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2011** | Convention
Opportunity
Success

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2011 NATIONAL CONVENTION

April 3–5, 2011

Niagara Falls, Ontario

Sheraton on the Falls, 5875 Falls Avenue, Niagara Falls, Ontario

20 Years of Franchise Education Excellence

The franchising landscape is ever-evolving and the franchise sector in Canada is currently facing new developments, challenges and opportunities. Staying current and learning new strategies, tactics and skills to leverage the opportunities and challenges has never been more vital.

Now in its 20th successful year, CFA National Convention is Your Best Opportunity to receive essential information and professional development geared specifically to the franchise sector in Canada. Three days of concentrated, world-class educational sessions will enhance your skills, productivity, knowledge and value to your company. Whether this will be your first Convention or you're a seasoned Conventioneer, Your 2011 Convention is sure to provide tremendous value to you and your company.

Read what attendees had to say about the 2010 CFA National Convention:

"I had my money's worth by 10:30 am Monday morning because of the excellent keynote speaker. The rest was a bonus."

"CFA National Convention provided valuable knowledge and resources, which we are using to improve our system for our franchise partners. This event is a must for any company serious about growing their brand."

"Everyone in the franchising industry should attend this event."

PLUS!

Add value to your attendance and to your system by participating in our Intensive Seminars:

"How to Be a More Effective Field Consultant" and

"Franchise Relationship Master Class for Franchise Executives"

Separate registration is required for the intensive seminars and space is limited.

Complete the registration form on the back of this page and fax it to 416-695-1950 Attn: Michelle Lima or mail to Canadian Franchise Association, 5399 Eglinton Ave. W., Toronto, ON M9C 5K6

Full 2011 CFA National Convention details at www.cfa.ca

2011 CFA National Convention • April 3-5 • Niagara Falls, Ontario

www.cfa.ca

First Name: _____ Last Name: _____
 Title: _____ Company: _____
 Address: _____
 City: _____ Province: _____ Postal Code: _____
 Phone Number: _____ Fax Number: _____ Email: _____
 Member Non-member Food Allergies: _____ *Please complete one form per person.*

FULL CONVENTION PACKAGE Includes: All Keynote, Concurrent & Roundtable Sessions, The Awards Presentation Dinner & The After-Party, Marketplace Reception, Closing Keynote Luncheon, all meals as indicated, and a full electronic package of education materials.

SAVE with Team Rates – register 3 or more together & receive discounted registration rates. Rates for 10 or more – call CFA for pricing.

	MEMBER RATE	MEMBER TEAM RATE	NON-MEMBER RATE	NON-MEMBER TEAM RATE	TOTAL
Full Convention Package	\$849	\$795	\$1500	\$1325	\$

INTENSIVE SEMINARS FOR SUNDAY, APRIL 3:	MEMBER RATE	NON-MEMBER RATE	CFE CREDITS	TOTAL
M2000: How to Be a More Effective Field Consultant NOTE: This Seminar offers attendees 150 Certified Franchise Executive (CFE) credits for the Institute of Certified Franchise Executives' CFE designation program at a fee of \$125.	\$300	\$450	\$125	\$
Greg Nathan: Franchise Relationship Master Class	\$300	\$450	N/A	\$

Due to space restrictions and other considerations, pre-registering is required. Please indicate which of the following you will be attending:

- CEO Sessions:** Monday, April 4 Tuesday, April 5 *(Note: Open only to CEOs and/or Presidents of CFA member franchise systems)*
Awards/Receptions: Marketplace Reception Awards Presentation Dinner The After-Party Closing Keynote Luncheon

DAY RATE REGISTRATION

SUNDAY, APRIL 3 - INTENSIVE SEMINAR (FULL DAY)	MEMBER RATE	NON-MEMBER RATE	CFE CREDITS	TOTAL
Included: Full-day Intensive Seminar, Lunch, Opening Keynote Session & Marketplace Reception. Please select which seminar you will be attending:				
<input type="checkbox"/> How to Be a More Effective Field Consultant	\$650	\$925	\$125	\$
<input type="checkbox"/> Franchise Relationship Master Class	\$650	\$925	N/A	\$

MONDAY, APRIL 4*	MEMBER RATE	NON-MEMBER RATE	TOTAL
Included: Keynote, Concurrent & Roundtable Sessions, Meals, Marketplace Reception, Awards Presentation Dinner & The After Party. Please indicate which sessions you will be attending:			
<input type="checkbox"/> CEO Session <i>(Note: Open only to CEOs and/or Presidents of CFA member franchise systems)</i> <input type="checkbox"/> Awards Presentation Dinner <input type="checkbox"/> The After Party	\$399	\$549	\$

TUESDAY, APRIL 5*	MEMBER RATE	NON-MEMBER RATE	TOTAL
Included: Keynote, Concurrent Sessions, Breakfast, Closing Keynote Luncheon. Please indicate which sessions you will be attending:			
<input type="checkbox"/> CEO Session <i>(Note: Open only to CEOs and/or Presidents of CFA member franchise systems)</i> <input type="checkbox"/> Closing Keynote Luncheon	\$299	\$399	\$

NOTE: Day rates include a CD of the educational materials for only that day.

*To qualify for Day Rates, a minimum of one representative from your company must be registered for a Full Convention Package.

Total	
REGISTRATION:	\$ _____
ADDITIONAL ACTIVITIES:	\$ _____
SUBTOTAL:	\$ _____
PLUS 13% HST:	\$ _____
TOTAL:	\$ _____

Payment

Cheque *(made payable to the Canadian Franchise Association)*
 Visa MasterCard Amex

Card Number: _____
 Expiry Date: _____
 Card Holder Name: _____
 Signature: _____

REGISTRATION, CANCELLATION AND SUBSTITUTION POLICY: All prices are quoted in Canadian dollars. GST/HST Registration Number 12297 2920 RT0001.

All cancellations must be sent in writing to the CFA. Full refunds less a \$100 administration fee will be made on cancellations received on or before March 4, 2011. Cancellations after this date will not be eligible for refunds or credit, but may be transferred to another individual from the same company for this event. The sponsors and management of the meeting reserve the right to make necessary changes to this program. Every effort will be made to keep the presentations and speakers as represented. However, unforeseen circumstances may result in the substitution or cancellation of the event, presentation topic or speaker. If the event is cancelled, liability is limited to the refund of fees paid to CFA. No invoices will be issued. Your registration must be accompanied by full payment in order to be processed.

- *If one full registration is not received from your organization by March 31, 2011, one 1-day registrant will be charged full convention registration package price.
 CFA provides delegate contact information (excluding email) to meeting sponsors and exhibitors. Check here if you do not want your information shared.
 Please do not send me information on future CFA events.