

**ENHANCE YOUR PARTICIPATION
THROUGH INNOVATIVE**



AT THE MEGA



*02 to 03 December 2011 | Hotel Ashok (2nd Floor, Conference Room) |
New Delhi*

OUR MOTTO: Caution. Advice. Research. Evolve



IFA is India's premier, non-political, not-for-profit body representing Indian Franchise Sector. IFA's endeavor is to promote, promulgate and popularize the concept of franchising as a mode of doing business across the industry verticals and to nurture the entrepreneurial skill of every Indian.

IFA catalyses change by working closely with stakeholders and policymakers on policy issues, enhancing efficiency, competitiveness and expanding business opportunities for franchise sector through a range of specialized services and global linkages. IFA also provides a platform for Franchise sector consensus building and networking.

Partnership with counterpart chambers across the world carry forward our initiatives of inclusive development in franchise business, which encompasses entrepreneurship, training, governance, skill development, etc. IFA serves as the first port of call for Indian franchise sector and the international franchise business community.

www.franchiseindia.org

CO-HOSTING ASIA'S BIGGEST BUSINESS OPPORTUNITY SHOW



**ON 02 & 03 DECEMBER 2011
AT ASHOKA HOTEL, NEW DELHI**



IFA CO-HOSTS ASIA'S LARGEST FRANCHISE & RETAIL SHOW! The 9th edition of the **Franchise India 2011 Exposition, Conferences cum Awards** scheduled on **2 to 3 December 2011** at **Hotel Ashok, New Delhi** and will showcase the most lucrative business opportunities from Franchise, Retail and licensing fraternity to network with the highly evolved investors and entrepreneurs not only from India but neighboring countries as well. It is **Asia's largest organized event** attracting international and Indian franchisors, companies, organization, consultants, associations, diplomats and high net worth individuals seeking to invest in new business. Franchise India 2011 will **feature over 300 exhibitors and over 30000 visitors**. Spanned over 2 days, the show puts up a platform comprising:

- Comprehensive Exhibition covering all the industries extensively
- Extremely informative and enlightening Conference & Workshops
- Highly prestigious Franchise Awards 2011 & Star Retailer Awards 2011, recognizing industry excellence

Franchise India 2011 would comprise:

1.0 EXHIBITIONS : PAVILIONS

International | Licensing | MSME

RETAILERS 2010

Fashions | Jewellery | Health
& Beauty | Retail Supplier

Food & Beverages | Specialty
Retail

**Franchise Clinic
for Investors**

Entrepreneurship
Summit

Brand Licensing

2.0 CONFERENCES

Knowledge
Series-Retail

Knowledge
Series-Franchise

Star
Retailer

Franchise
Awards

3.0 AWARDS

4.0 FRANCHISE
TALK



A FEW OF OUR PAST PARTICIPANTS

Cartridge World,
Clara
International,
Greggio
Coffee Republic
Adidas
Cartridge World
Levis
Reid & Taylor
Fitness One
Balloonman
Tanclean
Rosebys
Interiors
Century 21
Just Cuts
Adidas



Change,
Banana Moon,
Spa Siam,
Crestcom,
Baskin Robbins,
Kwality Walls
(HLL),
Snap Fitness,
Pasta Mania,
Tru Frut,
US Dollar Store,
Cartridge World,
Clara
International,
Greggio,
Coffee Republic
AND MANY MORE



Franchise Talk 2011: AN INNOVATIVE PLATFORM TO EMPOWER YOU

Franchise Talk is an open forum conceptualized by Indian Franchise Association to enhance the Brand recognition. It intends to act as a platform for Franchisors to educate, interact & guide prospective franchisee (investors) in selecting the Franchisors during the Franchise India Show scheduled on 2 & 3 December 2011 at Hotel Ashok, New Delhi.



OUTSHINE BY INTERACTING WITH YOUR CORE AUDIENCE

TELL YOUR STORY IN YOUR OWN WORDS TO POTENTIAL COMMUNITY!

Objective: Brand Projection which caters to the masses at large thereby creating manifold opportunities of tapping the potential investors lucratively.

- ❖ The platform to promote & brand recognition opportunity.
- ❖ To educate the franchisee/investor in selecting the franchisor.
- ❖ Develop business through buyer – seller platform.
- ❖ To interact with investors.
- ❖ Expert advice on govt. legislations, regulations etc.
- ❖ Interactive session to discuss your queries.



OUTSHINE BY INTERACTING WITH YOUR CORE AUDIENCE

FranTalk: Your Podium!

FranTalk is a podium for any franchisor to talk on his opportunity. This enhances the brand presence at the show to outshine the competition. This platform offers a potpourri of best opportunities and practices focusing on *YOUR* business targeting the investors.

An Opportunity!

This is an opportunity for you to speak and influence the prospective franchisees for **20 minutes**. Advocate your business by highlighting the practices, structures, USPs of your brand, in your franchise talk! This is an unbiased exposure your company has been looking for, to promote your franchise, increase awareness and ultimately grow your business!

Strategically placed in the event that would help get highest footfall.

WHO CAN PARTICIPATE?

- Franchisor seeking franchisees Opportunities
- Brands & Business Suppliers
- Establish Launches – Brands/ Projects
- Licensor seeking Licensees
- Franchisors providing Agency Rights
- Franchise Brands, Retail Brands & Stores
- Small & Medium Business Owners seeking to expand or diversify their businesses through Franchise networks
- Representatives from International organizations wanting to enter the Indian marketplace



FRANCHISE TALK: PARTICIPATION OPPORTUNITY

PARTICIPATION CATEGORY:

There are three different types of participation category.

- ✓ SPEAKERS' SLOT
- ✓ PROSPECTIVE FRANCHISEE AS DELEGATES
- ✓ SPONSERS



FRANCHISE TALK: SPEAKERS SLOT

ADDRESS IN 20 MINUTE SESSIONS: Speakers Slot

An exclusive chance to portray and market your opportunity to the prospective franchisees for good *20 Minutes* giving maximum exposure to your brand

Visual and audio support is being provided for an effective pictorial presentation

UNMATCHED EXPOSURE

- Enhanced brand presence
- Direct Interface with your Target Group
- Structured showcasing of your proposition amongst the desired audiences
- Interactive podium with a great reach at the show that attracts 30000 investors

PARTICIPATION FEE:

For Non Members: INR 50,000/- only (plus taxes)

For Members: INR 40,000/- (Taxes additional)

Become a member of Indian Franchise Association and avail 20% Discount on the participation fee(if you are a not a member).

FRANCHISE SUPPLIER ZONE + FRANCHISE TALK- SPEAKERS SLOT

We also provide an **beneficiary combo-plan** wherein *Franchise Supplier Zone and Franchise Talk Speakers Slot could be taken at the discounted price of Rs. 1,25,000/- only.*

It will thus provide the opportunity to target prospects and present your products and services to the most aggressive franchisors that are actively focusing on development and expansion.



FRANCHISE TALK: SPONSORSHIP OPPORTUNITIES

❖ CO-TITLE SPONSORSHIP OPPORTUNITY

The event shall be presented by your companies name like 'YOUR COMPANY NAME' presents FRANCHISE TALK.

- **Participation Fee:**
- **For Non-members:** INR 2,50,000/- only (plus taxes)
- **For Members:** INR 2,00,000/- (taxes additional)

❖ SUPPORTING ASSOCIATES SPONSORSHIP OPPORTUNITY

- **Participation Fee:**
- **For Non-members:** INR 1,00,000 only (plus taxes)
- **For Members:** INR 80,000/- (taxes additional)
- Payment Terms: 100% on issue of the Invoice.

All payments are to be made in favour of INDIAN FRANCHISE ASSOCIATION payable at New Delhi

SPONSORSHIP BENEFITS: Branding Opportunities

SNO	BENEFITS	CO-TITLE SPONSORSHIP (INR 2,50,000/-)	SUPPORTING ASSOCIATES (INR 1,00,000/-)
1	Co -Title Benefit like 'YOUR COMPANY NAME' presents FRANCHISE TALK.	✓	X
2	Speaking Slot (one each day)	✓	✓
3	Annual Membership Subscription of Indian Franchise Association(IFA)	✓	✓
4	Acknowledgements:		
a	<i>Title Sponsor' of Fran Talk in related marketing communication sent out like Email Blast, Invites, Leaflets etc.</i>	✓	X

SPONSORSHIP BENEFITS: Branding Opportunities

SNO	BENEFITS	CO-TITLE SPONSORSHIP (INR 2,50,000/-)	SUPPORTING ASSOCIATES (INR 1,00,000/-)
b	<i>on the Fran Talk onsite branding</i>	✓	✓
c	<i>Brochure to be placed at the reception of Fran Talk.</i>	✓	X
d	<i>Logo at the wings of the backdrop</i>	✓	✓
5	Advertising Exposure:		
a	<i>Full page Ad in official publication: Indian Franchise Association's bi-monthly newsletter</i>	✓	X

SPONSORSHIP BENEFITS: Branding Opportunities

SNO	BENEFITS	CO-TITLE SPONSORSHIP (INR 2,50,000/-)	SUPPORTING ASSOCIATES (INR 1,00,000/-)
b	<i>Hyperlink Logo on the website www.franchiseindia.org</i>	✓	✓
c	<i>Opportunity to upload CEO's Interview on IFA website</i>	✓	X
6	PR Efforts:		
a	<i>Mention in the show release as one of the exhibition feature/ highlight.</i>	✓	X
b	<i>Special effort to derive media to cover this feature of the exhibition.</i>	✓	✓

SPONSORSHIP BENEFITS: Branding Opportunities

SNO	BENEFITS	CO-TITLE SPONSORSHIP (INR 2,50,000/-)	SUPPORTING ASSOCIATES (INR 1,00,000/-)
7	Other Benefits		
a	<i>Provision to distribute freebies or mementos.</i>	✓	✓
b	<i>4 Complimentary Registrations for the Conference.</i>	✓	✓
c	<i>Exclusive 2 standee displays of at strategic locations (provided by the company)</i>	✓	X
d	<i>AV run for 10 minutes during lunch and tea break</i>	✓	X

FRANCHISE TALK – DRAFT PROGRAM

The Fran Talk program to include presentation / proposals directly from the franchisors detailing about their franchise models . The presentation may guide prospective franchisee/investors about the potential of their business, success stories, and covers following:

- Franchise Business: COCO/FOCO/FOFO, Existing Outlets, Rollout plans,
- Financial Model : ROI, Payback, Investments.
- Operational Support
- Training , Sales & Marketing Support.
- Franchisee profiling & obligations etc.

DAY 1, Friday, 02 December 2011 II DAY 2, Saturday, 03 December 2011

FRANCHISE TALK – DRAFT PROGRAM for Speakers Slot* for Specific Sectors(Tentative)

DAY 1, 2nd December 2011

- Session 1: Financial Services
- Session 2: Food & beverage Sector
- Session 3: Retail Sector
- Session 4: Education Sector
- Session 5: Fitness sector
- Session 6: Real Estate
- Session 7: Business Services
- Session 8: Specialty Retail
- Session 9: Consumer Services
- Session 10: Advertising and Media Services

DAY 2, 3rd December 2011

- Session 1: Health care
- Session 2: Business Sector
- Session 3: Fashion & lifestyle
- Session 4: Florists
- Session 5: Gems & Jewellery
- Session 6: Tours and Travel
- Session 7: Play School & Activity Centre
- Session 8: Interiors
- Session 9: Entertainment
- Session 10: Automotive Sector

Programme Schedule:

Pre Lunch- 10:30 AM to 01.00 PM | **Break-** 1 PM to 2 PM | **Post Lunch:** 02:00 PM to 05:00 PM

CONTACT US

WE LOOK FORWARD TO ASSOCIATING WITH YOU FOR THIS REMARKABLE OPPORTUNITY OFFERING ALL THAT A BRAND REQUIRES TO THRIVE!

For any added information, you may contact:

Name3	Email	Mobile
Mr. Mohit Ganglani	gmohit@franchiseindia.org	+918860090097
Ms Pooja Saikia	events@franchiseindia.org	+919911795282
Ms Richa Gupta	contact@franchiseindia.org	+918860084182
Ms Madhuri	services@franchiseindia.org	+919654537357

You can also reach us at:

S-476, Basement, Greater Kailash 1, New Delhi - 110048

| L: +91 11-41731542/43 | Fax: +91 11 40665563

Email: services@franchiseindia.org

Website: www.franchiseindia.org

LOOK FORWARD TO A GREAT ASSOCIATION!



THANK YOU!

