

SUPPORTING YOUR SUCCESS

At the Franchising Expo, you do not just purchase a stand; you also get an opportunity to promote your organisation to thousands of quality prospects. The event has a fully integrated marketing campaign using consumer and trade press, radio, direct mail, web ads, SMS messaging, social media, and more. So you don't just benefit from having a space to talk, you benefit from the Franchising and Business Opportunities Expo's comprehensive marketing campaign.



Direct Mail will be sent to both new and previous visitors.



A series of eDMs will be sent to over 50,000 recipients.



Advertising campaign & editorial program in Franchising Magazine, Business Franchise Magazine and other industry specific publications.

Website



A dedicated Franchising website, using SEO and SEM campaigns to drive online registration at www.franchisingexpo.com.au



A comprehensive web advertising campaign



New exhibitor resource booklets

To help you maximise your results from the exhibition.



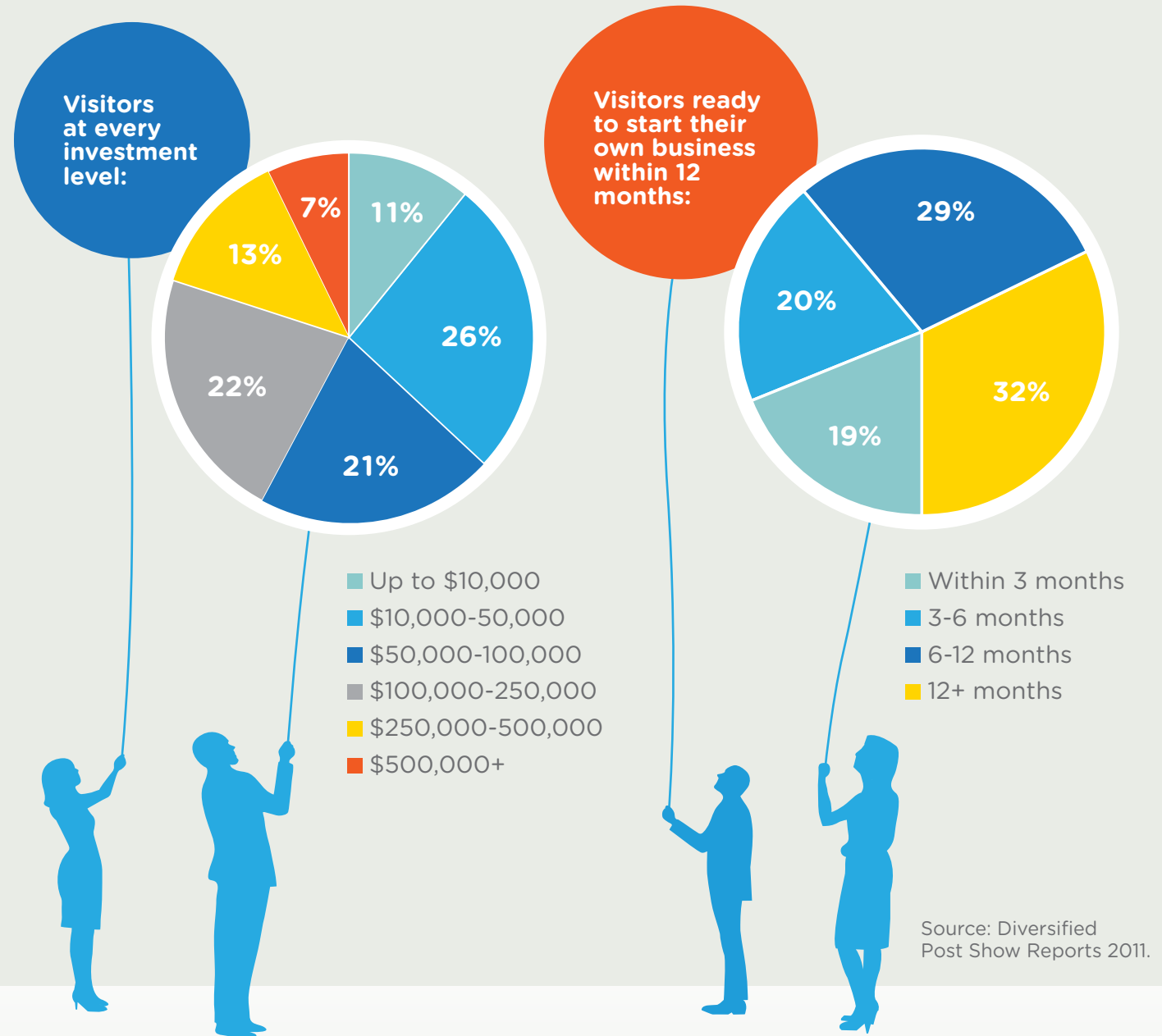
Social media will be introduced in 2012.

and more...

- A press campaign with editorial features in major metro newspapers
- A radio campaign on prominent stations to ensure maximum exposure
- A series of SMS messages to drive visitor registration
- Exhibitor marketing—a range of tools to promote your involvement
- Dedicated PR team gaining national coverage

MEET YOUR NEW BUSINESS PARTNERS

We will bring the leads to you. The statistics speak for themselves—the show attracts thousands of visitors at every investment level who are ready to buy. Visitors are looking for all business models—if you have a franchise system, license or business investment opportunity, our visitors want to talk with you.



A message from Steve Wright
Executive Director, Franchise Council of Australia



“Recruiting the right people is one of the most important aspects of operating a successful franchise system. Through its endorsement of these shows, the Franchise Council of Australia actively works with the organiser to help our members achieve success at the events and to promote franchising as a successful business concept to the visitors throughout Australia.”