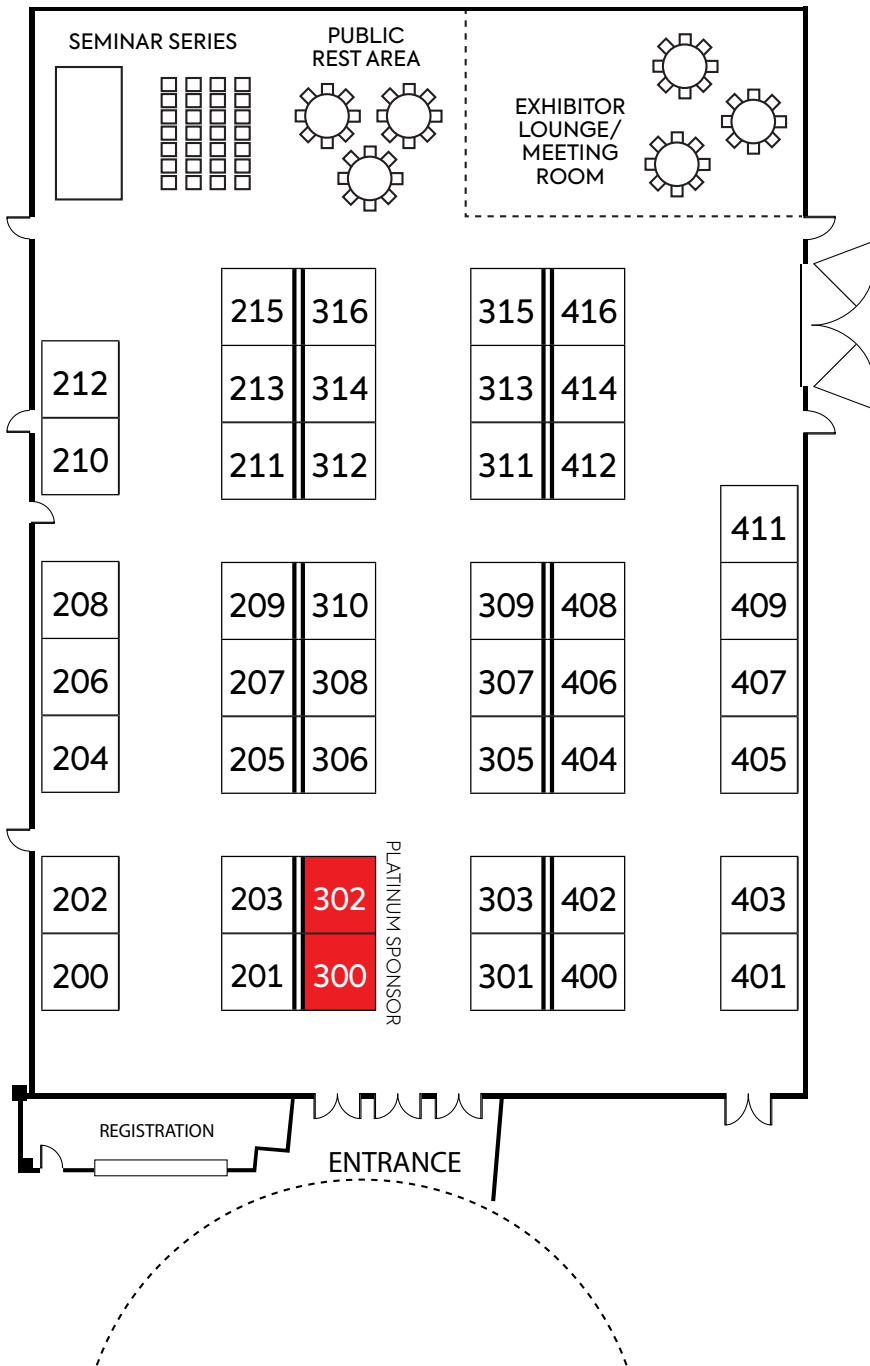
Here's why you should exhibit at the Franchise Canada Show!

- Raise brand awareness
- Exhibit with other industry leaders
- Meet qualified investors face-to-face
- Increase brand exposure and generate franchise sales
- Capitalize on CFA's radio, digital, and magazine media buys

Get Your **FREE** Attendee Lead List

Exclusive to Franchise Canada Show Exhibitors!

When you exhibit at the Franchise Canada Show, you'll receive an exclusive permission-based attendee lead list! You'll be able to access this list after the show by completing the "List Usage Agreement" found in the Exhibitor's Manual.



**This is the largest
Franchise-Only
show in Canada!**

**RESERVE YOUR
EXHIBIT SPACE TODAY**

Includes:

- Free Guest Passes
- Attendee Permission-based Lead List
- Booth Draping
- Carpeted Aisles
- Exhibitor's Lounge with snacks & meeting space
- Exhibitor Manual to help you maximize your experience
- Unlimited Exhibitor Badges
- 24 Hour Security

Increase your visibility at the Franchise Canada Show!

THE FRANCHISE CANADA SHOW – CALGARY CALGARY, AB • FEBRUARY 8 & 9, 2019

PLEASE NOTE: Sponsorship is reserved for either:
 a) Franchise Systems who are Franchise Canada Show exhibitors; or
 b) CFA Franchise Support Services/Supplier members.

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

	■	■	◆	◆	◆ ■
	PLATINUM (1 AVAILABLE)	GOLD \$599 (1 AVAILABLE)	SILVER \$499 (4 AVAILABLE)	BRONZE \$299 (3 AVAILABLE)	AISLE SPONSOR \$399 (7 AVAILABLE)
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 RECOGNITION ON ON-SITE 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, RADIO, & TELEVISION* ADVERTISING (*OCTOBER SHOW ONLY)	•				
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 SIGN AT TICKET COUNTER/ENTRANCE	•				•
LOGO ON 4' X 3' HANGING AISLE SIGN	•				•

FRANCHISE CANADA 
LIVE CHAT
 Franchise Webinars

You can expand your brand presence for up to two months following the Franchise Canada Show! With the CFA's Live-Chat Franchise Webinars, exhibitors can continue to present their franchise opportunity to serious prospects with their own customized webinar.

An exclusive opportunity for show exhibitors, the CFA will spread the word by marketing your webinar to our database of prospective franchisees. Book your webinar today before space fills up! Contact Melody Lau at 800-665-4232 ext. 228 or MLAU@cfa.ca.

Advertising Opportunities

Show Guide and Onsite Advertising Packages

- 
- PACKAGE 1** **OUTSIDE BACK COVER FULL PAGE AD**
Includes Listing Enhancement
\$599 (1 available)
- PACKAGE 2** **FULL PAGE AD**
Includes Listing Enhancement
\$299 (unlimited)
- PACKAGE 3** **LISTING ENHANCEMENT**
Colour Logo
\$89 (unlimited)
- PACKAGE 4** **PROMOTIONAL FLYER ATTENDEE BAG INSERT**
1,000 flyers to be supplied by advertiser
\$199 (unlimited)

DO YOU HAVE MORE THAN ONE BRAND?

- PACKAGE 5** **ADD AN ADDITIONAL BRAND LISTING**
Includes Listing Enhancement
\$99 (unlimited)
- PACKAGE 6** **BAG INSERT ADD-ON**
Add a promotional flyer attendee bag insert to any of the above packages (1,000 flyers to be supplied by advertiser).
\$99 (unlimited)

**SHOW GUIDE
ADVERTISING
DEADLINE:
JANUARY 11, 2019**

MATERIAL SPECIFICATIONS:

- **Logo** to be provided in VECTOR format, preferably EPS, AI or PDF
- **Print ad Specifications**
all ADs should be supplied as a PDF, CMYK, with no spot colours, fonts outlined, and a resolution of 300dpi
- **Full Page Ad**
8.5" wide x 11" tall,
Bleed: 0.25" all around,
Text safety: 0.25" inside trim,
Crop marks
- **Web Ad Specifications**
(Tradeshows 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
(by January 11, 2019)

Questions?

Want to know more about the Franchise Canada Show or Sponsorship Opportunities?

Events Department
Lou Gervasi, Senior Manager, Events & Education
T: 800-665-4232 Ext. 243 E: lgervasi@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 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**
- “ 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.**
- “ Excellent show- provided fantastic exposure and generated quality leads.” – **Beavertails Canada**
- “ 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**

Reserve Your Booth TODAY!

Tradeshow

Jill Todd, Sales Manager, Tradeshow & Website
T: 800-665-4232 Ext. 223 E: jtodd@cfa.ca

Become a CFA Member!

Membership Department

Ruth Stuart Moore, Membership Sales
T: 800-665-4232 Ext. 247 E: rstuartmoore@cfa.ca

CALGARY EXHIBITOR CONTRACT

FEBRUARY 8 & 9, 2019

NUTRIEN WESTERN EVENT CENTRE



1) EXHIBITOR INFORMATION ONLY CFA MEMBERS CAN EXHIBIT AT THE FRANCHISE CANADA SHOW
 Contact Ruth Stuart Moore for Membership details 800-665-4232 ext. 247 or rstuartmoore@cfa.ca.

Company Name: _____

Alternate Brands: _____

CFA member Pending CFA Member (Application Sent)

Sales Contact: _____ Title: _____

Phone: _____ Email: _____

2) SHOW GUIDE LISTING INFORMATION LISTED PUBLICLY ONLINE AND MADE AVAILABLE TO ALL SHOW ATTENDEES

Company Name: _____

Onsite Exhibitor Contact: _____ Phone: _____

Email: _____ Website: _____

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

4) EXHIBIT SPACE Preferred booth(s) location(s): 1st _____ 2nd _____

Competitors you prefer NOT to be located next to or across from: 1. _____ 2. _____

5) CALGARY BOOTH RATES

BOOTH SIZE	CALGARY BOOTH RATE	CALGARY OPTIONAL PACKAGE*	CALGARY & EDMONTON BOOTH RATE	CALGARY & EDMONTON OPTIONAL PACKAGE
10' X 10'	\$2600	\$295	\$4700	\$590
10' X 20'	\$3950	\$395	\$7400	\$790
10' X 30'	\$4950	\$495	\$9400	\$990

Book Both Cities & Save \$500!

BOOTH RATE SUBTOTAL

BOOTH SPACE INCLUDES:

- Free Guest Passes
- Booth Draping 8ft high by 3ft sides
- Carpeted Aisles
- Showguide Listing
- Exhibitor Lounge with snacks & meeting space
- Unlimited Exhibitor Badges
- 24 Hour Security

*OPTIONAL PACKAGE INCLUDES:

- 6 Foot Table
- 2 Chairs
- Carpeting

BOOTH SPACE DOES NOT INCLUDE:

Extra furnishing rentals, WiFi, electrical services, shipping & carpeting.

6) SPONSORSHIP OPPORTUNITIES

PACKAGE	RATE	
PLATINUM PACKAGE	CONTACT	See page 4 for detailed SPONSORSHIP OPPORTUNITY descriptions.
GOLD PACKAGE	\$599	
SILVER PACKAGE	\$499	
BRONZE PACKAGE	\$299	
AISLE SPONSOR	\$399	
LIVE CHAT WEBINAR	\$299	

SPONSORSHIP OPPORTUNITY SUBTOTAL:

7) ADVERTISING OPPORTUNITIES

PACKAGE	RATE	
PACKAGE 1	\$599	See page 5 for detailed ADVERTISING OPPORTUNITY PACKAGE descriptions.
PACKAGE 2	\$299	
PACKAGE 3	\$89	
PACKAGE 4	\$199	
PACKAGE 5	\$99	
PACKAGE 6	\$99	

ADVERTISING OPPORTUNITY SUBTOTAL:

For a full description of the Franchise Canada 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

DEC11/18_GPM

8) 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 2, 2018.** (For bookings after November 2, 2018, 50% is due upon booking.)

3) **FINAL PAYMENT – 50% balance, due January 8, 2019.** (For bookings after January 8, 2019 full payment is due upon booking.)
NOTE: applicable taxes will be charged at time of invoicing.

4) **TRANSFERS are not permitted.**

5) **CANCELLATIONS before January 8, 2019, all payments less a \$500 administration fee plus HST will be refunded.**
After January 8, 2019, 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 Franchise Canada 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 Franchise Canada 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:* _____

9) CHECK BELOW IF YOUR BOOTH SPACE WILL INCLUDE:

FOOD SAMPLING VEHICLE/TRAILER HARD WALL/FLOOR INSTALL

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: _____

WARNING: Sending credit card information by email is not secure. If emailing completed form, please call CFA with your credit card information (416-695-2896 ext. 233).



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: _____

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