

SANDERSON & ASSOCIATES

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SANDERSON & ASSOCIATES PUBLICITY SPECIALISTS **WILL REPRESENT WEST COAST FRANCHISE EXPO**

(Chicago, IL) --Sanderson & Associates, a Chicago-based PR firm specializing in franchising, has been chosen by Paramus-based MFV Expositions to publicize its West Coast Franchise Expo which will take place November 5-7 at the Los Angeles Convention Center.

Sanderson & Associates, founded in 1984, is the first public relations firm to have specialized solely in franchise clients. The firm will use its expertise and media contacts to maximize exhibitors' exposure and drive traffic to the expo. "We've chosen Sanderson & Associates to promote the West Coast Franchise Expo because this public relations firm has a prior success record with us and is the oldest PR firm in franchising," said MFV Expositions President Tom Portesy. "We are confident they'll do an outstanding job of producing ROI for our exhibitors."

The West Coast Franchise Expo showcases franchisors and helps them gain unprecedented exposure and interaction with potential investors. Investors will not only benefit from sampling products and services of franchise systems from all over the world but will also have the opportunity to attend informative seminars led by industry experts.

Also selected to implement marketing efforts and work in conjunction with Sanderson & Associates for the event is Burriss, a marketing and communications firm headed up by former International Franchise Association staffer, Jack Burriss.

"Our team will use its innovative ideas, thousands of media contacts and experience to generate buzz around the expo and bring prospective leads in," said Rhonda Sanderson, president of Sanderson & Associates. "The West Coast Franchise Expo offers unparalleled advantages to franchisors and investors alike."

Existing exhibitors and potential exhibitors should contact Kelly@sandersonpr.com to share your growth plans on the West Coast and send your press kit to be included in interviews with the media. To exhibit, call (201) 881-1666 or e-mail exhibit@mfvexpo.com.

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About Sanderson & Associates

Founded by Rhonda Sanderson in 1984, Sanderson & Associates is considered the premier public relations firm in franchising. They currently represent over 50 franchise clients and hundreds of franchisees.