



**Register today!**

# **+FRANCHISE YOUR BUSINESS**

## **Business Seminar**



### **Topics Covered**

**What exactly is happening in the Canadian franchising environment?** Trends and recent developments

**Ensure you attract the best!** Strategies for marketing to potential franchisees

**Don't forget about the law!** The legal side of franchising and avoiding the pitfalls

**Money is always an issue!** Financing the franchise and dealing with bankers

**Been there, done that!** Experiences from a franchisor and the ups and downs you can expect

**Speakers Include:** Financial Representative, Franchisor, Franchise Lawyer, Franchise Consultant, Moderator

**There will be an opportunity for Q&A at the end of the session.**

### **E-MAIL, FAX OR MAIL YOUR REGISTRATION FORM TO:**

**Marija Thimio** ATTENTION:  
**Canadian Franchise Association**  
**116-5399 Eglinton Avenue West,**  
**Toronto, ON M9C 5K6**  
**Email: mthimio@cfa.ca**  
**Phone: 1-800-665-4232 ext. 246**  
**Fax: 416-695-1950**

### **Calgary, Alberta**

**9:30am - 3:00pm | Monday, February 12, 2018**

**BURNET, DUCKWORTH & PALMER LLP Law Firm**

**Eighth Avenue Place (East Tower), 2400, 525 8 Avenue SW**

### **ATTENTION: Business Owners**

As a growth strategy, franchising provides you with the ability to gain market share by increasing your points of distribution. Compared to other business expansion models, franchising allows you to expand faster with minimal capital as investment at the unit level is covered by your franchisees. Your brand's growth won't be limited to one or two cities – franchising offers the opportunity to have a multitude of units throughout the world.

**+ Find out How to Franchise Your Business.**

**+ Learn how to effectively compete with your larger competitors.**

### **REGISTRATION:**

**By Feb. 11: \$249**<sup>+5% GST</sup>    **Regular Price: \$299**<sup>+5% GST</sup>    **CFA Members: \$125**<sup>+5% GST</sup>

**Registration includes:** continental breakfast, a light lunch, a comprehensive Resource Package with articles, guidelines & publications designed to help you build your franchise and 2 FREE passes to The Franchise Show (upon receiving contact and payment information, CFA will email the passes directly to you).

### **Want to learn more about franchising? Stay informed by signing up for e-mail blasts:**

- Please subscribe me to FranchiseE-News, CFA's free e-newsletter featuring the latest franchise opportunities in Canada, new CFA members and more
- Please keep me informed about upcoming CFA events, publications and programs
- Please share my information with speakers and sponsors from the February 2018 Franchise Your Business Toronto Seminar so they can send me franchising information, special offers, news and more

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#### **REGISTRATION CANCELLATION AND SUBSTITUTION POLICY**

All prices are quoted in Canadian dollars. GST Registration Number R122972920. All cancellations must be sent in writing to the CFA. Full refunds less a \$30 administration fee will be made on cancellations received on or before Saturday, February 10, 2018. 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 event 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 a presentation topic or speaker. The CFA reserves the right to cancel the event, liability will be limited to the registration fee.