

FRANCHISE EXPO SOUTH

Promotional OPPORTUNITIES • 2018

JANUARY 18 - 20, 2018 • KAY BAILEY HUTCHISON CONVENTION CENTER • DALLAS, TX

FranchiseExpoSouth.com     #FranchiseExpoSouth

SPONSORED BY



FRANCHISING
Building local businesses,
one opportunity at a time.

Take your brand to the next level!

Accelerate your sales process and lower your cost per lead by increasing your brand's visibility to highly-qualified prospects.

To help you achieve your goals, we offer several creative and effective marketing opportunities to ensure you **meet face-to-face with the right candidates.**

Reinforce your message with digital and print marketing, onsite promotion, and advertising before, during, and after the expo.



LEARN MORE ABOUT HOW YOU CAN MAXIMIZE YOUR VISIBILITY AT FRANCHISE EXPO SOUTH.

For more information, please email exhibit@mfvexpo.com to speak to a sales representative.

DIGITAL MARKETING

ONLINE REGISTRATION & EMAIL REMINDER

Introduce your brand to every attendee as they register online for the show. Your banner will be visible throughout the entire registration process, and included on confirmation and barcode emails to registrants.

PRE & POST-SHOW NEWSLETTER SPONSORSHIPS



Your message can be delivered to pre-registered and prospective attendees prior to the show. Simply provide a 600x90 banner ad with link and 25-50 word description, and we'll add a link for attendees to schedule appointments with you at the show. To maximize the impact of your message, we limit this program to 2 Category Exclusive sponsors per newsletter.

NEW! DIGITAL SHOW PREVIEW GUIDE

Showcase your brand to registered and prospective visitors in this digital brochure, distributed in emails, highly visible on the Franchise Expo South website, and featured in social media posts.



REGISTERED ATTENDEE E-BADGE SPONSORSHIP

Drive traffic to your booth with a prominent banner ad in the e-badge email sent to all registered attendees 2 days prior to show.

PRINT MARKETING

ATTENDEE BROCHURE ADVERTISING

Advertising in this direct mail brochure ensures that your message will be seen by thousands of qualified candidates months before the doors of the exhibit hall open.

SOLD!



EVENT GUIDE ADVERTISING

Increase visitors to your booth with an ad in the official Event Guide, a full-color bound book listing all exhibitors, seminars and workshops distributed to everyone at the show. See ad size opportunities on the last page of this brochure.



POST-IT TAB ON EVENT GUIDE

Put your message right on top with a "Post-It" note stuck to the front cover of the Event Guide.

SOLD!

BOOKMARK IN EVENT GUIDE

This double-sided gloss printed bookmark helps attendees find your business AND keep their place in the Event Guide.

DIRECT MAIL ATTENDEE POSTCARD

Remind attendees you're exhibiting at the show with a postcard that will get in the mailboxes of everyone who pre-registers. This is also available as a post-show engagement opportunity.

ON-SITE MARKETING

BANNER SIGNAGE - MULTIPLE LOCATIONS



Be instantly visible from the moment attendees enter the convention center lobby. A prime, prominent location features your logo, message, and booth number, delivering a bold call to action sure to resonate with your prospects. Contact your account representative for available sizes and pricing.

ENTRANCE UNIT ADVERTISING



You want to make a splash as visitors enter the expo floor. There's no better way to be top of mind than this entrance structure. Pump up your development efforts featuring your logo and booth location. This sign has tremendous visibility and drives traffic right to your booth.

FOOTPRINTS RIGHT TO YOUR BOOTH



Lead attendees right to your booth with footprints on the show floor. Each footprint has your branding, logo, and booth number, and a variety of shapes are available. This is a fun and creative way to promote your brand!

ON-SITE MARKETING



AISLE SIGN SPONSORSHIPS

Your prospects will have no trouble finding you when they see your logo overhead on this 6x3 hanging aisle sign.



SHOW BADGE SPONSORSHIP

Watch as every attendee and exhibitor promotes your brand and booth number as they walk the show floor. Your message will be in every badge holder and visible to everyone at the show. This is a great way to drive traffic to your booth.



LANYARD SPONSOR

Your company will be seen throughout the show when you sponsor the badge lanyards. These branded lanyards are given to every visitor and exhibitor at registration and used to hold their badge. It's a walking advertisement for your company that will be seen throughout the show.

SOLD!

ON-SITE MARKETING

BILLBOARD ADVERTISING



Catch the attention of thousands of attendees by putting your message on a billboard ad at the exhibit hall entrance. These double-sided signs are a great way to promote your brand and encourage visitors to come visit your booth.

COLUMN WRAPS



Pump up your message with this graphic wrap - every attendee will see your brand message as they enter the expo floor. This massive column with your graphic is the ideal way to attract qualified candidates to your booth!

EXPO FLOOR GRAPHICS



We offer many options to maximize your presence at the expo. Custom floor graphics highlight your booth location, offer directions, and remind visitors to stop by. Make it easy to find you with a 30x30 full-color design on the show floor.

ON-SITE MARKETING



OFFICIAL VISITOR SHOW BAG

See your brand coming and going. This is one of the most visible sponsorships we offer. Your message, logo, and brand will be seen by everyone at the show. As an added bonus, sponsors can add a custom insert in every bag.



VISITOR SHOW BAG INSERT

Promote your company in every Show Bag provided to every visitor at the show. You can include a flyer, brochure or promotional item that will catch the attention of every visitor. Plus you get two for one - visitors will see it when they open their bag at the show and when they go through their bag after they leave the show. What a great way to increase your ROI for the show. **Insert provided by sponsor; Limit 1 insert per sponsor**



EXPO FLOOR INFLATABLE

Show off your brand - in a Big & Bold way! This promotion gives your business a virtual second location on the show floor. Grab everyone's attention with a message that drives traffic!

SUPPLIERS ONLY

CONTINENTAL BREAKFAST

Greet decision makers from exhibiting franchises by sponsoring the Exhibitor Breakfast located in the Supplier Section at the show. Sponsors will benefit from their logo and booth number on the breakfast invitations, on signage at the breakfast, and at the entrance to the exhibit hall.

EXHIBITOR LOUNGE SPONSOR

All exhibitors need a break away from their booths during the show day. Key franchise personnel will thank you for providing them with coffee, tea, soft drinks, snacks and a comfortable place to rest between conversations with qualified prospects. Your logo will appear on signage as your prospective customers take a well-earned rest.

PRE-SHOW EXHIBITOR NEWSLETTER SPONSORSHIP

New features, schedule changes, shipping deadlines, marketing opportunities and other vital details ensure that this is read and circulated among exhibiting franchises. Your logo, link and message will be read by key decision-makers before the show.

EXHIBITOR RECEPTION

As a sponsor, your logo will be on the Invitation, signage, and video monitors so your customers and prospects know whom to thank for a wonderful evening.

SUPPLIERS ONLY



PUBLICATION BIN DISTRIBUTION

Display your magazines right at the front entrance of the show for everyone to pick up. Bins will be refilled constantly throughout the event.



EXHIBITOR eBADGE EMAIL COSPONSOR

Place your brand and message front and center in e-mails sent to all exhibitors 3 days prior to the event with their badge confirmation. You supply a 780x90 banner and a link, and we will prominently place your message for all exhibitors to see.

LEARN MORE ABOUT HOW YOU CAN MAXIMIZE YOUR VISIBILITY AT FRANCHISE EXPO SOUTH

For more information, please contact us at exhibit@mfvexpo.com. Your sales representative will be happy to engage with you on how to maximize your presence and success at Franchise Expo South.

ADVERTISING RATES

**JANUARY 18 - 20
KAY BAILEY HUTCHISON
CONVENTION CENTER
DALLAS, TX**

ADVERTISING DEADLINE

December 5, 2017

(Artwork must be camera ready
- no production work)

Take advantage of this special directory advertising to help increase your brand's exposure:

- Reinforce awareness to our expo visitors
- Increase traffic to your booth

The Franchise Expo South Event Guide is the official program and exhibit guide that is distributed to every visitor at the expo. This key guide includes all essential information: exhibitor listings, informative editorials, expo floor plan, and seminar and workshop highlights. The Guide is viewed extensively by visitors during and after the show.

AD SIZE

FULL PAGE
HALF PAGE
QUARTER PAGE
QUARTER PAGE <i>adjacent to Directory Listing or Product Category Listing (B/W only)</i>
LOGO <i>by Directory Listing</i>
INSIDE FRONT COVER
INSIDE BACK COVER
BACK COVER
BOOKMARK
TAB-ON COVER AD
ADDENDUM <i>(B/W only)</i>

FOR ADDITIONAL INFO OR QUESTIONS, PLEASE CONTACT:

Katharine Rosalen at 201.881.1666 or krosalen@mfvexpo.com

AD SPECS

Book Trim Size: 5.375" x 8.375"

Full Page:

- Full Bleed: 5.75" x 8.75"
- Live Area: 4.5" x 7.5"

Half Page Horizontal: 4.5" x 3.625"

Half Page Vertical: 2.15" x 7.5"

Quarter Page: 2.15" x 3.625"

Please note: Ads not submitted in the correct spec size will be returned.

FILE FORMAT

Art files should be sent at 300dpi in the following formats:

- TIF • PDF • EPS • JPG

Files must be saved in Grayscale or CMYK. Spot colors will be converted to CMYK. We cannot accept RGB files.

For information on submitting your file, please contact Rebecca McLouth at 201.881.1610 or rmclouth@mfvexpo.com