FRANCHISE CANADA SHOW TORONTO

Canadian Franchise Association™

OCTOBER 13 & 14, 2018
EXHIBITOR BROCHURE

PLATINUM SPONSOR

Booster Juice™

NEW LOCATION

Enercare Centre
Hall D – Exhibition Place Toronto
100 Princes' Blvd #1
Toronto, Ontario

FRANCHISE CANADA SHOW

Canadian Franchise Association

TORONTO EXHIBITOR

We are proud to be imitated, but don't be fooled!

MANY BUSINESS SHOWS SHOWCASE low-investment business opportunities, which can dilute your offering. CFA's two-day show invites you to exhibit among the most recognizable franchise names in Canada.

If you are looking to expand your franchise, the Franchise Canada Show is a must!

The Franchise Canada Show is the largest franchise-only tradeshow in Canada and is the official show of the Canadian Franchise Association, the Authoritative Voice of Canadian Franchising.

More Exposure, More Leads, More Sales

Why exhibit at the Franchise Canada Show?

- Meet thousands of potential franchisees face-to-face
- Generate franchise sales
- Meet qualified investors
- Build on CFA's massive media buy, which includes top radio and television stations, and extensive print advertising in the most-read newspapers and magazines
- Build your brand awareness
- Increase exposure for your business
- Exhibit with other industry leaders
- Raise your profile in the industry
- Network with other industry members
- Solidify relationships with your customers

Looking for **Quality Leads?**

CFA's Franchise Canada Show (formerly The Franchise Show) is Canada's largest franchise-only exhibition, bringing together the most brand-name franchises at all investment levels, for all potential franchisees.

The Franchise Canada Show reaches potential franchisees who are ready to invest as well as new investors.

Past shows attendees have said:

- 39% were looking to invest between $50K–$300K
- 58% were planning to invest in 1–2 years
- 48% of attendees were between 25 and 44
- 40% of attendees had previously never attended The Franchise Canada Show

FREE! Attendee Lead List

An Exclusive Benefit Available to the Franchise Canada Show Exhibitor

Receive a permission-based lead list of attendees at the Franchise Canada Show. Attendees are asked to provide us with their contact information. They are given the opportunity to opt-out of receiving information from exhibitors so the list you will receive is highly qualified. You can now receive this permission-based list after the show by completing the "List Usage Agreement" found in the Exhibitor's Manual available at **www.cfa.ca**

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TORONTO EXHIBITOR

FRANCHISE CANADA SHOW
Canadian Franchise Association

The Franchise Canada Show has the largest number of Canada's franchise brands under one roof.

Demand for exhibit space is extremely high and space fills up quickly.

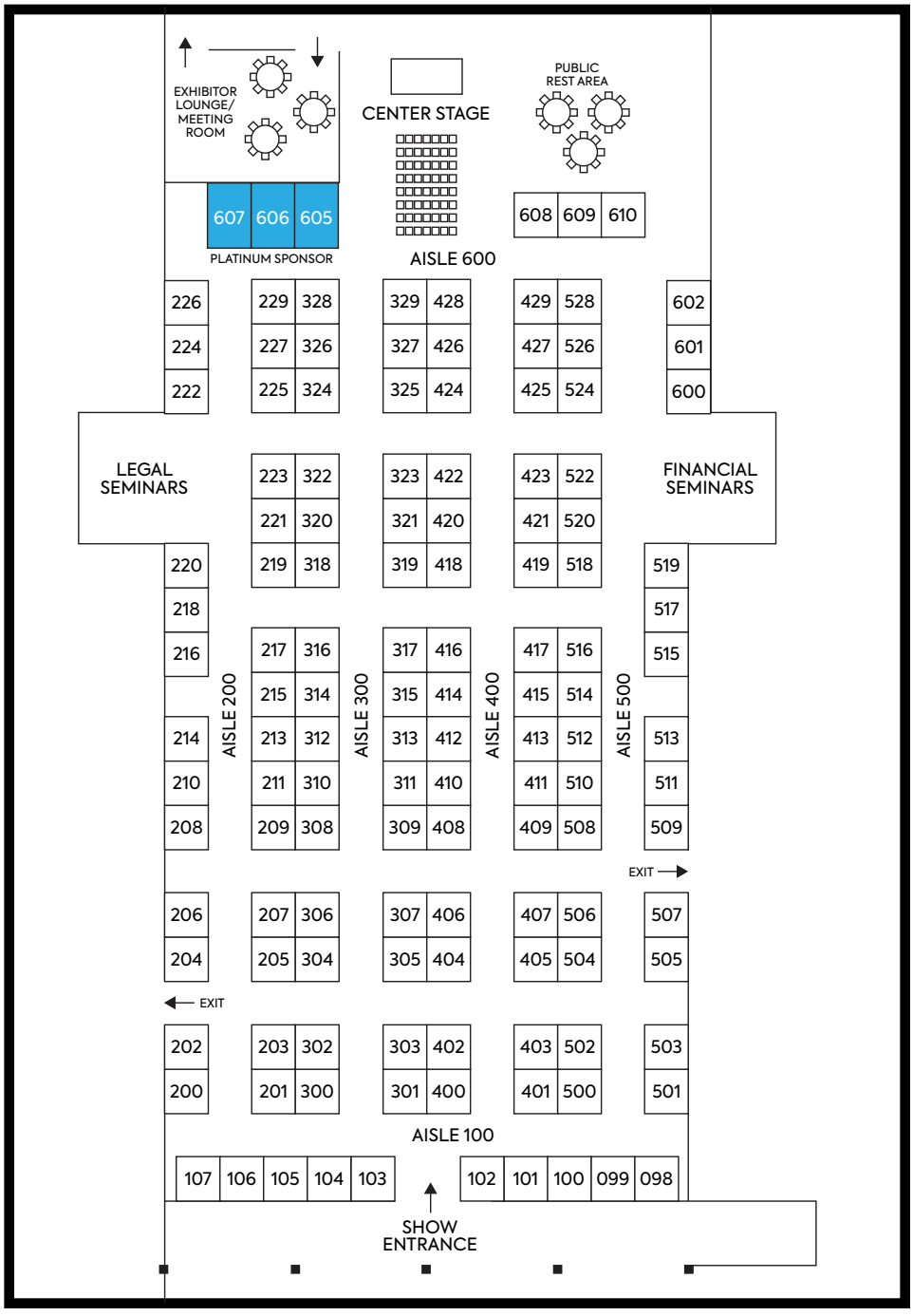
Exhibit Space –

Reserve your exhibit space today.

Exhibit space is open to ALL franchise systems expanding in Canada, as well as CFA member Franchise Support Services/ Supplier companies.

Booth package includes:

- Attractive Draped Booth
- FREE Carpeted Aisles
- Comprehensive Exhibitor Manual
- Exhibitor's Lounge
- FREE Quiet Seating Area for One-On-One Meetings
- FREE Exhibitor Badges
- FREE 24 Hour Security
- FREE Guest Passes
- FREE Attendee Opt-In Lead List



PLEASE NOTE:

*Floorplan subject to change

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FRANCHISE CANADA SHOW

TORONTO EXHIBITOR

Increase your visibility at the Franchise Canada Show!

THE FRANCHISE CANADA SHOW – TORONTO

TORONTO, ON • OCTOBER 13 & 14, 2018

PLEASE NOTE: Sponsorship is reserved for Franchise Systems who are Franchise Canada Show exhibitors. Sponsorship is open to all Franchise Support Services members.

If you are targeting FRANCHISORS, look for this symbol: ◆
If you are targeting PROSPECTIVE FRANCHISEES, look for this symbol: ■

	PLATINUM (SOLD)	■ GOLD $599 (1 AVAILABLE)	◆ SILVER $499 (4 AVAILABLE)	◆ BRONZE $299 (3 AVAILABLE)	◆■ AISLE SPONSOR $399 (7 AVAILABLE)
LOGO ON OVERALL SHOW SIGNAGE	•	•	•	•	•
LOGO IN SHOW GUIDE ON SPONSOR PAGE	•	•	•	•	•
LOGO ON EVENT WEB PAGES	•	•	•	•	•
LOGO ON E-MARKETING MATERIALS	•	•	•	•	
SHOW GUIDE LISTING ENHANCEMENT	•	•	•		
YOUR PROMOTIONAL FLYERS INSERTED INTO ATTENDEE BAGS (FLYERS TO BE SUPPLIED BY SPONSOR)	•		•		
LOGO RECOGNITION ON ON-SITE EXHIBITORS' NEWSLETTER	•				
YOUR COMPANY BAGS TO BE GIVEN TO ALL ATTENDEES (BAGS TO BE SUPPLIED BY SPONSOR)	•				
OPPORTUNITY TO SPEAK AT TWO SEMINARS DURING THE SHOW	•				
RECOGNITION IN PRINT, RADIO, & TELEVISION* ADVERTISING (*OCTOBER SHOW ONLY)	•				
TWO PREMIUM 10' X 10' BOOTH SPACES	•				
LOGO ON SHOW GUIDE COVER	•				
RIGHT OF FIRST REFUSAL ON PLATINUM SPONSORSHIP FOR NEXT SHOW (SAME CITY/SAME MONTH)	•				
FULL PAGE COLOUR AD IN SHOW GUIDE	•	•			
FULL PAGE COLOUR INSIDE-FRONT-COVER AD IN SHOW GUIDE	•		•		
ONE COLOUR BUSINESS CARD-SIZED AD IN E-NEWSLETTER TO FRANCHISE CONTACTS	•		•		
LOGO ON SIGN AT TICKET COUNTER/ENTRANCE	•				•
LOGO ON 4' X 3' HANGING AISLE SIGN	•				•

SOLD OUT

Live-Chat Franchise Webinars

CFA Live-Chat Franchise Webinars enable Franchise Canada Show exhibitors to present to prospective franchisees for up to two months foll owing the show. This is an **exclusive opportunity for exhibitors** to provide an overview of their franchise opportunity to multiple serious prospects at once.

What's more, CFA will spread the word by marketing each webinar to our database of prospective franchisees. Webinars will be scheduled on a first-come, first-served basis so make sure you book your webinar today before space fills up.

Contact Melody Lau (416-695-2896 ext. 228 / mlau@cfa.ca) for more information.

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Advertising Opportunities:

Show Guide and Onsite Advertising Packages

Show Guide Advertising Deadline: AUGUST 31, 2018

AD PACKAGE 1 **OUTSIDE BACK COVER FULL PAGE AD**
Includes Listing Enhancement
$599 (1 available)

AD PACKAGE 2 **FULL PAGE AD**
Includes Listing Enhancement
$299 (unlimited)

AD PACKAGE 3 **LISTING ENHANCEMENT**
Colour Logo
$89 (unlimited)

AD PACKAGE 4 **PROMOTIONAL FLYER ATTENDEE BAG INSERT**
(1,000 flyers to be supplied by advertiser)
$199 (unlimited)

DO YOU HAVE MORE THAN ONE BRAND?

AD PACKAGE 5 **ADD AN ADDITIONAL BRAND LISTING**
Includes Listing Enhancement — **$99 (unlimited)**

Add a promotional flyer attendee bag insert to any of the above packages (1,000 flyers to be supplied by advertiser).

Ad Package 6 Bag Insert Add-on — **$99 (unlimited)**

MATERIAL SPECIFICATIONS:

- Logo to be provided in **VECTOR format**, preferably PDF, AI or EPS
- Print ad Specifications (all ADs should be supplied as a **PDF**, **CMYK**, with **no spot colours** and a **resolution of 300dpi**):
- **Full Page Ad**
  Trim (crop marks):
  5.5" wide x 8.5" tall
  Bleed: .25" all around
  Text safety: .25" inside trim
- **1/4 Page Ad**
  Trim: 4.865" x 1.815"
- **Web Ad Specifications (Tradeshow News):**
  570px x 90px (width x height)
  File format: GIF, PNG or JPG, include linking URL
- Promotional flyers: 8.5" x 11" or smaller
- Ad locations cannot be reserved due to size restrictions.
- E-mail your logo and ad to **rreddie@cfa.ca** ***(by August 31, 2018)***

FOR FRANCHISE CANADA SHOW OR SPONSORSHIP INFORMATION:
Events Department
Lou Gervasi, Senior Manager, Events & Education
T: 800-665-4232 Ext. 243 E: lgervasi@cfa.ca

FOR MEMBERSHIP INFORMATION:
MEMBERSHIP DEPARTMENT
Ruth Stuart Moore, Membership Sales
T: 800-665-4232 Ext. 247
E: rstuartmoore@cfa.ca

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Exhibitor Testimonials

"We only exhibit at The Franchise Show in Canada. There are others, but our experience with The Franchise Show has been quite positive over the years, giving us solid exposure to quality contacts. We have sold stores annually based upon contact being made at CFA shows. From the last Vancouver show, we sold two locations and from the last two Toronto shows, we sold five stores. We get very solid support from the team at CFA and find the leads generated from The Franchise Show are better quality than the leads generated from competing shows in the marketplace. I would rather have fewer but better quality leads than tons of foot traffic and less qualified candidates." *Booster Juice*

"The Franchise Show allowed our company to do real face to face networking. We are changing our company's focus, and the show has been instrumental in that!" *Insurance Portfolio*

"The CFA has been an integral part of the growth and success of Fire-Alert. Our presence on the website has been an instrumental part in the sale of franchises due to the exposure and credibility of the CFA. We also participated in the CFA franchise show in Toronto, ON in October 2016 and it generated quality leads, allowing us to sell two franchises. The CFA is always responsive and helpful with any requests we may have, are always going above and beyond for their members and we love working with them." *Fire-Alert Franchising Ltd.*

"This show exceeded my expectations, both in terms of number of leads and quality of the people I talked with. CFA staff were professional and responsive to any needs I had. I've already booked my next show with the CFA!" *FranNet of Southern Ontario*

"Excellent show- provided fantastic exposure and generated quality leads." *Beavertails Canada*

"Thank you very much. We very much enjoyed attending this event. It was very professional and we were happy to have the opportunity to meet so many great people." *Orangetheory Fitness*

Testamonials note: Former show name, "The Franchise Show".

FOR FRANCHISE CANADA SHOW OR SPONSORSHIP INFORMATION:
Events Department
Lou Gervasi, Senior Manager, Events & Education
T: 800-665-4232 Ext. 243 E: lgervasi@cfa.ca

RESERVE YOUR BOOTH TODAY!
Tradeshow
Jill Todd, Sales Manager, Tradeshow & Website
T: 800-665-4232 Ext. 223
E: jtodd@cfa.ca

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TORONTO EXHIBITOR CONTRACT

OCTOBER 13 & 14, 2018
ENERCARE CENTRE, HALL D
EXHIBITION PLACE TORONTO

FRANCHISE CANADA SHOW
Canadian Franchise Association

1) EXHIBITOR INFORMATION ONLY CFA MEMBERS CAN EXHIBIT AT THE FRANCHISE CANADA SHOW

Contact Ruth Stuart Moore for Membership details 800-665-4232 ext. 247 or rstuartmoore@cfa.ca.

Company Name: _____

Alternate Brands: _____

○ CFA member ○ Pending CFA Member (Application Sent)

Sales Contact: _____ Title: _____

Phone: _____ Email: _____

2) SHOW GUIDE LISTING INFORMATION LISTED PUBLICLY ONLINE AND MADE AVAILABLE TO ALL SHOW ATTENDEES

Company Name: _____

Onsite Exhibitor Contact: _____ Phone: _____

Email: _____ Website: _____

3) EXHIBITOR E-COMMUNICATIONS

As an exhibitor I consent to receive e-mail communications from the Franchise Canada Show Service Contractors regarding important show related info & deadlines. ○ YES ○ NO

4) EXHIBIT SPACE

Preferred booth(s) location(s): 1st _____ 2nd _____

Competitors you prefer NOT to be located next to or across from: 1. _____ 2. _____

5) BOOTH RATES

BOOTH INCLUDES	NOT INCLUDED	CHECK BELOW IF YOUR BOOTH DISPLAY WILL INCLUDE	BOOTH SIZE		BOOTH RATE	OPTIONAL PACKAGE*
• Access to exhibitor's lounge • Booth space • 3 foot side draping • 8 foot-high back draping • Company listing in Show Guide	*Extra furnishing rentals, WiFi, electrical services, shipping & carpeting.* ***Optional Booth Package Includes:** • 6 Foot table • 2 Chairs • Carpeting	☐ FOOD SAMPLING	☐	10' X 10'	$2690	☐ $295
		☐ VEHICLE/TRAILER	☐	10' X 20'	$4035	☐ $395
		☐ HARD WALL/FLOOR INSTALL**	☐	10' X 30'	$5030	☐ $495
		***Exhibition Place has contractual obligations to use Union Labour Local 506 for Hard Wall and Floor Installations requiring power tools. Exhibitor MUST agree to employ only companies affiliation with Local 506 for said work or use Stronco Show Services (Labour Forms included in Exhibitor Manual).*	BOOTH RATE SUBTOTAL:			

6) SPONSORSHIP OPPORTUNITIES

	PACKAGE	RATE
☐	~~PLATINUM PACKAGE~~	~~SOLD~~
☐	GOLD PACKAGE	$599
☐	SILVER PACKAGE	$499
☐	BRONZE PACKAGE	$299
☐	AISLE SPONSOR	$399
☐	LIVE CHAT WEBINAR	$299

SPONSORSHIP OPPORTUNITY SUBTOTAL: _____

7) ADVERTISING OPPORTUNITIES

	PACKAGE	DESCRIPTION	RATE
☐	AD PACK 1	Full Page Ad – Outside Back Cover, Listing Enhancement	$599
☐	AD PACK 2	Full Page Ad – Listing Enhancement	$299
☐	AD PACK 3	Listing Enhancement – Colour Logo & Qr Code	$89
☐	AD PACK 4	Attendee Bag Insert	$199
☐	AD PACK 5	Additional Brand Listing	$99
☐	AD PACK 6	Attendee Bag Insert Add-On	$99

ADVERTISING OPPORTUNITY SUBTOTAL: _____

For a full description of the Franchise Canada Show Sponsorship or Advertising Opportunities/Packages please refer to pages 4/5 of the Exhibitor Brochure. For current availability contact Lou Gervasi: 1-800-665-4232 ext. 243 or lgervasi@cfa.ca

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FRANCHISE CANADA SHOW

TORONTO EXHIBITOR CONTRACT

OCTOBER 13 & 14, 2018
ENERCARE CENTRE, HALL D
EXHIBITION PLACE TORONTO

8) TERMS & CONDITIONS (Please note CFA tradeshow payment schedule)

Terms: 1) DEPOSIT – 10% of total amount (non-refundable) with signed contract due upon booking. If contract and deposit are not received within 5 business days, reserved space will be released.

2) SECOND PAYMENT – 40% of the total amount, due July 3, 2018. (For bookings after July 3, 2018, 50% is due upon booking.)

3) FINAL PAYMENT - 50% balance, due August 1, 2018. (For bookings after August 1, 2018 full payment is due upon booking.) NOTE: applicable taxes will be charged at time of invoicing.

4) TRANSFERS are not permitted.

5) CANCELLATIONS before August 1, 2018, all payments less a $500 administration fee plus HST will be refunded. After August 1, 2018, all payments are non-refundable.

6) PENDING MEMBER APPLICATIONS will be processed for payment at the member rate. If a CFA membership is deferred and as a result your company is unable to exhibit at The Franchise Canada Show indicated on this contract, all payments made towards this agreement will be returned in full without interest.

Conditions: All exhibitors must be in good financial standing with the Canadian Franchise Association (CFA). CFA has the right to exclude companies with outstanding account balances. All tradeshow bookings made within 10 business days of the event must be paid for by certified cheque or credit card. Floorplan subject to change.

All exhibitors must adhere to union guidelines affiliated and connected with the Enercare Centre, Hall D, Exhibition Place Toronto.

The CFA reserves the right to cancel The Franchise Canada Show. In the event of a cancellation liability will be limited to the return of all payments made towards this agreement with the CFA in full without interest. E & EO.

I certify that any advertisement(s) provided to CFA as part of this contract will adhere to the principles set forth in the Canadian Code of Advertising Standards (https://goo.gl/YyIBpC) and agree to assume responsibility for content(s), in whole and in part, in this advertisement.

IF APPLICABLE: The franchise system(s) identified on this contract consent and agree to be bound by all agreements made with CFA by

_____ ("Agent") regarding this event.

Name: _____ Title: _____

Signature: _____ Date: _____

In making this booking, I agree to comply with the exhibit guidelines per the exhibit manual. I acknowledge and have read the Terms & Conditions listed above and agree to comply with these regulations. *Initials:* _____

9) PAYMENT TOTAL

BOOTH RATE: $_____
OPTIONAL PACKAGE: $_____
SPONSORSHIP: $_____
ADVERTISING: $_____
TOTAL: $_____
13% TAX: (122972920): $_____
TOTAL WITH TAXES: $_____
Less booking deposit: $-_____
BALANCE REMAINING: $_____

10) PAYMENT METHOD

☐ Deposit Cheque attached (made payable to Canadian Franchise Association)

☐ Please process all payments in the following credit card in accordance with the CFA tradeshow payment schedule.

OR PROCESS ONLY: ○ **10% Deposit** ○ **40% Payment** ○ **Balance Due**

CREDIT CARD: ○ **VISA** ○ **MASTERCARD** ○ **AMERICAN EXPRESS**

Card #: _____ Expiry: _____

Cardholder Name: _____

Signature: _____

WARNING: Sending credit card information by email is not secure. If emailing completed form,please call CFA with your credit card information (416-695-2896 ext. 233).

Canadian Franchise Association

PLEASE SEND COMPLETED CONTRACT TO JILL TODD:
E: jtodd@cfa.ca F: (416) 695-1950 T: (416) 695-2896 / 800-665-4232 Ext. 223
Canadian Franchise Association: 116-5399 Eglinton Avenue West, Toronto, ON M9C 5K6

FOR OFFICE USE ONLY
Accepted by:
Initial: _____
Date: _____

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PAGE 2 MUST BE COMPLETED & SIGNED TO MAKE THIS CONTRACT VALID