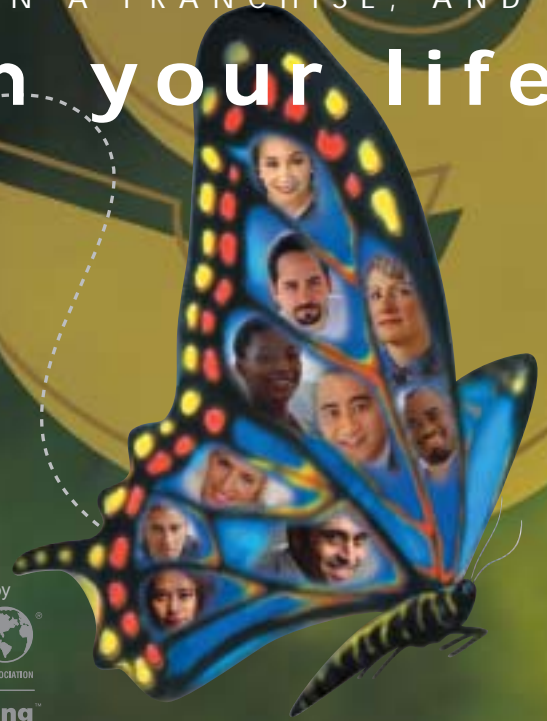


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2009

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matchmaking survey. For details, please visit
www.ifeinfo.com/delegate.cfm



October 2008

To Our International Visitors:

We thank you for requesting information about the 18th Annual International Franchise Expo (IFE), March 20-22, 2009. This comprehensive visitor's kit will help you develop a schedule and plan of action for your trip to Washington, D.C. You will have three full days to discover the world of franchising, and with careful preparation, here is what you will be able to accomplish:

See over 300 exhibiting franchise concepts, many of which may be interested in expanding to your country or market. Meet with the corporate executives of these franchise concepts. Learn more about franchising, how it works, and how it relates to your personal interests. Get answers about franchising from the world's leading experts who exhibit and present at the IFE's conference program. Visit with franchise trade associations, and collect printed materials from franchise companies and vendors. Attend free seminars as well as paid symposia. Network with the franchise authorities who will be attending the international reception. You're invited, as our guest!

Meet the Exhibitors

Whether you plan to meet every exhibiting franchise company at the IFE, or you intend to be selective and meet only a few, you will find an exhibitor list on **page 4** of this brochure. More companies are added to the list daily. For a look at the most up-to-date list, visit www.IFEinfo.com. Visit the site periodically before the IFE. Review the exhibitors and make notes of the companies you want to meet. It's best to arrive in Washington, D.C. with a list so that you make the best use of your time.

Register for Conferences

In addition to the exhibits, the IFE offers a conference program that includes free and fee-based sessions. **Pages 6-19** include symposia descriptions that will be of interest to prospective franchise buyers, prospective franchisors and current franchisors. Review these symposia and make plans now to attend the sessions of most interest to you. There are also **free** seminars, and you may choose from over thirty different topics. Updates on the conference program are always available at www.IFEinfo.com.

Important Visa/Passport Information

International visitors who are interested in attending the International Franchise Expo should first contact their local U.S. Embassy, U.S. & Foreign Commercial Service Department, to ask about the possibility of joining an official U.S. Embassy International Buyer Program Delegation. Delegates receive numerous advantages which can be found at www.IFEinfo.com/delegate.cfm. Please be sure to check the current requirements and restrictions for traveling to the U.S. from your country. The recommended first source of current visa information is www.travel.state.gov. Another useful website is www.unitedstatesvisas.gov. It may take three months or more for you to receive your visa, so please start the process as soon as possible.

Pre-Register Now!

It's important to pre-register early so that we can prepare for your arrival at the IFE. Register online at www.IFEinfo.com by clicking on International Visitors. Or you may complete the [Advance Registration Form](#) on **page 23** and mail or fax it as soon as possible. Next, allow us to help you arrange for your hotel accommodations. While on the website, go to Travel/Hotel Info and reserve your room online. For the best available rates, please submit as early as possible.

Once you are registered, please continue to visit www.IFEinfo.com for updates about the IFE. Then, just relax until you arrive in Washington, D.C. We'll look forward to greeting you and sharing additional information with you. Please be assured that we will do all that's possible to make your trip rewarding.

Meanwhile, if you have any questions, please call Corali Romero at 201-881-1618, or send a message by email to cromero@mfvexpo.com or fax us at 201-881-1619. I look forward to seeing you in Washington, D.C. at the 2009 International Franchise Expo.

Sincerely,

Thomas Portesy
President
MFV Expositions

Matthew R. Shay
President
International Franchise Association

International Franchise Expo

2009 Exhibitors List



ABRAKADOODLE
BAJA FRESH MEXICAN GRILL
BEARCLAW COFFEE COMPANY
BENETRENDS INC.
BILLBOARD CONNECTION
BOJANGLES' RESTAURANTS, INC.
THE BUSINESS EXCHANGE MAGAZINE
CARTRIDGE WORLD
CHOCOLATE GRAPHICS
CHOICE HOTELS
CHYTEN LEARNING CENTER
COCINA MEXICAN GRILL
CONTOURS EXPRESS INTERNATIONAL
CONWAY'S BBQ
COVERALL CLEANING CONCEPTS
CRESTCOM INTERNATIONAL LTD.
DAILY GRIND COFFEE UNWIND, INC.
DIAMOND FINANCIAL SERVICES
DURACLEAN INTERNATIONAL INC.
E. NOPI
EMBROID ME
ENTREPRENEUR MEDIA INC.
EXCITING WINDOWS
EXPEDIA CRUISESHIPCENTERS
EXPRESS EMPLOYMENT PROFESSIONALS
F.C. DADSON, INC.
FACES
FAEGRE & BENSON LLP
FAST-FIX JEWELRY AND WATCH REPAIRS
FASTRACKIDS INTERNATIONAL LTD
FAT JACK'S BBQ
FIGARO'S ITALIAN PIZZA, INC.
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FIRESTORM 24/7
FOOT SOLUTIONS
FRANCHISE DEVELOPMENT SERVICES LTD
THE FRANCHISE HANDBOOK
FRANCHISE SOLUTIONS CORP.
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FRANCHISE UPDATE MEDIA GROUP
FRANCHISE.COM
FRANCHISEHELP, INC.
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FRANCHISEMART
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FRANDATA
FRANSMART
FROOTS SMOOTHIES
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GODDARD SYSTEMS
GOIN' POSTAL FRANCHISE CORPORATION
GRAY PLANT MOOTY
GUIDANT FINANCIAL GROUP
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L.A. SUNSET TAN PRODUCTIONS
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LITTLE CAESARS PIZZA
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MINUTEMAN PRESS INTERNATIONAL, INC.
MOUNTAIN MUDD ESPRESSO
NEXCEN BRANDS
NG FRANCHISE SERVICES INC. (NGFS)
NIXON PEABODY LLP
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OPEN2VIEW.COM
OXXO CARE CLEANERS
PAPA MURPHY'S
PARMASTERS GOLF TRAINING CENTERS
PATRICE & ASSOCIATES
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POSTNET INTERNATIONAL FRANCHISE CORPORATION
PROSHRED SECURITY
QUANTUM BUSINESS GOLF
RAINBOW INTERNATIONAL
RAVING BRANDS
RE-BATH, LLC
ROBEKS CORPORATION
RONI DEUTCH TAX CENTER RDTG, INC.
RUSKIN MOSCOU FALTISCHEK, P.C.
SAFE SHIP INC.
SALAD CREATIONS, INC.
SANDELLA'S
SCORE CHAPTER 1
SDCOOPER COMPANY
SENIORS HELPING SENIORS
SHOWHOMES
SHREDSTATION
SIEGEL CAPITAL LLC
SIGN-A-RAMA
STARK & STARK
SWEET FACTORY
TASTI D-LITE LLC
TAX CENTERS OF AMERICA
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UFG SERVICES
UNISHIPPERS
UNO CHICAGO GRILL
THE UPS STORE & MAIL BOXES ETC.
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Seminars - A Preview

In between visits with franchisors at the International Franchise Expo, schedule time to attend one or more FREE SEMINARS. Seminars are taught by experts including franchisors, lawyers and consultants. The seminars provide an opportunity for you to hear about different ideas and approaches to franchising. While some of the seminars are in-depth, they are not as comprehensive as the symposia, which can be found on pages 6-19. Seminars and symposia provide an opportunity to network with the experts who lead the programs and to meet other prospective franchisees and franchisors. Seminars are subject to change without notice, so please visit www.IFEinfo.com for the latest schedule of seminars. Please note that the seminars are presented in English.

Here is a preview of some FREE educational Seminars offered at IFE 2009

For Potential Franchisees and Franchisors:

- Choosing the Right Franchise
- How to Finance Your Franchise
- The Basics of Master Franchising
- Franchise Sales for Master Franchisees
- Meeting the Franchisor
- Steps to Awarding Your First Franchise

For Current Franchisors:

- The Highly Successful Franchisor
- The FDD for Overseas Franchisors
- Overview of Key U.S. Trends and Regulatory Issues
- Selling Franchises Internationally Without Getting in Trouble
- Overseas Franchisors' War Stories

Vous trouverez, ci-dessous, quelques-uns des séminaires éducatifs proposés GRATUITEMENT lors d'IFE 2009.

Pour les Franchisés et Franchiseurs potentiels :

- Choisir la Bonne Franchise
- Comment Financer Votre Franchise
- Bases du Franchisage Maître
- Ventes de franchise pour les master franchisés
- Rencontrer le franchiseur
- Comment attribuer votre première franchise

Pour les Franchiseurs :

- Le Créateur de Franchises à Grand Succès
- FDD pour les franchiseurs d'outre-mer
- Vue d'ensemble des principales tendances et publications de réglementation américaines
- Histoires de guerre des franchiseurs d'outre-mer
- La vente de franchises sans accroc

Im Folgenden führen wir einige der KOSTENLOSEN Informations seminare auf, die auf der IFE 2009 angeboten werden.

Für potentielle Franchisenehmer und Franchise-Geber:

- Welche Franchise ist für Mich Die Richtige?
- Wie Sie Ihre Franchise Finanzieren Können
- Die Grundlagen des Master-Franchising
- Vorrechtverkäufe für Vorlagenfranchisenehmer
- Meeting mit dem Franchisegeber
- Schritte zur Vergabe Ihrer ersten Franchise

Für Franchise-Geber:

- Der hochgradig erfolgreiche Franchisegeber
- Die FDD für Franchise-Geber aus Übersee
- Übersicht über wichtige US-Trends und behördliche Bestimmungen
- "Kriegsgeschichten" von Franchise-Gebern aus Übersee
- Franchise-Verkauf, ohne in Schwierigkeiten zu geraten

Estos son algunos de los Seminarios educativo GRATUITO ofrecidos en el IFE 2009

Para posible Franquiciatarios y Franquiciantes:

- Escogiendo la Franquicia Adecuada
- Como Financiar su Franquicia
- Lo Básico de Franquicia Maestra
- Venta de Franquicia Para Concedentes Maestros
- Conociendo al franquiciante
- Pasos para otorgar su primera franquicia

Para los Concedentes (quienes otorgan la concesión, Franchisors):

- El Creador de Franquicias Altamente Exitoso
- La FDD para los concedentes en el extranjero
- Panorama general sobre Tendencias Clave y Asuntos Regulatorios en los EE.UU.
- Historias de guerra de los concedentes en el extranjero
- Venta de concesiones sin meterse en líos



Symposium 1

DATE:

Saturday, March 21
9:00am to 1:00pm

RATES:

Advance - \$195.00*
On-site - \$225.00*

*Includes exhibit hall admission and seminars

Presented by:

John P. Hayes, PhD

President and Chief Executive Officer, HomeVestors of America
www.ProfitableFranchiseOwner.com



Dr. John Hayes is the author of the *Franchise Pre-Investment Checklist* and *Franchising: The Inside Story* plus countless articles about franchising that have appeared in publications internationally. He is the author of the only article ever published about franchising to appear in Reader's Digest magazine.

For many years, Dr. Hayes served as an advisor to franchisors and the International Franchise Association. He has served on several boards for franchise companies and is currently President & CEO, as well as Chairman of the Board of HomeVestors of America, Inc., based in Dallas, TX.

Who Else Wants To Be A Successful Franchisee?

Inside Information From A 30-Year Franchise Veteran

If you're looking for no-nonsense, cut-to-the-quick, *show me how to evaluate franchises so that I can buy one that's right for me* information... this is the symposium you need. And it's the only one you'll need! It's taught by a 30-year franchise veteran who has been both a franchisee and a franchisor. Dr. Hayes has worked with 100 different franchise systems as a consultant and has written extensively about the topic. He has been teaching this seminar for nearly 20 years to thousands of individuals, many of whom have successfully purchased franchises. If you hope to become a successful franchisee, get started with confidence by participating in this symposium.

You will learn the basic information about franchising but glean an in-depth knowledge through the experiences of Dr. Hayes. He will help you understand how to interpret and use the Franchise Disclosure Document to discover reliable information about the performance and viability of any franchise, how to evaluate the franchisor's operating system and determine if you and your intended market are compatible with the system, the pros and cons of franchising, the fees required by franchisors, the facts about territorial and product restrictions, how to raise money to invest in a franchise, and much, much more.

This is the perfect symposium for people who are just getting started with their research as well as those who are close to making a decision to buy a franchise. Questions will be answered throughout the symposium. *All course materials are presented in English only.*

Here's What You Receive:

In addition to the comprehensive information covered in the symposium, you will receive a binder of all the information presented. You will utilize a self-evaluation tool to test your compatibility with franchising. The profile, valued at \$125, will help you determine the type of franchise that makes sense for you to buy. Also, you will receive a copy of the *Franchise Pre-Investment Checklist*, a 65-page booklet that steps you through the process of evaluating and buying a franchise. The booklet is a \$24.95 value. You also get Dr. Hayes's exclusive list of *92 Questions To Ask Before You Buy A Franchise!* – he's done much of your homework for you! Finally, got a question after the symposium? You get lifetime email access to Dr. Hayes, who will answer your questions at no additional charge. Value: Priceless! **All attendees receive admission to the exhibits and seminars on all three days.**

Who Should Attend:

Anyone who's thinking about buying a franchise will find this symposium to be invaluable. Where else will you have the opportunity to spend 4 hours with a seasoned professional who provides honest, accurate, timely information about franchising? Don't worry, this symposium isn't intended to sell you a franchise, it's intended to educate you about the pros and cons of buying a franchise, and to help you understand why you should or should not buy a franchise. The subject matter is intended for people who want to buy a franchise in the United States, although the seminar also attracts many international candidates as well as prospective franchisors. Attend only if you want to be better educated about buying a franchise!

This symposium will look at:

1. Introduction To Franchising

- What is franchising?
- Pros & Cons of franchising
- Franchising vs. Independent Start Ups
- Is franchising for you? Self-Evaluation
- More than 70 different industries in franchising
- Selecting a franchise that's right for you personally & financially
- How to research franchise opportunities
- Franchise financing – where to borrow money

2. How To Investigate The "Ideal" Franchise System

- What to expect from a franchisor
- What a franchisor expects from franchisees
- Evaluating the franchisor's operating system
- Understanding the fees involved in franchising
- Key questions to ask both franchisor and franchisees
- Sources of information that can help you evaluate opportunities
- Seeking out the right legal and accounting advice

3. Understanding the FDD and Franchise Agreement

- What is the Franchise Disclosure Document (FDD)
- How to read the items in the FDD
- How to use the FDD to your advantage
- Major topics covered by the FDD
- Evaluating the franchisor's performance using the FDD
- Exploring options for negotiating the FDD with a franchisor
- Understanding the Franchise Agreement

Français S1:

Qui d'autre souhaite être un concessionnaire réussi ?

Si vous recherchez une façon raisonnable, qui va doit au but et montre réellement l'évaluation des franchises pour que je puisse m'en offrir une sur mesure pour moi... C'est le colloque dont vous avez besoin. Et vous n'en aurez plus besoin plus tard ! Si vous espérez devenir un franchiseur réussi, commencez par participer en toute confiance à ce colloque. Vous y apprendrez les notions de base sur le franchisage mais vous enrichirez aussi des toutes les connaissances détaillées issues des expériences de M. Hayes qui vous aideront à comprendre comment interpréter et utiliser le document d'octroi de franchise pour découvrir des informations fiables sur le rendement et la viabilité de n'importe quelle franchise, comment évaluer le système d'exploitation du franchiseur et déterminer votre compatibilité personnelle et celle de votre marché cible avec le système, le pour et les contres du franchisage, les droits exigés par des franchiseurs, les faits sur les restrictions territoriales et de produit, comment récolter l'argent pour investir dans une franchise, et beaucoup, beaucoup plus. Ces thèmes seront présentés par un groupe d'experts en la matière et suivis d'une séance "Questions—Réponses".

1. Introduction au franchisage
2. Comment se renseigner sur le système 'idéal' de franchise
3. Comprendre l'FDD et le contrat de franchisage

A Qui Est Destiné:

Tous ceux qui envisagent d'acheter une concession trouveront ce colloque d'une valeur inestimable. Il est destiné à vous instruire sur les avantages et les désavantages que représente l'achat d'une franchise et à vous aider à comprendre pourquoi vous devriez ou ne devriez pas en acheter une. Le thème est destiné aux gens qui veulent acheter une concession aux États-Unis, bien que le séminaire attire également beaucoup de candidats internationaux aussi bien que les franchiseurs potentiels.

Les fournitures et accessoires de cours sont uniquement.

Deutsch S1:

Wer möchte ebenfalls noch ein erfolgreicher Franchisenehmer werden?

Wenn Sie nach einer geradlinigen, auf den Punkt kommenden, „Zeig mir wie man Franchises bewertet so dass ich die für mich Richtige kaufen kann“... Veranstaltung suchen, dann ist diese Fachtagung die einzig Richtige für Sie. Und sie ist die einzige, die Sie benötigen! Wenn Sie hoffen, ein erfolgreicher Franchisenehmer zu werden, starten Sie mit Zuversicht durch Teilnahme an diesem Symposium. Sie erlernen die Basis-Informationen über Franchising und sammeln gleichzeitig detailliertes Fachwissen durch die Erfahrungen von Dr. Hayes, der Ihnen hilft, zu verstehen, wie man das Franchise Disclosure Document interpretiert und benutzt, um zuverlässige Informationen über die Leistung und Entwicklungsfähigkeit einer jeden Franchise feststellen zu können, wie man das Betriebsverfahren des Franchisegebers auswertet und feststellt, ob Sie und Ihr angestrebter Markt mit dem System, den Pros und Kontras des Franchising, den vom Franchisegeber geforderten Gebühren, den Fakten bezüglich Gebiets- und Produktbeschränkungen, wie man sich die für ein Franchise-Investment notwendigen Mittel beschafft, übereinstimmt und vieles, vieles mehr. Nach Abschluss der einleitenden Bemerkungen durch die Podiumsteilnehmer folgt eine Frage- und Antwort-Periode.

1. Eine Einleitung zum Franchising;
2. Wege zur Prüfung des "idealen" Franchise-Systems;
3. Verständnishilfen für den FDD und Franchise-Vertrag;

Wer Sollte Teilnehmen:

Für jeden, der sich mit dem möglichen Kauf einer Franchise trägt, wird dieses Symposium von unschätzbarem Wert sein. Diese Fachveranstaltung dient dazu, Sie über das Für und Wider des Kaufs einer Franchise aufzuklären und Ihnen helfen zu verstehen, weshalb Sie eine Franchise erwerben sollten, oder weshalb nicht. Die Thematik dieser Fachtagung ist für Teilnehmer bestimmt, die eine Franchise in den Vereinigten Staaten kaufen möchten, obgleich das Seminar auch viele internationale Besucher und Kaufinteressenten anzieht.

Die Kursmaterialien sind ausschließlich in englischer Sprache.

Español S1:

¿Quién más quiere ser un exitoso franquiciado?

Si está buscando practicidad, ir concisa y directamente al punto y aprender a evaluar franquicias, a fin de poder comprar la franquicia correcta para usted, entonces éste es el simposio que necesita. ¡Y el único que necesitará! Si desea convertirse en un exitoso franquiciado, comience con seguridad, participando de este simposio. Usted conocerá la información básica sobre franquicias, adquiriendo a la vez profundos conocimientos, gracias a la experiencia del Dr. Hayes, quien le ayudará a comprender cómo se debe interpretar y utilizar el Franchise Disclosure Document, para encontrar información fiable sobre la ejecución y viabilidad de toda franquicia, cómo evaluar el sistema operativo del franquiciador y determinar si usted y el mercado previsto son compatibles con el sistema, los pros y los contras de la franquicia, los cánones requeridos por el franquiciador, las condiciones sobre restricciones territoriales y de productos, cómo obtener dinero para invertirlo en una franquicia... y muchísima información más. La disertación inicial de los panelistas será seguida de un periodo de preguntas y respuestas.

1. Introducción a las franquicias;
2. Cómo investigar el sistema "ideal" de franquicias;
3. Interpretación de la FDD y del convenio de franquicia;

Quiénes Deben Asistir:

Quien esté pensando en adquirir una franquicia, encontrará en este simposio un valor incalculable. Este simposio tiene el objetivo de brindarle la formación necesaria respecto de los pros y los contras de adquirir una franquicia, así como ayudarle a entender por qué debería adquirirla o por qué no. Si bien el contenido está destinado a personas que desean adquirir una franquicia en EE.UU., el seminario también atrae a una gran cantidad de candidatos internacionales, así como para futuros franquiciadores.

Los materiales del curso se proporcionan en inglés únicamente.





DATES:

Starts Sat., March 21
1:00pm - 4:00pm
Continues
Sun., March 22,
10:00am - 1:00pm

RATES:

Advance - \$320*
On-site - \$350*



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*Includes exhibit hall admission and seminars

Moderated by:
Michael H. Seid and
Kay Marie Ainsley
Managing Directors,
Michael H. Seid &
Associates, LLC
www.MSAWorldwide.com



Michael H. Seid is the founder and Managing Director of Michael H. Seid & Associates, LLC, (MSA) a domestic and international franchise advisory firm. He has over 20 years experience as a Senior Operations and Financial

Executive or Consultant for companies within the franchise, retail, restaurant, hospitality and service industries as well as having been a franchisee. Michael serves on the IFA Supplier's Forum's (SF) Board of Directors as a Past Chairman. He is a member of the Board of Directors of the IFA, the first and only time a professional services provider has been elected to the board in the association's history. Michael has earned the designation of CFE - Certified Franchise Executive and is also a non-practicing CPA. Together with the late Dave Thomas, Founder of Wendy's, Michael is co-author of Franchising For Dummies. Michael lectures and writes frequently in the US and internationally on franchising.



Kay Ainsley is a Managing Director of Michael H. Seid & Associates, a management consulting firm specializing in franchising, licensing and distribution. She has over 20 years of experience in franchising as Director of Franchise

Development for major franchise systems or as an advisor to companies within the retail, restaurant, services, manufacturing, and business to business industries. Kay has completed the requirements and has earned the designation of Certified Franchise Executive (CFE). She teaches CFE accredited classes for the IFA's Educational Foundation. Kay currently serves on the Board of the IFA's Supplier Forum and is a member of the Glomak Committee, the international marketing arm of the IFA. She is also on the Advisory Board of the National Franchise Mediation Program of the Center for Dispute Resolution which promotes mediation in settling disputes in franchising. She is an associate member of the American Bar Association.

Franchising Your Business

Since the end of World War II, franchising has become the dominant method for the creation of wealth through small business ownership. Franchising, once known primarily for restaurants, today is used by over 85 industries including a wide range of consumer and business to business services, retail, hospitality, health, recreation and many more. This two day symposium will explain how to turn your business into a successful franchise. *All course materials are presented in English only.*

All attendees receive admission to the exhibits and seminars on all three days.

Who Should Attend:

Anyone looking to grow their business or seeking information on the use, benefits and risks associated with an indirect method of distribution such as franchising. This includes business owners looking for information on franchising as a method to grow their businesses; CEOs, COOs and CFOs of companies seeking alternative methods of distribution, reorganization strategies, and additional pull through strategies; lawyers, accountants and business consultants whose clients require them to have a working knowledge of franchise development and management.

Over two days, this symposium will look at:

- The difference between licensing and franchising and when each is appropriate
- Franchise Feasibility – is franchising the correct expansion strategy for your company

- The benefits and risks of franchising your business
- Characteristics of a strong franchisor organization
- Tactical Business Planning – the design, development and implementation of a franchising strategy
 - Determining the core drivers of your business and setting standards
 - Identifying the roles and responsibilities of the franchisor and franchisee
 - Determining the proper fee structure
 - Creating a positive relationship with franchisees
 - Brand development and advertising requirements
 - Ensuring the legal documents reflect the business strategy
- The financial implications of developing a franchise system including:
 - cost of development and anticipated return on investment for the company
 - Organizational requirements – headquarters and field
- Managing Expansion Strategies – Understand when and how to use:
 - Single Unit Franchising
 - Area Development and Multi-Unit Franchising
 - Area Representative Franchising
 - Master Franchising
 - Company Owned and Franchisee Owned locations in the same market
- Operation manuals and training programs – what they should contain, how they can be used to manage change, and risky issues you should consider when creating manual and training program content. The use of web based training and operating manuals in franchise systems
- Technology – the use of technology in the support and expansion of the franchise system
- Growing the business – how to develop and manage a franchise system growth strategy that meets the system's expansion goals, earnings expectations and attracts the types of franchisees that are best suited for the franchise system
- Retro-franchising – using franchising as a new or replacement method of distribution for established companies and for companies seeking an innovative re-organization, re-capitalization or tactical change strategy
- Financing your growth and planning your exit strategy
- The Law – Understanding the Federal and State Disclosure requirements, relationship laws, trademarks, service marks and trade dress and other regulations that impact franchise system on a day to day basis

Français S2:

Franchisage de Votre Entreprise

- La différence entre la concession de licences et le franchisage
- Faisabilité d'une franchise – cette méthode convient-elle à votre société ?
- Les avantages et les risques découlant du franchisage de votre entreprise
- Caractéristiques d'une organisation de franchiseur solide
- Planification tactique stratégique
- Les implications financières du développement d'un système de franchise
- Gestion des stratégies d'expansion
- Manuels d'exploitation et programme de formation
- Technologie – utilisation de la technologie pour le support et l'expansion du système de franchises
- Établissement des commissions
- Développement de votre entreprise
- Rétrofranchisage
- Financement de votre croissance et planification de votre stratégie de sortie
- Publicité de vente au détail

A Qui Est Destiné:

Toute personne désirant développer son entreprise ou recherchant des informations sur l'utilisation, les avantages et les risques associés à une méthode de distribution indirecte telle que le franchisage.

Les participants à ce colloque seront aussi admis à tous les stands pendant les trois jours. Les fournitures et accessoires de cours sont uniquement rédigés en anglais.

Deutsch S2:

Machen Sie aus Ihrem Geschäft Eine Franchise

- Der Unterschied zwischen Lizenzierung und Franchising sowie wann welche der beiden Methoden in Frage kommt
- Die Durchführbarkeit der Franchise – d.h. ist das Franchising die richtige Expansionsstrategie für Ihr Unternehmen
- Etwaige Vorteile und Risiken, die entstehen, wenn Sie aus Ihrem Geschäft eine Franchise machen
- Leistungsmerkmale einer starken Franchisegeber-Organisation
- Die taktische Geschäftsplanung – Entwurf, Entwicklung und Implementierung einer Franchising-Strategie
- Die finanziellen Auswirkungen der Entwicklung eines Franchise-Systems
- Das Management von Expansionsstrategien
- Betriebsanleitungen und Schulungsprogramme
- Die Technologie – der Einsatz der Technologie zur Unterstützung und Ausweitung des Franchise-Systems
- Die Festlegung von Gebühren
- Die Expansion des Geschäfts – der sich die für Ihr System bestgeeigneten Franchisenehmer anwerben lassen
- Das Retrofranchising
- Die Finanzierung Ihres Wachstums und die Planung Ihrer Veräußerungsstrategie
- Einzelhandelswerbung

Wer Sollte Teilnehmen:

Alle Geschäftsleute, die ihr Geschäft weiter ausbauen wollen oder Informationen über die Anwendung, Vorteile und Risiken, die mit einer indirekten Vertriebsmethode wie dem Franchising einhergehen, erhalten möchten.

Teilnehmer des Symposiums erhalten zudem an allen drei Tagen Zutritt zu den Ausstellungen Die Kursmaterialien sind ausschließlich in englischer Sprache.

Español S2:

Concesión de Franquicias de Su Propio Negocio

- La diferencias entre cuando obtener una licencia y una franquicia
- Franquicias factible – es conceder expansión estratégica correcta para su compañía
- Los beneficios y riesgos de concesión de su negocio
- Características de una fuerte organización de franquicias
- Plan táctico de negocio
- Las implicaciones financieras de desarrollar un sistema de franquicias
- Administrando estrategias de expansión
- Operación manual y programa de entrenamiento
- Tecnología – el uso de tecnología en el apoyo, y expansión del sistema de concesión de franquicias
- Estableciendo honorarios
- Agrandando el negocio
- Retro concesión de franquicia
- Financiando su crecimiento y planeando su estrategia de salida
- La Ley – Conocer las declaraciones requeridas Federales y Estatales, marcas registradas, marcas de servicios, vestido de comercio y otras regulaciones que impacten el sistema de franquicias en una base cotidiana.

Quiénes Deben Asistir:

Cualquiera en busca de aumentar su negocio ó buscando información en el uso, beneficios y riesgos asociados con un método indirecto de distribución tales como franquicias.

Los asistentes al Simposio también recibirán entradas para la exposición que durará tres días. Los materiales del curso se proporcionan en inglés únicamente.



Visit the Supplier Alliance Area

Be part of the excitement – visit the Supplier Alliance Area on the show floor. New and veteran companies will be exhibiting in this area, supplying high quality services, products, and information to franchisors and franchisees. Make it a point to meet with them face-to-face.

Symposium 3



DATE:

Friday, March 20
2:00pm - 5:00pm

RATES:

Advance - \$250*
On-site - \$300*



Sponsored by



*Includes exhibit hall admission and seminars

Operations Manuals: The Foundation to Consistent Execution

Documentation of your business' processes and procedures is the foundation to consistent execution of your franchise concept. Your Operations Manual becomes the core reference document for how to replicate your business methods for all franchisees and so must be thorough, clear and user-friendly. In addition, it must clearly specify what customer products and services, policies, marketing approaches, etc. are required for compliance with your franchise agreement. Learn key content that should be included as well as how to create a user-friendly Operations Manual in this 3-hour symposium. *All course materials are presented in English only.*

All attendees receive admission to the exhibits and seminars on all three days.

Who Should Attend:

Business owners who are strongly considering franchising and don't have processes and procedures fully documented, new franchisors who want to confirm that they have taken the right approach, managers with training accountability in an established chain poised to franchise, existing franchisors needing to update their Operations Manual.

This symposium will look at:

- How to capture key business processes and procedures for the Operations Manual
- What types of manuals are customary to provide to franchisees
- What topics are usually covered in an Operations Manual
- How a Start Up Manual differs from an Operations Manual
- How to language materials for your reader and ensure that compliance requirements are clear and straightforward
- How to craft manual content to avoid vicarious liability lawsuits
- How formatting impacts ease of use and updating manuals

Presented by: Marla Rosner

Senior Consultant, Training
Michael H. Seid &
Associates, LLC
www.MSAWorldwide.com



Marla Rosner is the Senior Training Consultant for Michael H. Seid & Associates, LLC, a domestic and international franchise advisory firm. She has excelled as a training professional for over twenty years including sixteen years leading the training function of a national franchise company. For new franchisors

Marla creates Operations Manuals, assists in systemizing operational procedures and structures new franchisee training programs. For established franchisors, Marla assesses the effectiveness of current training, identifies training gaps and designs cost effective programs to train store level personnel, as well as headquarters staff.

Come Meet The Experts! Visit The Professional Center! It's Free!

Attention Franchisors:

Don't miss the Supplier Section on the Expo floor! Meet with suppliers of products and services dedicated to franchising!

The PROFESSIONAL CENTER is an area on the exhibit floor where you can meet with attorneys and other industry experts who will provide legal, business and financing advice as well as answer your questions. If you're a first time buyer, a current business owner looking to franchise your business or just researching to help make future decisions, the PROFESSIONAL CENTER is a pavilion not to be missed! Registration for one or three days will allow access to this center.

Français S3:

Manuels des Opérations: La Base d'une execution conséquente

Ce symposium traite des sujets suivants:

- Comment identifier les processus et procédures clés de votre négoce pour les documenter dans des Manuels d'Opérations
- Quels types de manuels se fournissent habituellement aux franchisés
- Quels sujets s'examinent normalement dans des Manuels d'Opérations
- Comment un Manuel d'Initiation se distingue d'un Manuel d'Opérations
- Comment formuler le contenu pour que vos lecteurs le comprennent et comment spécifier clairement les requêtes pour son accomplissement
- Comment configurer un manuel pour éviter des procès pour responsabilité pour les actes des tiers
- Comment optimiser moyennant une composition parfaite le confort d'usage de vos manuels et faciliter en même temps ses mises à jour

A Qui Est Destiné:

Aux entrepreneurs qui considèrent sérieusement créer une franchise et qui n'ont pas encore documenté entièrement leurs processus et procédures ; aux nouveaux créateurs de franchises qui souhaitent analyser si leur approche est correcte ; aux responsables de formation dans une chaîne commerciale existante qui considère créer une franchise ; aux créateurs de franchises expérimentés qui souhaitent mettre à jour leurs Manuels d'Opérations.

Les participants à ce colloque seront aussi admis à tous les stands pendant les trois jours. Les fournitures et accessoires de cours sont uniquement rédigés en anglais.

Deutsch S3:

Handbücher des Geschäftsbetriebs: Die Grundlage für eine Konsequente Umsetzung

Diese Fachtagung fokussiert auf folgende Themen:

- Wie erfasse ich die entscheidenden Geschäftsprozesse, um sie in Handbücher des Geschäftsbetriebs zu dokumentieren
- Welche Arten von Handbüchern werden Franchisenehmern üblicherweise zur Verfügung gestellt
- Welche Inhalte werden normalerweise in Handbüchern des Geschäftsbetriebs erörtert
- Worin unterscheiden sich Handbücher für die Neugründung von Handbüchern des Geschäftsbetriebs
- Wie fassen Sie die Inhalte für Ihre Leser in Worte und wie formulieren Sie Vorgaben zu ihrer Erfüllung eindeutig
- Wie konfigurieren Sie Ihre Handbücher, um Klagen wegen Haftung für Erfüllungsgehilfen zu vermeiden
- Wie optimieren Sie mit einem perfekten Layout die Lesbarkeit Ihrer Handbücher und erleichtern gleichzeitig deren Aktualisierung

Wer Sollte Teilnehmen:

Unternehmer, die intensiv über die Vergabe eigener Franchiselizenzen nachdenken und deren Geschäftsprozesse nicht vollständig dokumentiert sind; neue Franchisegeber, die gewährleisten wollen, daß ihre Vorgehensweise richtig ist; Manager mit Ausbildungsverantwortung innerhalb einer etablierten Handelskette, die sich für die Vergabe von Franchiselizenzen interessieren; erfahrene Franchisegeber, die ihre Handbücher des Geschäftsbetriebs aktualisieren wollen.

Teilnehmer des Symposiums erhalten zudem an allen drei Tagen Zutritt zu den Ausstellungen Die Kursmaterialien sind ausschließlich in englischer Sprache.

Español S3:

Manuales de Operaciones: La Base de una ejecución consecuente

Este simposio examina los temas siguientes:

- Cómo identificar los procesos y procedimientos clave de su negocio para documentarlos en los Manuales de Operaciones
- Qué tipos de manuales se facilitan habitualmente a los franquiciados
- Qué temas se suelen tratar en Manuales de Operaciones
- Cómo un Manual de Iniciación se distingue de un Manual de Operaciones
- Cómo verbalizar el contenido para que sus lectores lo entiendan y cómo especificar claramente los requerimientos para su cumplimiento
- Cómo configurar un manual para evitar pleitos por responsabilidad para actos de terceros
- Cómo optimizar mediante una composición perfecta la comodidad de uso de sus manuales y facilitar al mismo tiempo sus actualizaciones

Quiénes Deben Asistir:

A Empresarios que consideran seriamente crear una franquicia y cuyos procesos y procedimientos no están documentados completamente ; a nuevos creadores de franquicias que quieren analizar si su enfoque es correcto ; a responsables de formación dentro de una cadena comercial existente que considera crear una franquicia ; a creadores de franquicias experimentados que quieren actualizar sus Manuales de Operaciones.

Los asistentes al Simposio también recibirán entradas para la exposición que durará tres días. Los materiales del curso se proporcionan en inglés únicamente.



Symposium 4



DATE:

Friday, March 20
11:00am - 1:00pm

RATES:

Advance - \$175*
On-site - \$225*



Register for
two Symposia
and Save \$50

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GRAY

PLANT

MOOTY

*Includes exhibit hall
admission and seminars

Selecting, Negotiating and Operating a Master Franchise: Strategies to Insure Success

If you want to acquire or grant franchise rights for a country or a region, you likely will do so through a master franchise structure. How does a master franchise model operate? What are the responsibilities of each of the parties? How do you analyze the economics of a master franchise model to insure success? How do you select a master franchise partner and negotiate a master franchise agreement in an international setting? This symposium will address these challenging issues and draw on the diverse experience of the speakers to assist you in pursuing a master franchise opportunity. All symposium attendees receive admission to the exhibits on all three days.

All course materials are presented in English only.

All attendees receive admission to the exhibits and seminars on all three days.

Who Should Attend:

- International investors seeking franchises which they can expand into their countries; U.S. investors desiring to acquire master franchise rights in the U.S. from a foreign franchisor, executive team leaders desiring to expand their knowledge of master franchising (vs. other models of franchise development); and owners of master franchises seeking a better understanding of common issues that arise in a master franchise relationship.

This Symposium Will Look At:

Key elements to the success of a master franchise relationship: the planning, selection and negotiation process.

What are the most common challenges master franchisees face in an international setting? What questions should be asked to determine whether the franchisor understands the local market and whether a franchisor actually has the resources and experience to help the master franchisee achieve its goals? This symposium will examine these issues that are so important to the longterm success of both parties in the relationship.

This symposium also will examine business planning and related due diligence strategies – items that both parties often fail to thoroughly study before entering into an agreement. What factors must be addressed in developing a successful business plan for a master franchise? What resources must the master franchisee have to implement the business plan? What role should the franchisor play in crafting the business plan at the master franchisee level? How can you evaluate whether the franchisor has established and performed a thorough evaluation process of the master franchisee, its business and financial skills and the local market to assure a long term interest in the relationship (vs. a short term interest in simply collecting an initial fee). How can you determine what franchise and related fees are fair in an international master franchise relationship?

What provisions should you examine in a master franchise agreement to determine whether it contains the right balance to allow the master franchisee a fair opportunity to succeed while permitting the franchisor to maintain control over the franchise system and recover a reasonable profitable from the relationship? What role should the master franchisee play in developing a reasonable development schedule and how can the parties agree upon a development schedule that makes sense in light of the local market, the product or service involved and other factors? This symposium will consider tactics to structure the schedule to protect the master franchisee's investment and the franchisor's reasonable expectation that its brand will be developed in the local market.

An international master franchise involves multiple parties – franchisor, master franchisee and unit franchisees in the territory – as well as multiple agreements, different laws, cultures and often different languages. This symposium will identify the skills and tactics necessary to manage a complex relationship and guide you in determining the attributes of successful master franchise relationships while avoiding the pitfalls of failed relationships.

Presented By: Gaylen Knack

Partner, Gray Plant Mooty
www.GrayPlantMooty.com



As a principal in Gray Plant Mooty's 20 person franchise group, Gaylen has devoted over 20 years in assisting franchisors in structuring domestic and international franchise and distribution programs and advising clients on related business

and regulatory issues. He also assists franchisors in developing domestic and foreign supply chains and advises clients on related international trade, due diligence, trademark, and Internet matters.

Français S4:

Master Franchising

Ce colloque portera sur les éléments clé pour la réussite d'une relation de franchise principale : le processus de planification, de sélection et de négociation.

Quels sont les défis les plus courants que doit affronter un franchisé principal dans un contexte international ? Quelles questions doivent être posées pour déterminer si le franchiseur comprend le marché local et si un franchiseur possède réellement les ressources et l'expérience pour aider le franchisé principale à atteindre ses objectifs ? Ce colloque examinera ces questions si importantes pour la réussite à long terme des deux parties dans la relation.

Ce colloque examinera également la planification des affaires et les stratégies liées à la diligence, les éléments que les deux parties souvent n'étudient pas complètement avant de stipuler un accord. Quels facteurs doivent être adressés lors du développement d'un plan d'action réussi pour une franchise principale ? Quelles ressources doit avoir le franchisé principal pour mettre en place le plan d'action ? Quel rôle doit jouer le franchiseur en modélisant le plan d'action au niveau du franchisé principal ? Comment pouvez-vous déterminer quelle franchise et quels frais sont équitables dans une relation principale internationale de franchise ?

Quelles clauses devriez-vous examiner dans un accord de franchises principale pour déterminer si elle est bien équilibrée pour donner au franchisé principal une possibilité équitable de réussir tout en permettant au franchiseur de maintenir le contrôle du système de franchise et de récupérer un profit raisonnable de la relation ? Quel rôle doit jouer le franchisé principal dans la mise en place d'un plan de développement raisonnable et comment est-ce que les parties conviennent sur un plan de développement qui est sensé à la lumière du marché local, du produit ou du service impliqué et d'autres facteurs ? Ce colloque considérera la tactique pour structurer le plan afin de protéger l'investissement le franchisé principal et l'attente raisonnable du franchiseur que sa marque sera développée sur le marché local.

Une franchise principale internationale implique de multiples parties, tels que le franchiseur, le franchisé principale et les franchisés de l'unité sur le territoire principale ainsi que les franchises multiples, les différentes lois, les cultures et les langues souvent différents. Ce colloque identifiera les capacités et la tactique nécessaires pour gérer une relation complexe et vous guider à déterminer les attributs des relations de franchise principale réussies tout en évitant les pièges des relations en échec.

A Qui Est Destiné:

Les investisseurs internationaux à la recherche des franchises susceptibles de se développer dans leurs pays, les investisseurs des États-Unis souhaitant acquérir la franchise principale juste aux États-Unis de la part d'un franchiseur étranger, les leaders d'équipe d'exécutifs désirant parfaire leur connaissance du franchising principal, les propriétaires des franchises principales recherchant une meilleure compréhension des questions communiques qui se posent dans une relation de franchise principale. **Tout le matériel de cours est présent en anglais seulement. Tous les participants du colloque reçoivent l'admission aux expositions au cours des trois jours.**

Deutsch S4:

Master Franchising

Diese Fachtagung wird einen Einblick vermitteln in die Schlüsselemente für den Erfolg einer Master-Franchise-Beziehung: den Planungs- Auswahl- und Verhandlungsprozess.

Welches sind die alltäglichen Herausforderungen, mit denen sich Master-Franchisenehmer im internationalen Rahmen konfrontiert sehen? Welche Fragen sollten gestellt werden um festzustellen, ob der Franchisegeber den lokalen Markt versteht und ob ein Franchisegeber wirklich über die Mittel und die Erfahrung verfügt, dem Master-Franchisenehmer bei der Erreichung seiner Ziele behilflich zu sein. Diese Fachtagung behandelt diese Themen, die für den langfristigen Erfolg beider Parteien in diesem Verhältnis so wichtig sind.

Diese Fachkonferenz überprüft ebenso Geschäftsplanungs- und verwandte Sorgfalts-Strategien - Elemente, die beide Parteien häufig versäumen ausführlich zu studieren, bevor sie einen Vertrag schließen. Welche Faktoren müssen berücksichtigt werden bei der Entwicklung eines erfolgreichen Geschäftsplans für eine Master-Franchise? Über welche Mittel muss der Master-Franchisenehmer verfügen zur Ausführung des Geschäftsplans? Welche Rolle sollte der Franchisegeber spielen bei der Ausarbeitung des Geschäftsplans auf dem Master-Franchiseneiveau? Wie können Sie feststellen, welche Franchise- und damit in Verbindung stehenden Gebühren in einem internationalen Masterfranchise-Verhältnis angemessen sind?

Welche Bestimmungen sollten Sie in einer Masterfranchise-Vereinbarung überprüfen um festzustellen, ob sie die richtige Ausgewogenheit enthält, um dem Master-Franchisenehmer einerseits eine angemessene Erfolgsmöglichkeit zuzugestehen und andererseits dem Franchisegeber zu ermöglichen, die Kontrolle über das Franchisesystem beizubehalten und eine angemessene Rendite aus dem Verhältnis zu erzielen? Welche Rolle sollte der Masterfranchise-Nehmer spielen bei der Entwicklung eines angemessenen Ablaufplans und wie können die Parteien sich auf einen Ablaufplan einigen, der im Zusammenhang mit dem lokalen Markt, den beteiligten Produkten oder Services und anderen Faktoren sinnvoll ist? Diese Fachtagung prüft Taktiken, den Ablaufplan zu strukturieren, um die Investition des Master-Franchisenehmers und die angemessene Erwartung des Franchisegebers auf Entwicklung seiner Marke im lokalen Markt zu schützen.

Eine internationale Masterfranchise beinhaltet mehrere Parteien - Franchisegeber, Master-Franchisenehmer und Teil-Franchisenehmer in Unterbezirken - sowie mannigfaltige Vereinbarungen, unterschiedliche Gesetze, Kulturen und häufig unterschiedliche Sprachen. Diese Fachtagung wird die notwendigen Fähigkeiten und Taktiken aufzeigen, eine komplexe Geschäftsbeziehung zu bewältigen und Sie in die Lage versetzen, die Attribute einer erfolgreichen Masterfranchise-Beziehung zu bestimmen, bei gleichzeitiger Vermeidung der Gefahren gescheiterter Beziehungen.

Wer Sollte Teilnehmen:

Internationale Investoren, die Franchises suchen, die sie auf ihre Länder ausdehnen können; U.S. Investoren mit dem Wunsch, Master-Franchise-Rechte für die U. S. von einem ausländischen Franchisegeber zu erwerben; Geschäftsführungs-Teamleiter mit dem Wunsch, ihre Kenntnisse über Master-Franchises zu erweitern und Inhaber von Master-Franchisegebern auf der Suche nach einem besseren Verständnis alltäglicher Belange, die sich aus einem Master-Franchise-Verhältnis ergeben. **Alle Konferenzunterlagen werden nur in Englisch präsentiert. Alle Konferenzteilnehmer erhalten an allen drei Tagen Zugang zu den Ausstellungen.**

Español S4:

Franquicias Maestra

En este simposio se considerarán elementos clave para el éxito de una relación de franquicia máster: el proceso de planificación, selección y negociación.

¿Cuáles son los desafíos más comunes, que enfrenta un franquiciado máster en un entorno internacional? ¿Qué preguntas deben formularse, para determinar si el franquiciador conoce el mercado local y si, en realidad, el franquiciador posee los recursos y la experiencia necesarias para ayudar al franquiciado máster a alcanzar sus objetivos? Este simposio analizará estos temas, de vital importancia para que las dos partes de la relación obtengan un éxito a largo plazo.

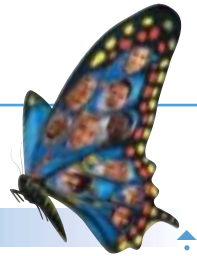
En este simposio, también se examinarán la planificación comercial y las estrategias relacionadas con la diligencia debida, temas que con frecuencia omiten analizar exhaustivamente ambas partes, antes de incorporarse a un acuerdo. ¿A qué factores debe apuntarse, en el desarrollo de un exitoso plan de negocios para una franquicia máster? ¿Qué recursos necesita un franquiciado máster, para implementar un plan de negocios? ¿Qué papel debe desempeñar el franquiciador, en el fortalecimiento del plan de negocios y en el nivel del franquiciado máster? ¿Cómo puede determinar, qué franquicia y qué cánones asociados son justos en una relación de franquicia máster internacional?

¿Qué cláusulas se deben analizar en un acuerdo de franquicia máster internacional, a fin de determinar si contiene el equilibrio correcto, que dé al franquiciado máster una oportunidad justa de tener éxito y a la vez, permita al franquiciador mantener el control del sistema de franquicia, recibiendo una rentabilidad razonable de la relación? ¿Qué papel debería desempeñar el franquiciado máster en la realización de un programa razonable de desarrollo y cómo pueden acordar las partes un programa de desarrollo, que tenga sentido con miras al mercado local, al producto o servicio relacionados y a otros factores? En este simposio se considerarán tácticas, para estructurar un programa que proteja la inversión del franquiciado máster y la expectativa razonable del franquiciador, de que su marca se desarrolle en el mercado local.

Una franquicia máster internacional comprende múltiples partes (franquiciador, franquiciado máster y franquiciados individuales), así como múltiples acuerdos, diferentes leyes, culturas, y frecuentemente, diferentes idiomas. Este simposio identificará las capacidades y tácticas para gestionar una relación compleja y lo guiará en la determinación de las características de una exitosa relación de franquicia máster, evitando los riesgos de una relación fallida.

Quiénes Deben Asistir:

Inversores internacionales, que estén buscando franquicias de posible expansión en sus países; inversores norteamericanos, que deseen adquirir derechos de franquicia máster en los EE.UU., de un franquiciador extranjero; líderes ejecutivos de equipo, con deseos de ampliar sus conocimientos sobre franquicias máster y propietarios de franquicias, que quieran comprender mejor cómo dirigir cuestiones comunes, generadoras de una relación de franquicia máster. **Todo el material del curso se presenta únicamente en inglés. Todos los asistentes al simposio reciben una admisión para las exhibiciones durante los tres días.**



DATE:

Friday, March 20
2:00pm - 5:00pm

RATES:

Advance - \$250*
On-site - \$300*



Sponsored by



*Includes exhibit hall admission and seminars

Global Franchise Expansion: Strategies for Lucrative and Planned Growth

In large measure, the focus on franchising has shifted from the domestic scene to cross-border activities. Franchisors in virtually every country are now devoting an increasing portion of their resources and energies to expanding beyond their base to growing markets abroad. Franchise experts will look at issues ranging from the cultural challenges of international expansion to the practical aspects of doing business across borders. The topics will address the most common business and legal problems affecting international franchising. Franchisors and professionals experienced in international franchising will take part in the panels. A question and answer period will follow each topic. *All course materials are presented in English only.*

All attendees receive admission to the exhibits and seminars on all three days.



Moderated by:
Philip F. Zeidman,
Senior Partner and Co-chair of the Franchise and Distribution Law Practice Group, DLA Piper US, LLP
www.dlapiper.com

Philip F. Zeidman devotes his practice to domestic franchising law and the rapidly growing field of international distribution, licensing and franchising law. He was recently named global Franchise Lawyer of the Year at the inaugural Who's

Who Legal Awards. Mr. Zeidman is counsel to a number of U.S. and foreign companies and trade associations. Mr. Zeidman has engaged in an international transactional practice, testified on franchising before governmental bodies, participated in judicial and administrative proceedings, taught at universities, and appeared before business and professional groups in over 30 countries, as well as before the Commission of the European Union and numerous U.S. congressional committees. He is special counsel to the Japanese Franchise Association and General Counsel to the International Franchise Association.

Who Should Attend:

U.S. and non-U.S. franchisors, international franchising attorneys and consultants. All those involved and interested in global franchise expansion. The symposium will also be of interest to prospective master licensees wishing to understand international franchising from the franchisors' perspective.

1. International Franchising

- What's happening around the world
- Who's franchising where
- What's being franchised
- Choosing target markets
- Making it work: are you ready for international expansion?
- How will going international impact domestic operations?
- A closer look at choosing a partner
- Costs: direct and indirect
- Important business considerations
- Important legal considerations

2. Structural Variations in the Global Market

- Joint Venture - choosing a partner: advantages and disadvantages to the franchisor and franchisee
- Direct Franchising: advantages and disadvantages to the franchisor and franchisee
- The Area Development Franchise: advantages and disadvantages to the franchisor and franchisee
- The Master Franchise or Sub-Franchise: advantages and disadvantages to the franchisor and franchisee
- Fee and royalty issues
- The terms of the agreement
- The package of support services for the franchisee
- The rights and obligations of the franchisor
- The rights and obligations of the franchisee

3. The International Expansion Experience

- Going abroad
- Presentations by international franchising experts: looking at the relationship from abroad; the role of the headquarters company; problems facing international franchising today and what leads to success and failure
- Looking forward
- The new markets
- The new prospective investor
- Trends in international franchising

Français S5:

Expansion globale de la franchise

1. La franchise internationale

- Que se passe-t-il dans le monde ?
- Qui accorde des franchises et où ?
- Quels produits sont franchisés ?
- Choisir ses marchés cible
- Réussir sa franchise : êtes-vous prêt à l'expansion internationale ?
- Comment l'internationalisation de vos affaires va-t-elle affecter leur fonctionnement au niveau national ?
- Choisir un partenaire
- Coûts : directs et indirects
- Considérations commerciales importantes
- Considérations légales importantes

2. Variations structurelles du marché global

- Joint venture - choisir un partenaire : avantages et désavantages du franchiseur et du franchisé
- La franchise directe : avantages et désavantages pour le franchiseur et le franchisé
- Le territoire géographique de la franchise : avantages et désavantages pour le franchiseur et le franchisé
- La master franchise ou la sous-franchise : avantages et désavantages pour le franchiseur et le franchisé
- Questions sur les redevances et les royalties
- Les termes de l'accord
- L'ensemble des services de support apportés à la franchise
- Les droits et obligations du franchiseur
- Les droits et obligations du franchisé

3. L'expérience de l'expansion internationale

- Se développer à l'étranger
- Présentations par des experts internationaux de la franchise : la relation vue de l'étranger ; le rôle du siège central ; les problèmes rencontrés aujourd'hui par la franchise internationale et les raisons du succès ou de l'échec
- Perspectives d'avenir
- Les nouveaux marchés
- Le nouvel investisseur potentiel
- Tendances de la franchise internationale

A Qui Est Destiné:

Franchiseurs américains ou non, consultants et avocats spécialisés dans les franchises internationales. Tous ceux qui sont intéressés par l'expansion globale de la franchise. Ce symposium intéressera aussi les concessionnaires potentiels d'une licence de master franchise qui désirent comprendre la franchise internationale du point de vue du franchiseur. **Les participants à ce colloque seront aussi admis à tous les stands pendant les trois jours. Les fournitures et accessoires de cours sont uniquement rédigés en anglais.**

Deutsch S5:

Ausweitung der globalen Franchise

1. Internationales Franchising

- Was passiert rund um den Globus
- Wer vergibt wo Franchise Lizenzen?
- Was wird per Franchise lizenziert?
- Auswahl von Zielmärkten
- So wird's gemacht: Sind Sie bereit für eine internationale Expansion?
- Welche Auswirkungen hat internationale Expansion auf heimische Geschäftsbereiche?
- Näherer Einblick wie man einen Partner auswählt
- Kosten: Direkte und indirekte
- Wichtige betriebswirtschaftliche Überlegungen
- Wichtige juristische Überlegungen

2. Strukturelle Abweichungen im Weltmarkt

- Joint Venture – Auswahl des Partners: Vor- und Nachteile des Franchisegebers und Franchisenehmers
- Direkt Franchising: Vor- und Nachteile des Franchisegebers und Franchisenehmers
- Die Gebietsentwicklungs-Franchise: Vor- und Nachteile des Franchisegebers und des Franchisenehmers
- Die Haupt- oder Unter-Franchise: Vor- und Nachteile des Franchisegebers und des Franchisenehmers
- Entgelt- und Lizenzgebühren-Fragen
- Die Vertragsbedingungen
- Das Paket an unterstützenden Maßnahmen für den Franchisegeber
- Die Rechte und Pflichten des Franchisegebers
- Die Rechte und Pflichten des Franchisenehmers

3. Erfahrungen mit internationaler Expansion

- Der Schritt ins Ausland
- Präsentationen internationaler Franchise-Experten: Blick auf das Geschäftsverhältnis aus dem Ausland, die Rolle der Konzernzentrale, Probleme, denen sich internationales Franchising heute gegenüber sieht und was zu Erfolg oder Misserfolg führt
- Ausblick in die Zukunft
- Die neuen Märkte
- Der neue, potentielle Investor
- Trends im internationalen Franchising

Wer Sollte Teilnehmen:

Franchisegeber aus den USA und anderen Nationen sowie internationale Franchiseanwälte- und Berater. Alle, die in der Ausweitung einer globalen Franchise involviert oder an einer solchen interessiert sind. Die Konferenz ist ebenso interessant für potentielle Mehrfach-Konzessionsträger zum Verständnis des internationalen Franchising aus der Sicht des Franchisegebers. **Teilnehmer des Symposiums erhalten zudem an allen drei Tagen Zutritt zu den Ausstellungen Die Kursmaterialien sind ausschließlich in englischer Sprache.**

Español S5:

Ampliación global de la franquicia

1. Otorgamiento de franquicias internacionales

- Lo que está sucediendo alrededor del mundo
- ¿Quién está otorgando franquicias y dónde?
- ¿Qué está siendo franquiciado?
- Selección de los mercados meta
- Haciendo que funcione: ¿está listo para la expansión internacional?
- ¿Cómo impactarán las operaciones internacionales a las nacionales?
- Un mejor enfoque al elegir un socio
- Costos: directos e indirectos
- Consideraciones importantes de negocios
- Consideraciones legales importantes

2. Variaciones estructurales en el mercado global

- Asociación de empresas (Joint Venture) – elección de un socio: ventajas y desventajas para el franquiciante y el franquiciado
- Otorgamiento directo de franquicias: ventajas y desventajas para el franquiciante y franquiciado
- El desarrollo del área de la franquicia: ventajas y desventajas para el franquiciante y franquiciado
- La franquicia principal o la sub-franquicia: ventajas y desventajas para el franquiciante y franquiciado
- Aspectos de cuotas y regalías
- Los términos del acuerdo
- El paquete de los servicios de ayuda para el franquiciado
- Los derechos y deberes del franquiciante
- Los derechos y deberes del franquiciado

3. La experiencia de la expansión internacional

- Saliendo al extranjero
- Presentaciones por los expertos internacionales en franquicias: Dando una mirada a las relaciones desde el extranjero; al papel de la compañía como oficina central; a los problemas que enfrenta el otorgamiento de franquicias hoy y a lo que conduce al éxito o al fracaso
- Mirada hacia adelante
- Los nuevos mercados
- Los nuevos inversionistas potenciales
- Tendencias en el otorgamiento de franquicias internacionales

Quiénes Deben Asistir:

Franchisantes de dentro y fuera de los EE.UU., abogados internacionales de franquicias y consultores. Todos aquellos involucrados e interesados en la ampliación global de la franquicia. El simposio también será de interés para los concesionarios principales esperados que desean entender el otorgamiento de franquicias internacionales desde la perspectiva de los franchisantes. **Los asistentes al Simposio también recibirán entradas para la exposición que durará tres días. Los materiales del curso se proporcionan en inglés únicamente.**

Symposium 7

DATE:

Saturday, March 21
9:00am - 12:00pm

RATES:

Advance - \$250*
On-site - \$300*

Register for
two Symposia
and Save \$50

Sponsored by



*Includes exhibit hall admission and seminars

The Use of Technology in Franchising

An important focus of franchising companies in recent years has been the way in which they can harness developments in electronic, telecommunications and internet technologies to enhance their business and franchise relationships. This Symposium will explore these new technologies; the approaches franchise companies have taken to system wide use of the web and to business-to-consumer (B2C) e-commerce; and the domain name and cybersquatter issues to consider when implementing a system-wide strategy for use of the web. Also addressed will be the uses of intranets and extranets to enhance communication within franchise networks and with suppliers and harnessing the internet to optimize your franchise sales strategy. *All course materials are presented in English only.* **All attendees receive admission to the exhibits and seminars on all three days.**

Who Should Attend:

Franchisors, master franchisees, prospective franchisors and franchisees, and franchise lawyers and consultants seeking to improve their efficiency and operational capabilities as well as their understanding of new technologies.

This symposium will look at:

- System-wide Structuring
 - establishing and coordinating system wide policies for data, privacy, info exchange
 - establishing conventions for data ownership and use with vendors
 - data handling standards in the U.S. and overseas
 - extranets/intranets
 - franchise system e-mail policies
- Protecting Your Brand
 - cybergripe and disparaging websites
 - domain name management and cybersquatting
 - franchise system web policies
 - online uniformity
- Building New Business
 - eCommerce policies
 - online lead generation, lead management, tracking, and follow-up for franchise sales
 - online franchisee customer development
 - eDisclosure policies



Presented by:

Lee Plave

Partner,
Plave Koch, PLC
www.plavekoch.com

and **Theresa Huszka**

CFE, Director of
Sales Development,
TSS Photography
www.tssphotography.com



Lee Plave devotes his practice to counseling franchisors on complex domestic and international transactions and in all aspects of franchise and distribution law. He has been named to the Who's Who in America, Who's Who in American Law, the International Who's

Who of Franchise Lawyers, the International Who's Who of Business Lawyers, and The Best Lawyers of America.

Mr. Plave has had extensive experience counseling clients in connection with the application of technology to franchise and distribution systems, including matters such as the development and implementation of e-commerce strategies, system-wide internet roll-out policies and procedures, cybersquatting and domain name disputes, consumer complaint and "cybergripe" web sites, unauthorized e commerce, software and hardware licensing, and issues relating to online and internet services. His practice involves business, technology, franchise, distribution, and antitrust matters. He also represents clients in matters before the Federal Trade Commission, where he served in the Enforcement Division of the Commission's Bureau of Consumer Protection before entering private practice.



Theresa Huszka is a former Executive Vice President of Development for Cianci European Eatery, and prior to that worked with MFV Expositions as Director of Development to head up the development and launch of its sales automation software,

MyBruno.com. Before joining Cianci, Theresa was Vice President of Franchise Development for SmallBizPros, Inc., parent company of Padgett Business Services and PayTrak Payroll Services. She joined the SmallBizPros, Inc. team in 2002 to re-develop and re-energize their franchise development programs.

Theresa began her career in franchising with ProForma, a leader in printing and promotional products, and worked for them for over 6 years.

Theresa is a graduate of the International Franchise Association's Certified Franchise Executive (CFE) program and has been a guest speaker for the IFA on the topics of lead generation and technology in franchising and participated in Caliper Human Strategies study on sales excellence in Franchise Development.

Français S7:

L'emploi des technologies dans la création de franchises

Ce symposium traite des sujets suivants:

Structuration globale du système

- établir et coordonner les règles du système en matière de traitement de données, confidentialité et échange d'informations
- établir les règles en matière de propriété de données et d'usage auprès des vendeurs
- normes de traitement de données aux États-Unis et à l'étranger
- extranets et intranets
- normes en matière de courrier électronique du système de franchises

Protection de votre marque

- cybergripe et sites internet diffamants
- gestion de noms de domaines et cybersquatting
- normes en matière de sites internet du système de franchises
- uniformité de la présence en internet

Génération de nouvelles affaires

- normes en matière de eCommerce
- saisie de clients potentiels en internet, gestion de clients potentiels, suivi des ventes
- développement de clients internet des franchisés
- normes en matière de eDisclosure

A Qui Est Destiné:

Aux entrepreneurs qui souhaitent obtenir des informations sur la création de franchises comme moyen d'expansion ; aux Directeurs Généraux, Directeurs d'Opérations et Directeurs Financiers d'entreprises qui cherchent de nouvelles méthodes de distribution, qui veulent réorganiser leur entreprise ou qui souhaitent augmenter la reconnaissance de leur nom de marque ; aux avocats, experts-comptables et consultants dont les clients requièrent des connaissances en matière de développement et de gestion de franchises ; aux Directeurs Généraux d'entreprises qui souhaitent se développer à l'extérieur des États-Unis - avec ou sans expérience préalable de franchise aux États-Unis. **Les participants à ce colloque seront aussi admis à tous les stands pendant les trois jours. Les fournitures et accessoires de cours sont uniquement rédigés en anglais.**

Deutsch S7:

Der Einsatz von Technologie im Franchising

Diese Fachtagung behandelt:

Umfassende Strukturierung des Systems

- Aufstellung und Koordinierung von Regeln für Datenverarbeitung, Vertraulichkeit und Datenaustausch
- Aufstellung von Regeln für Dateneigentum und ihren Einsatz im Vertrieb
- Standards zur Datenbearbeitung in den USA und außerhalb der USA
- Extranets und Intranets
- Email-Regeln des Franchisesystems

Schutz Ihrer Marke

- Cybergripe und verunglimpfende Websites
- Verwaltung von Domain-Namen und Cybersquatting
- Internet-Regeln des Franchisesystems
- Einheitlichkeit des Online-Auftritts

Aufbau neuer Geschäftsfelder

- eCommerce-Regeln
- Generierung von Kunden im Internet, Verwaltung von Internet-Kunden, Überwachung der Verkaufszahlen
- Entwicklung von Internet-Kunden der Franchisenehmer
- eDisclosure-Regeln

Wer Sollte Teilnehmen:

Unternehmer, die sich für Franchise als Möglichkeit zur Expansion ihres Unternehmens interessieren; CEOs, COOs und CFOs aus Unternehmen, die neue Wege in der Distribution suchen, die ihr Unternehmen restrukturieren wollen oder die erhöhten Bekanntheitsgrad ihrer Marke anstreben; Rechtsanwälte, Steuerberater und Unternehmensberater, deren Kunden umfassendes Wissen in Entwicklung und Führung von Franchiseunternehmen erfordern; CEOs aus Unternehmen, die außerhalb der USA expandieren wollen - unabhängig davon, ob sie in den USA über Erfahrung im Franchising verfügen oder nicht.

Teilnehmer des Symposiums erhalten zudem an allen drei Tagen Zutritt zu den Ausstellungen Die Kursmaterialien sind ausschließlich in englischer Sprache.

Español S7:

El uso de la tecnología en la creación de franquicias

Este simposio examina los temas siguientes:

Estructuración global del sistema

- establecer y coordinar las reglas del sistema respecto al tratamiento de datos, la confidencialidad y el intercambio de informaciones
- establecer las reglas sobre la propiedad de datos y su uso por los equipos de venta
- normas de tratamiento de datos en los Estados Unidos y en el extranjero
- extranets e intranets
- normas de correo electrónico del sistema de franquicias

Protección de su marca

- cybergripe y sitios internet difamatorios
- gestión de nombres de dominios y cybersquatting
- normas de sitios internet del sistema de franquicias
- uniformidad de la presencia en internet

Creación de nuevos negocios

- reglas de eCommerce
- captación de clientes potenciales en internet, gestión de clientes potenciales, seguimiento de las ventas
- desarrollo de clientes en internet por parte de los franquiciados
- reglas de eDisclosure

Quiénes Deben Asistir:

A los empresarios interesados en la creación de franquicias como método de expansión ; a los Directores Generales, Directores de Operaciones y Directores Financieros de empresas que buscan nuevos métodos de distribución, que quieren reorganizar su empresa o que pretenden aumentar el reconocimiento de su nombre de marca ; a los abogados, asesores fiscales y consultores cuyos clientes exigen conocimientos sobre el desarrollo y la gestión de franquicias ; a los Directores Generales de empresas que quieren expandir fuera de los Estados Unidos - con o sin experiencia previa de franquicia en los Estados Unidos. **Los asistentes al Simposio también recibirán entradas para la exposición que durará tres días. Los materiales del curso se proporcionan en inglés únicamente.**

Symposium 8

DATE:

Saturday, March 21
10:00am - 1:00pm

RATES:

Advance - \$250*
On-site - \$300*

Register for
two Symposia
and Save \$50

Sponsored by

DICKSTEINSHAPIRO LLP

*Includes exhibit hall
admission and seminars

Strategies for Penetrating the U.S. Market for Overseas Franchisors

In order to properly and successfully enter a vast and complicated market like the United States, you need to develop a Business Plan which will address topics such as: What region(s) will you initially target and why? What is a profile of your typical franchisee and a typical consumer? What structures (master, multi-unit, single-unit, hybrids, joint ventures, etc.) will you pursue as a legal and strategic means for entering the U.S. market and why? Have you sufficiently evaluated the alternatives? This symposium will explore these business planning topics, featuring a panel of franchising experts, professionals and executives of overseas franchisors who have successfully developed franchising programs in the United States. Our focus will be on pragmatic and truly useful information with an emphasis on war stories and case studies. *All course materials are presented in English only.* **All attendees receive admission to the exhibits and seminars on all three days.**

Who Should Attend:

Advisors, officers and directors of overseas companies interested in expanding their business into the United States.

1. Planning and Strategic Issues

- Understanding your reasons for entering the U.S. Market
- Understanding regional trends and demographics within the U. S market
- Adapting your products and services to meet the needs of the U.S. market
- Determining a profile of the targeted franchisee

2. Legal Regulation and Structural Issues

- Developing, understanding, and breaking some myths about the requirements of the FDD
- Evaluating the advantages and disadvantages of each method/structure for entering the U.S. market:
 - Avoiding legal disputes in the United States and what to do about them when they cannot be avoided
 - Master franchising
 - Multi-unit area development
 - Area/regional/directors
 - U.S. single unit franchising
 - Joint venture
 - Mergers and acquisitions

3. Financial and Budget Issues

- Budgeting, business planning and capital formation issues
- Alternatives for developing your franchising program in the U.S. market
- Protecting your trademarks and intellectual property in the U.S. market
- Non-traditional venues, sites and alternative distribution structures in the U.S. market
- Developing an internal and external franchise management advisory team

Presented by: Andrew J. Sherman

Attorney at Law,
Dickstein Shapiro LLP
www.dicksteinshapiro.com



Andrew Sherman is a capital partner with Dickstein Shapiro LLP. Sherman is a recognized international authority on the legal and strategic issues affecting business growth and serves as a chairman of the Franchising, Licensing and

Distribution Group. He is an international corporate lawyer as well as a business growth

strategist with a focus on both external growth strategies (franchising, licensing, joint ventures, and strategic alliances) and internal growth strategies (capital formation, technology development and mergers and acquisitions). Andrew is also the author of eleven books on franchising as well as the legal and strategic aspects of business growth and capital formation, including the best-selling *Franchise and Licensing: Two Ways to Brand Your Business*.

Français S8:

Pénétrer le marché américain

1. Planification et questions stratégiques

- Comprendre les raisons qui vous poussent à pénétrer le marché américain
- Tendances régionales et démographiques du marché américain
- Adapter votre produit et vos services aux besoins du marché américain
- Déterminer le profil du franchisé cible

2. Règles légales et questions structurelles

- Développer, comprendre et détruire certains mythes concernant les exigences de l'FDD
- Évaluer les avantages et désavantages de chaque méthode ou structure permettant de pénétrer le marché américain :
 - Éviter les problèmes juridiques aux États-Unis et que faire lorsqu'ils ne peuvent être évités
 - Master franchise
 - Développement de zones à unités multiples
 - directeurs de zone/de région
 - La franchise américaine unique
 - Joint venture
 - Fusions et acquisitions

3. Finances et budget

- Budgétiser, planification budgétaire et formation du capital
- Alternatives de développement de votre programme de franchise sur le marché américain
- Protection de vos marques déposées et de la propriété intellectuelle sur le marché américain
- Lieux et sites non traditionnels et structures de distribution alternatives sur le marché américain
- Mise au point d'une équipe consultative interne et externe de gestion de la franchise

A Qui Est Destiné:

Conseillers, membres du bureau directeurs et responsables de sociétés étrangères désirant s'étendre aux États-Unis. **Les participants à ce colloque seront aussi admis à tous les stands pendant les trois jours. Les fournitures et accessoires de cours sont uniquement rédigés en anglais.**



Deutsch S8:

Den US-Markt durchdringen

1. Planungs- und Strategiefragen

- Verständnis für Ihre Gründe zum Eintritt in den US-Markt
- Verständnis regionaler Trends und Demographie innerhalb des US-Marktes
- Anpassung Ihrer Produkte und Dienstleistungen an die Bedürfnisse des US-Marktes
- Festlegung des Profils des ins Auge gefassten Franchisenehmers

2. Rechtliche Vorschriften und strukturelle Fragen

- Entwicklung und Verständnis bezüglich der Anforderungen seitens der FDD und Klarstellung von Mythen
- Auswertung der Vor- und Nachteile jeder einzelnen Methode/Struktur zum Eintritt in den US-Markt:
 - Vermeidung juristischer Auseinandersetzungen in den Vereinigten Staaten und was zu tun ist, wenn sie unvermeidbar sind- Haupt-Franchising
 - Multi Franchise Gebiets- und Regionalentwicklung, Geschäftsführer
 - Einzel-Franchising in den USA
 - Gemeinschaftsunternehmen (Joint venture)
 - Firmen-Zusammenschlüsse- und Übernahmen (Mergers and acquisitions)

3. Finanz- und Budget-Fragen

- Budget-Planung, Unternehmens-Planung und Kapitalbildungs-Fragen
- Alternativen zur Entwicklung Ihres Franchise-Programms im US-Markt
- Schutz Ihrer Markenzeichen und Urheberrechte im US-Markt
- Unübliche Orte, Stätten und alternative Absatzstrukturen im US-Markt
- Entwicklung eines internen und externen Franchise-Management Beratungsteams

Wer Sollte Teilnehmen:

Berater, Leitende Angestellte und Geschäftsführer ausländischer Unternehmen die an einer Ausweitung ihrer Geschäftsaktivitäten in den Vereinigten Staaten interessiert sind. **Teilnehmer des Symposiums erhalten zudem an allen drei Tagen Zutritt zu den Ausstellungen Die Kursmaterialien sind ausschließlich in englischer Sprache.**



Español S8:

Penetración del mercado de EE.UU.

1. Planificación y asuntos estratégicos

- Entendiendo sus razones para entrar en mercado de EE.UU.
- Entendiendo las tendencias regionales y la demografía dentro del mercado de EE.UU.
- Adaptando sus productos y servicios para satisfacer las necesidades del mercado de EE.UU.
- Determinando un perfil del franquiciado meta

2. Regulaciones legales y asuntos estructurales

- Desarrollo, entendimiento, y ruptura de algunos mitos sobre los requisitos del FDD
- Evaluación de las ventajas y desventajas de cada método o estructura para incorporarse al mercado de EE.UU.
 - Prevención de conflictos legales en los Estados Unidos y qué hacer al respecto cuando no pueden ser evitados
 - Franquicia principal: Área, región y directores del desarrollo de áreas multi-unitarias
 - Otorgamiento de franquicias de unidad única en EE.UU.
 - Asociación de empresas (Joint Venture)
 - Fusiones y adquisiciones

3. Asuntos financieros y presupuestarios

- Presupuesto, planificación de negocios y asuntos de formación de capital
- Alternativas para desarrollar su programa de otorgamiento de franquicias en el mercado de EE.UU.
- Protección de sus marcas registradas y propiedad intelectual en el mercado de EE.UU.
- Ubicaciones no tradicionales, sitios y estructuras alternativas de distribución en el mercado de EE.UU.
- Desarrollo de un equipo consultor gerencial interno y externo de la franquicia

Quiénes Deben Asistir:

Consultores, funcionarios y directores de las compañías extranjeras interesadas en ampliar su negocio hacia los Estados Unidos. **Los asistentes al Simposio también recibirán entradas para la exposición que durará tres días. Los materiales del curso se proporcionan en inglés únicamente.**

Location

Walter E. Washington Convention Center

801 Mount Vernon Place, NW
Washington, DC 20001
202-249-3000 • 800-368-9000



Show Days

Show Hours

Conference Hours

Friday, March 20	10:00am - 5:00pm	10:00am - 5:00pm
Saturday, March 21	10:00am - 5:00pm	9:00am - 5:00pm
Sunday, March 22	11:00am - 4:00pm	11:00am - 1:30pm

Show Admission:

A. Exhibit and Free Seminar Rates

ADVANCE (Until March 17, 2009)	ON-SITE (After March 17, 2009)
1-3 Days - \$20	1 Day - \$25 2-3 Days - \$35

B. Symposia Rates (includes admission to exhibits and seminars for all 3 days).

	ADVANCE (Until March 17, 2009)	ON-SITE (After March 17, 2009)
S1 Who Wants To Be A Successful Franchisee?	\$195.00	\$225.00
S2 Franchising Your Business	\$320.00	\$350.00
S3 Operations Manuals	\$250.00	\$300.00
S4 Selecting, Negotiating & Operating A Master Franchise	\$175.00	\$225.00
S5 Global Franchise Expansion	\$250.00	\$300.00
S7 The Use of Technology in Franchising	\$250.00	\$300.00
S8 Strategies for Penetrating the U.S Market	\$250.00	\$300.00

On-site Registration: (On-site Rates apply)

Thursday, March 19	2:00pm - 6:00pm
Friday, March 20	8:30am - 5:00pm
Saturday, March 21	8:30am - 5:00pm
Sunday, March 22	10:30am - 4:00pm

Advance registration is strongly recommended to afford you valuable savings and to avoid on-site lines. You are welcome to register at the show, but on-site prices will prevail. (See on-site fees listed above). Deadline for all advance processing is March 17, 2009. *Registration charges are non-refundable.*

Registration for Symposia

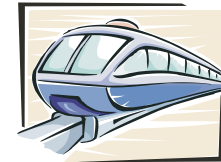
If you wish to enroll in any of the Symposia, we strongly recommend that you do so by utilizing the online registration form at www.IFEinfo.com or the advance registration form on **page 23**, as seating is limited. Registration for these Symposia is also available on-site (at on-site rates) subject to seating availability.



Nearest Airports

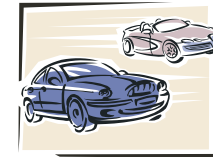
Ronald Reagan/Washington National Airport (domestic flights only) is 6 miles or approximately 15-20 minutes drive to the Convention Center.

Dulles International Airport (international and domestic flights) is 26 miles or approximately 30-40 minutes drive to the Convention Center.



Metrorail

Washington's metrorail provides an inexpensive, convenient means of getting around the city and nearby suburbs. The Washington Convention Center is situated downtown close to the Metro Center and Mt. Vernon Square rail stops.



Parking

Parking near the Convention Center is limited. If you are staying at a hotel that is not near the Convention Center, we suggest you consider using the metrorail for transportation to the Expo. The main entrance is located on Mount Vernon Place.

Official Hotel Agent

EXPO TRAVEL, INC (ETI)
40 Tillman Street

Westwood, NJ 07675 USA

Tel: 201-722-9731 or 800-829-2281

Fax: 201-722-9735

www.expotravel.com

Hours: 9:00 am to 5:00 pm EST, Monday-Friday

Discounted Hotel Rates

Special discounted hotel rates are available for IFE visitors through Expo Travel, Inc. Reservations should be made as early as possible. Reservations can be made online at www.expotravel.com; then click to reserve hotel for IFE. If you wish to speak to a representative you may call between 9am and 5pm ET at 201-722-9731. These discounted rates are only available through Expo Travel Inc. and are in effect until approximately February 17, 2009, based on availability.

Please provide the following information when making a reservation:

1. Name of Expo attending (i.e. International Franchise Expo)
2. Names of persons in party/ arrival and departure dates, type of room sgl/dd. 1st 2nd 3rd choice of hotel.
3. Company name, address and phone, e-mail, and credit card number including expiration date.

Please advise if you will need any special requirements at time of booking.

Official Hotels

Hotel	Standard Rates: Single / Double
Embassy Suites Convention Ctr. 900 10th Street, NW (2 blocks from Convention Center – less than 1/2 mile)	\$249
Grand Hyatt Washington 1000 H Street, NW (5 blocks from Convention Center – less than 1 mile)	\$259
Hampton Inn Convention Ctr. 901 6th Street, NW (3 blocks from Convention Center – less than 1 mile)	\$205
Renaissance Hotel 999 9th Street, NW (2 blocks from Convention Center – less than 1/2 mile)	\$239
Sheraton Four Points Downtown 1201 K Street NW (5 blocks from Convention Center – less than 1 mile)	\$225

Note: Rates shown do not reflect taxes, currently 14.5%. Special rates shown are per room, per night, and are in effect until approximately February 17, 2009 (providing rooms are available). Rates subject to change after February 17, 2009, check with Expo Travel at time of booking. Credit Card information is necessary to guarantee reservations.

Special Airline Savings

Special arrangements have been made with **Continental Airlines**. Travel from March 17-25, 2009 and you will receive a discount off published fares of 2% to 15% or zone fares. To avoid a service fee and receive an additional 3% discount* book your own reservations on line at www.continental.com. Enter both your Z-code and Agreement code (without a space) in the Offer Code Box - **ZEHR**C5XORF.

Or you can call your professional travel agency or Continental Airlines MeetingWorks at 800-468-7022 for reservations. Refer to Z Code **ZEHR** and Agreement Code: **C5XORF**. There will be a \$15 service fee collected, per ticket, for all tickets issued through MeetingWorks reservations or any Continental Airlines ticketing facility. The service fee is non refundable and applies to all itineraries, one-way or roundtrip. Travel agencies must list the Z Code in the Ticket Designator Box and Tour Code Box on the ticket.

*Additional 3% discount applies to published fares only.

Special Car Rental Savings

Special arrangements have been made with **Hertz Rent-A-Car**. Rent any size vehicle from March 13-29, 2009. See the attached document to review more details about the special meeting rates. To reserve your special meeting rates, you can book online at www.hertz.com, call Hertz at 800-654-2240, or call your corporate travel department or travel agent. To receive your special show rates provide the **CV# 03B70005**, along with the name and date of the event. At the time of reservation, the meeting rates will be automatically compared to other Hertz rates and you'll be quoted the best comparable rate available.

Français:

Tarifs hôteliers réduits

Note: Les prix donnés ne tiennent pas compte des taxes s'élevant actuellement à 14,5 %. Les prix spéciaux donnés sont valables par chambre, par nuit et le sont jusqu'au 17 février 2009 environ (aussi longtemps que des chambres sont disponibles). Les prix peuvent être modifiés après le 17 février 2009; veuillez vérifier auprès de Expo Travel au moment de la réservation. Des informations de carte de crédit ou un chèque couvrant le prix de la première nuit sont nécessaires pour garantir la réservation.

Offres spéciales pour votre billet d'avion: Nous avons un accord spécial avec **Continental Airlines**. Voyagez entre le 17 mars et le 25 mars 2009 et vous recevrez de Continental Airlines une remise sur les prix des vols publiés de 2 à 15% ou sur les prix zone. Appelez votre agence de voyage ou Continental MeetingWork au numéro 281-821-2100 pour toute réservation. Donnez le code Z **ZEHR** et le code d'accord: **C5XORF**. Vous pouvez aussi recevoir une remise supplémentaire de 3% en faisant vous mêmes vos réservations sur www.continental.com. Choisissez vos heures de vol et obtenez les remises prévues pour cette réunion en inscrivant **ZEHR**C5XORF dans la zone Code de l'offre (Offer Code).

Offres spéciales pour les locations de voiture: Nous avons un accord spécial avec Hertz pour vous rendre à IFE. Voyagez entre le 13 mars et le 29 mars 2009. Pour les réservations internationales, appelez le centre de réservation Hertz le plus proche ou le +001-405-749-4434. Lors de la réservation chez Hertz, veuillez donner la référence du numéro de réunion (Meeting Number) **CV#03B70005** ou donnez le nom de votre groupe à la personne responsable de la réservation. Les remises sont garanties d'une semaine avant la réunion jusqu'à une semaine après la réunion et dépendent de la disponibilité des véhicules.

Deutsch:

Billig-Hoteltarife

Hinweis: Die angegebenen Preise verstehen sich zuzüglich Steuern, gegenwärtig 14.5%. Angegebene Sonderpreise beziehen sich auf das Zimmer pro Nacht und sind gültig bis ca. 17. Februar, 2009 (vorausgesetzt, dass Zimmer verfügbar sind). Danach können sich die Preise ändern. Bitte erfragen Sie aktuelle Preise bei Expo Travel zum Zeitpunkt der Buchung. Die Angabe von Kreditkarten-Informationen oder die Bezahlung der ersten Nacht per Scheck ist Voraussetzung für eine bestätigte Reservierung.

Einsparmöglichkeiten bei der Flugbuchung: Wir haben spezielle Vereinbarungen mit **Continental Airlines** getroffen. Sofern Sie zwischen dem 17. März und dem 25. März fliegen, offeriert Ihnen Continental Airlines Rabatte von 2% bis 15% der veröffentlichten Flug- oder Zonenpreise. Für Reservierungen rufen Sie Ihr Reisebüro an oder Continental MeetingWorks at 281-821-2100. Verweisen Sie auf Z Code **ZEHR** und Agreement Code **C5XORF**. Oder sparen Sie zusätzliche 3%, indem Sie Ihre Reservierung selbst bei www.continental.com vornehmen. Wählen Sie Ihre Flugzeiten und rufen Sie Ihre Meetingrabatte ab, indem Sie **ZEHR**C5XORF in das Angebots-Code-Kästchen eintragen.

Einsparmöglichkeiten bei der Autovermietung: Wir haben spezielle Vereinbarungen getroffen mit Hertz sofern Sie zwischen dem 13. März und dem 29. März. Juni zur IFE fahren. Im internationalen Ausland rufen Sie Ihr nächstliegendes Hertz Reservierungszentrum an oder +001-405-749-4434. Sofern Sie über Hertz-Reservierung buchen, erwähnen Sie bitte die Meeting Nummer **CV#03B70005** oder den Namen Ihrer Gruppe bei unserer Buchungsstelle. Die Rabatte sind während der Dauer von jeweils einer Woche vor und nach dem Veranstaltungsdatum garantiert, vorbehaltlich der Verfügbarkeit von Mietwagen.

Español:

Tarifas de hotel con descuento

Nota: Las tarifas mostradas no reflejan los impuestos, actualmente del 14,5%. Las tarifas especiales que se presentan son por habitación cada noche, y son efectivas hasta aproximadamente el 17 de febrero de 2009 (siempre que haya habitaciones disponibles). Las tarifas pueden cambiar después del 17 de febrero de 2009, verifíquelas con Expo Travel al momento de hacer la reservación. Para garantizar las reservaciones es necesaria la información de la tarjeta de crédito o el depósito por cheque de la primera noche.

Ahorros especiales con la línea aérea: Se han hecho arreglos especiales con **Continental Airlines**. Para viajes entre el 17 de marzo y el 25 de marzo de 2009, Continental Airlines ofrece descuentos del 2% al 15% con respecto a los precios publicados o a los precios de la zona. Llame a su agencia de viajes o a Continental MeetingWorks al 281-821-2100 para las reservaciones Refiera al código Z **ZEHR** y al Código de Acuerdo: **C5XORF**. Además, puede ahorrar un 3% adicional haciendo sus propias reservaciones en www.continental.com. Elija sus horarios de vuelo y acceda a sus descuentos por la reunión insertando **ZEHR**C5XORF en la caja Código de la Oferta.

Ahorros especiales en el alquiler de automóviles: Se han hecho arreglos especiales con Hertz para viajar a IFE. Viaje entre el 13 de marzo y el 29 de marzo de 2009. En localidades internacionales, llame a su centro de reservaciones Hertz más cercano o al +001-405-749-4434. Al hacer las reservaciones a través de reservaciones Hertz por favor refiera el Número de reunión **CV#03B70005** o identifique su grupo por nombre a nuestros agentes de reservaciones. Los descuentos están garantizados desde una semana antes o hasta una semana después de las fechas de la reunión y están sujetos a la disponibilidad del vehículo.

Show Registration Information

To Pre-Register Online, by Mail or Fax

All pre-registrations must be paid in full and received by **March 17, 2009** in order to receive discounted rates.

- 1. On-Line:** For instructions, visit www.IFEInfo.com/registration.cfm
- 2. By Mail:** Complete the form on **page 23** in its entirety and mail with payment (see payment options below) to: Mart Franchise Venture LLC, 210 East Route 4, Suite 304, Paramus, NJ 07652 USA. Attn: Registration Dept.
- 3. By Fax:** Complete the form on **page 23** in its entirety, including the credit authorization portion, and fax to 201-226-1131 (see below for accepted credit card options).

Conference Program Registration:

- Seminars are free with paid admission to Exhibits.
- Symposia fees include admission to Exhibits and Seminars. If you wish to enroll in any of the Symposia, we strongly recommend you do so in advance as seating is limited and to take advantage of the pre-registration discounted rates.

Confirmation and Access:

Only registrations containing an email address will be sent a Quick-Scan Barcode. Please bring this confirmation to the Pre Registration Scanner Stations in the Lobby of the Convention Center to obtain your Visitor Badge, which will gain you access to the show floor and/or conference program.

Payment Options:

- Money Order or company/personal check drawn on a U.S. Bank and payable in U.S. dollars to: Mart Franchise Venture LLC
- Credit Card – include credit card number, cardholder's name, address, expiration date, signature and the correct amount. MasterCard, Visa or American Express only. **Signature required for processing.**

Français:

Pour le pré-enregistrement en ligne par la poste ou le fax :

Tous les pré-enregistrements doivent être payés entièrement et reçus pour le **17 mars 2009** pour bénéficier de remises.

- 1. En ligne :** Pour des directives, visitez www.IFEInfo.com/registration.cfm.
- 2. Par la poste :** Remplissez le formulaire à la **page 23** en sa totalité et l'envoyez par mail avec le paiement (voir des possibilités de paiement ci-dessous) à : Mart Franchise Venture LLC, 210 East Route 4, Suite 304, Paramus, NJ 07652 USA. Attn: Registration Dept.
- 3. Par fax :** Remplissez le formulaire à la **page 23** en sa totalité, y compris la partie d'autorisation de crédit, et l'envoyez par télécopieur à 201-226-1131 (voir ci-dessous pour des options de carte de crédit acceptées).

Enregistrement au programme des conférences :

- Les séminaires sont compris avec l'entrée payante aux expositions.
- Les frais de colloques comprennent l'admission aux expositions et aux séminaires. Si vous souhaitez vous inscrire à l'un des colloques, nous vous recommandons vivement de le faire à l'avance vu le nombre de sièges limités et pour tirer le meilleur parti des remises de pré-enregistrement.

Confirmation et Access :

Seulement les inscriptions contenant une adresse e-mail recevront un code-barres de balayage rapide. Veuillez apporter cette confirmation aux stations de pré-enregistrement à l'entrée du centre de congrès pour obtenir votre badge de visiteur, vous permettant d'accéder à l'exposition au sol et/ou au programme des conférences.

Possibilités de paiement :

- Mandat ou chèque d'entreprise/personnel tiré sur une banque des États-Unis et payable en des dollars US à : Mart Franchise Venture LLC
- Carte de crédit - inclure le numéro de carte de crédit, le nom du détenteur de carte, l'adresse, les dates d'expiration, la signature et la quantité correcte. Mastercard, visa ou American Express seulement. **Signature requise pour le traitement.**

Deutsch:

Zur Vor-Registrierung On-Line, per Post oder Telefax:

Alle Vor-Registrierungen müssen vollständig bezahlt und bis zum **17. März 2009** eingegangen sein, um in den Genuss diskontierter Gebühren zu gelangen.

- 1. On-Line:** Für Hinweise dazu besuchen Sie www.IFEInfo.com/registration.cfm.
- 2. Per Post:** Füllen Sie das Formular auf **Seite 23** vollständig aus und schicken Sie es, zusammen mit Ihrer Zahlung, (Zahlungsmöglichkeiten siehe unten) an: Mart Franchise Venture LLC, 210 East Route 4, Suite 304, Paramus, NJ 07652 USA. Attn: Registration Dept.
- 3. Per Fax:** Füllen Sie das Formular auf **Seite 23** vollständig aus einschließlich des Einzugsermächtigungs-Teils und faxen Sie dieses an 201-226-1131 (siehe unten für akzeptierte Kreditkarten-Auswahl).

Konferenzprogramm-Anmeldung

- Seminare sind kostenlos mit bezahltem Eintritt zu den Ausstellungen.
- Symposiumsgebühren schließen den Eintritt zu den Ausstellungen und Seminaren mit ein. Sofern Sie sich in einem der Symposien einschreiben möchten, empfehlen wir dringend dies rechtzeitig im Voraus zu tun, um in den Genuss diskontierter Gebühren zu gelangen und weil die Anzahl der Plätze begrenzt ist.

Bestätigung und Eintritt:

Nur den Anmeldungen, die eine E-mail Adresse enthalten, wird ein Quick-Scan Barcode zugesandt. Bringen Sie diese Bestätigung zu einer der Voranmeldungs-Stationen in der Vorhalle des Messegeländes zum Empfang Ihrer Besucherplakette, die Ihnen Zugang zur Ausstellungshalle und/oder dem Konferenzprogramm gewährt.

Zahlungsmöglichkeiten:

- Zahlungsanweisung oder Firmenscheck bzw. persönlicher Scheck, auf eine U.S.-Bank bezogen und zahlbar in U.S.-Dollar: Mart Franchise Venture LLC
- Kreditkarte - einschließlich Kreditkarten-Nr., Name des Kartenbesitzers, Adresse, Verfallsdatum, Unterschrift und den korrekten Betrag. Nur MasterCard, Visa oder American Express. **Unterschrift erforderlich für die Bearbeitung.**

Español:

Para efectuar una preinscripción on line, por correo o por fax:

Todas las preinscripciones deberán abonarse completamente y recibirse antes del **17 de marzo de 2009**, a fin de obtener tarifas de descuento.

- 1. On line:** para obtener las instrucciones, visite www.IFEInfo.com/registration.cfm.
- 2. Por correo:** complete la totalidad del formulario de la **página 23** y envíelo con el pago (véanse las opciones de pago abajo enunciadas) a: Mart Franchise Venture LLC, 210 East Route 4, Suite 304, Paramus, NJ 07652 EE.UU. A la atención de: Registration Dept.
- 3. Por fax:** complete la totalidad del formulario de la **página 23**, incluyendo la parte de la autorización de pago con tarjeta de crédito, y envíelo por fax al 201-226-1131 (véanse abajo las tarjetas de crédito que se aceptan).

Inscripción para el programa de conferencias:

- Los seminarios son libres, una vez abonada la entrada para las exhibiciones.
- Los derechos de los simposios incluyen la entrada a las exhibiciones y seminarios. Si desea anotarse para algún simposio, le recomendamos encarecidamente que lo haga por adelantado, ya que las plazas son limitadas, pudiendo además aprovechar los descuentos de la preinscripción.

Confirmación y acceso:

Sólo enviaremos un código de barras QuickScan a aquellas inscripciones, que contengan una dirección de e-mail. Por favor, envíenos esta confirmación a los puestos de escaneo de preinscripción, en el lobby del Convention Center, a fin de obtener su credencial de visitante, que le brindará acceso a la sala de exposición y/o al programa de conferencias.

Opciones de pago:

- Orden de pago o cheque personal/comercial, extendido por un banco de EE.UU. y pagadero en dólares, a la orden de: Mart Franchise Venture LLC.
- Tarjeta de crédito. Incluir número de tarjeta de crédito, nombre del titular, dirección, fecha de vencimiento, firma y suma a abonar. Únicamente MasterCard, Visa o American Express. **Se requiere la firma para su procesamiento.**

Advance Registration Form

Register online at www.IFEinfo.com/International

Please read all instructions on page 23 before completing this form. Incomplete or improperly completed forms will not be processed. Use one form per person; photocopy if necessary. This form may only be used in advance of the show and is not valid for on-site registration. Advance registration and payment must be received by March 17, 2009. After that date, on-site registration only. On-site registration fees are higher than advance fees. **All registrations are non-refundable.** International Franchise Expo reserves the right to use photographs taken of you at the show for promotional purposes. (INT'L)

1. PRINT ALL INFORMATION AS YOU WISH IT TO APPEAR ON YOUR BADGE. PRINT OR TYPE CLEARLY.

Information that is not printed clearly or cannot be read will not be registered.

NAME _____
FIRST _____ LAST _____

COMPANY (IF APPLICABLE) _____

TITLE _____

ADDRESS _____

ADDRESS _____

CITY _____

STATE/PROVINCE _____ ZIP _____

COUNTRY _____

TELEPHONE _____ FAX _____

E-MAIL ADDRESS _____

2. REGISTRATION FEES FOR EXHIBITS AND SYMPOSIA

(For on-site rates, see page 20)

Exhibits (Includes FREE Seminars)

ADVANCE (Until March 17, 2009)

1-3 Days \$20

Symposia

Includes 3 full-days admission to the exhibits and seminars.

Register for two Symposia and deduct \$50 from the total

- | | | |
|-----------------------------|---|-------|
| <input type="checkbox"/> S1 | Who Else Wants To Be A Successful Franchisee? | \$195 |
| <input type="checkbox"/> S2 | Franchising Your Business | \$320 |
| <input type="checkbox"/> S3 | Operations Manuals | \$250 |
| <input type="checkbox"/> S4 | Selecting, Negotiating and Operating a Master Franchise | \$175 |
| <input type="checkbox"/> S5 | Global Franchise Expansion | \$250 |
| <input type="checkbox"/> S7 | The Use of Technology in Franchising | \$250 |
| <input type="checkbox"/> S8 | Strategies Penetrating the U.S. Market | \$250 |

3. METHOD OF PAYMENT

Check or money order enclosed (payable in U.S. funds to Mart Franchise Venture, LLC)

MasterCard VISA American Express

(PLEASE INCLUDE CREDIT CARD NUMBER, EXPIRATION DATE AND SIGNATURE WITH CHARGE ORDERS)

CARDHOLDER NAME _____

ADDRESS _____

CARD NO. _____

EXPIRE DATE _____

SIGNATURE _____

(As shown on credit card)

TOTAL AMOUNT ENCLOSED/AMOUNT TO CHARGE \$ _____

1. IN WHAT CAPACITY ARE YOU VISITING THE EXPOSITION? (Check one only)

- | | |
|---|---|
| <input type="checkbox"/> Prospective Franchisee | <input type="checkbox"/> Prospective Franchisor |
| <input type="checkbox"/> Franchise Consultant | <input type="checkbox"/> Others Allied To The Field |
| <input type="checkbox"/> Current Franchisee | <input type="checkbox"/> Current Master Licensee/Area Developer |
| <input type="checkbox"/> Prospective Master Licensee/Area Developer | <input type="checkbox"/> Current Franchisor |
| <input type="checkbox"/> Current Multi-Unit Owner | <input type="checkbox"/> Franchise Attorney |
| <input type="checkbox"/> Prospective Multi-Unit Buyer | |

2. WHAT IS YOUR AGE?

- | | | |
|--------------------------------------|----------------------------------|----------------------------------|
| <input type="checkbox"/> 30 or under | <input type="checkbox"/> 31 - 40 | <input type="checkbox"/> 41 - 50 |
| <input type="checkbox"/> 51 - 60 | <input type="checkbox"/> over 60 | |

3. WHAT IS THE MAXIMUM CAPITAL YOU COULD INVEST IN A FRANCHISE?

(Check one only)

- | | |
|--|--|
| <input type="checkbox"/> under \$10,000 | <input type="checkbox"/> \$10,000 - \$24,999 |
| <input type="checkbox"/> \$25,000 - \$49,999 | <input type="checkbox"/> \$50,000 - \$99,999 |
| <input type="checkbox"/> \$100,000 - \$499,999 | <input type="checkbox"/> \$500,000 - \$999,999 |
| <input type="checkbox"/> \$1,000,000 + | |

4. HAVE YOU EVER OWNED A BUSINESS?

- | | |
|------------------------------|-----------------------------|
| <input type="checkbox"/> Yes | <input type="checkbox"/> No |
|------------------------------|-----------------------------|

5. WHAT CATEGORY BEST DESCRIBES YOUR JOB? (Check one only)

- | | |
|---|--|
| <input type="checkbox"/> Self Employed | <input type="checkbox"/> Sales and Marketing |
| <input type="checkbox"/> Training/Recruitment | <input type="checkbox"/> Financial |
| <input type="checkbox"/> Technical | <input type="checkbox"/> Education |
| <input type="checkbox"/> Administration | <input type="checkbox"/> Legal |
| <input type="checkbox"/> Management | <input type="checkbox"/> Medical |
| <input type="checkbox"/> Military | <input type="checkbox"/> Unemployed |

6. WHAT TYPE OF BUSINESS INTERESTS YOU?

- | | |
|--|--|
| <input type="checkbox"/> Advertising/Marketing | <input type="checkbox"/> Home Retail, Services & Inspection |
| <input type="checkbox"/> Automotive Products and Services | <input type="checkbox"/> Hotels/Motels |
| <input type="checkbox"/> Business Products and Services | <input type="checkbox"/> Internet/Online Business Services |
| <input type="checkbox"/> Children's Products and Services | <input type="checkbox"/> Laundry/Dry Cleaning/Cleaners |
| <input type="checkbox"/> Clothing and Shoes | <input type="checkbox"/> Maintenance, Cleaning and Sanitation |
| <input type="checkbox"/> Computer/Electronics Products & Svcs. | <input type="checkbox"/> Package Preparation/Mail Services |
| <input type="checkbox"/> Construction: Materials and Services | <input type="checkbox"/> Printing/Photography/Signs |
| <input type="checkbox"/> Educational Products and Services | <input type="checkbox"/> Real Estate Services |
| <input type="checkbox"/> Fast Food/Beverages/Restaurant/Catering | <input type="checkbox"/> Recreation Facilities/Equip. & Services |
| <input type="checkbox"/> Financial Services | <input type="checkbox"/> Retail/Specialty Stores |
| <input type="checkbox"/> General Interest in Franchising | <input type="checkbox"/> Security Systems & Services |
| <input type="checkbox"/> Health/Beauty/Nutrition/Fitness | <input type="checkbox"/> Telecommunication Services |
| <input type="checkbox"/> Home Improvement/Landscaping | <input type="checkbox"/> Travel and Leisure Services |

7. HOW DID YOU HEAR ABOUT THE IFE? (Check more than one if necessary)

- | |
|---|
| <input type="checkbox"/> Magazines (specify) _____ |
| <input type="checkbox"/> Television (specify station) _____ |
| <input type="checkbox"/> Radio (specify station) _____ |
| <input type="checkbox"/> Newspaper (specify) _____ |
| <input type="checkbox"/> Direct Mail |
| <input type="checkbox"/> Trade Pub (specify) _____ |
| <input type="checkbox"/> Franchise Association |
| <input type="checkbox"/> Email |
| <input type="checkbox"/> Web (specify site) _____ |
| <input type="checkbox"/> Friend/Family |
| <input type="checkbox"/> US Embassy |
| <input type="checkbox"/> Exhibitor (specify) _____ |
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