Canadian Franchise Association™

Growing Together

DO YOU OFFER SERVICES FOR FRANCHISES?

Then YOU should be a member of the Canadian Franchise Association.

Reach franchise decision makers from **more than 750 member** companies by joining the CFA.

TOGETHER, WE'LL GROW YOUR BUSINESS.

Discover all the benefits
of a Franchise Support Services/Supplier Membership today!

CFA is YOUR partner in growing your business.

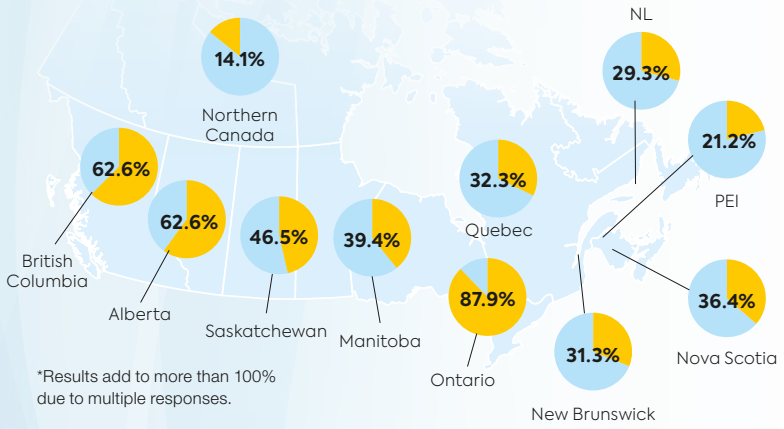
At CFA we're all about growth - growing the franchise industry– and we've been doing it for over 50 years. Becoming a CFA Franchise Service/Supplier member can move your business forward by connecting you with some of Canada's best known franchise brands. We provide opportunities, programs and lead generation vehicles to showcase your company to key franchise decision makers - all with the goal of helping you grow your business.

Get connected with Canada's Franchise leaders today!

CFA Membership Breakdown by Sector – Based on 2017 *Franchise Canada* Annual Directory

Automotive & Truck Services / Products / Rentals	4%	Health / Fitness / Nutrition / Weight Loss	5%
Commercial / Residential Services	11%	Home Based Businesses	2%
Educational Products & Services	5%	Home – Improvement / Reno / Restoration / Inspection	7%
Food – Restaurants / Dining Rooms	15%	Hotels / Motels / Campgrounds	1%
Food – Quick Service Restaurants	23%	Retail	7%
Hair & Nail Salons / Spas / Tanning	3%	Seniors Services / Home Care / Transition	4%
		Other	13%

Where are CFA member franchise systems operating?



*Results add to more than 100% due to multiple responses.

What Does the CFA's Membership Look Like?

Over **750** corporate members

Operating in over **50** different sectors

419 franchise systems, with **592** brands

CFA members represent **48,000+** franchised outlets across Canada

and more...

Member Benefits at a Glance

A Franchise Services/Supplier membership includes everything you need to drive your business forward. It doesn't matter whether your business is small or large, our member benefits are tailored to match your needs.

Join today and take advantage of these immediate benefits:

- **Connect with Franchisors:** Gain instant access to over 2000 franchise professionals from some of Canada's leading brands with our Member Directory. Use these contacts to build relationships with Canada's franchise community and grow your business.
- **Strengthen Your Network:** Join us at annual events and come face-to-face with some of Canada's key franchise decision makers. Only CFA member suppliers can attend unlimited CFA events which drew over 1, 680 attendees in 2016.
- **Showcase your Company:** You'll have the exclusive opportunity to promote your company in CFA's print and e-publications and on our websites – all respected and sought-after resources for Canadian franchisors and franchisees.
- **Share Your Expertise:** Position yourself as a leading franchise solutions provider by speaking at our CFA events, conducting a webinar, or writing articles for our CFA publications.
- **Stay informed:** CFA's educational events, articles and programs will help you stay up to date on the latest important issues impacting the franchise industry which will help you stay current in your field and better serve your franchise industry clients.
- **Join the conversation:** Build vital relationships with franchise professionals by connecting with CFA's online community through Facebook, Linkedin and Twitter pages.
- **Create Credibility and Trust:** Display the CFA logo and show your company's commitment to quality service and ethical business practices. Franchise leaders want to do business with a supplier they can trust.
- **Free member listing:** Be listed as a member on the CFA's corporate website, and in our annual print directories.

The CFA's website received over
300,000
unique page views in 2017

CFA events drew more than
1,357
attendees in 2017

***Franchise Canada* Magazine average circulation of**
10,000
copies per issue

***Franchise Voice* reaches**
1,000
decision makers at CFA member companies four times a year

Join today!

Contact **Angela Bennett** in the Membership Department at **1-800-665-4232 extension 296** or **abennett@cfa.ca** or visit **www.cfa.ca/join** for application forms, membership dues levels and more details.

Look at what some of our members are saying about us:

Richard Thomas, Listen360

"As a supplier, we highly value our membership with the CFA as it allows us to keep in touch our existing clients in Canada and develop relationships with new franchise systems. We are also able to stay on top of important issues related specifically to franchising in Canada so we can better anticipate our clients' needs."

Patrick Bunn, Moneris

"Moneris® has a long standing relationship with the Canadian Franchise Association. Working with the CFA enables Moneris to broaden our business acquisition channels through joint marketing efforts and assist in the development of successful franchisees."

Jason Kealey, FranchiseBlast

"Our CFA membership has proven to be very valuable to us. We have walked away with new clients after every single CFA Convention! Meeting face-to-face with franchisors is critical in the franchising world."

Marietta Snetsinger, Ascend Franchise Solutions

"As a franchise consultant, I know that my membership in the CFA is invaluable and over the years it has definitely paid off with new business. It also adds credibility to my brand and allows me to connect with my audience as a true expert in this business model. I often recommend that my emerging franchisor clients join even before they are ready to start franchising – you just can't put a dollar number on the learnings and connections that they will make as a result of joining."

Are you ready to stand with the leaders in the Canadian Franchise Industry?

CFA and all the benefits of membership are ready for you.
Contact **Angela Bennett** in the Membership Department at
1-800-665-4232 extension 296 or **abennett@cfa.ca** or visit **www.cfa.ca/join**
for application forms, membership dues levels and more details.