

SEE
YOU
2024



FRANCHISEEXPO²⁴

NOVEMBER 07– 09, 2024 GERMANY

Fanchising: global brands, newcomers & experts at
Germany's largest franchise trade fair

FACTS & FIGURES

Several thousand people interested in franchising visit Franchise Expo Germany every year.

It is the largest franchise trade fair in the German-speaking world and offers unique opportunities to get to know countless franchise systems and gain new franchise partners.

Take the opportunity to present your brand and exchange ideas with industry colleagues.



RESULTS 2023

2,200 visitors
50 lectures, discussions, master class



MARTIN JOKSIMOVIC
PRESIDENT MFV

We organize franchise expos worldwide, where we connect qualified visitors who want to start their own business with national and international franchise concepts.

A future opportunity for both sides!

We see great potential for the expansion of the franchise landscape in Germany.



DATE

November 07-09, 2024



ADMISSION

€ 20,- / free with Promocode



LOCATION

Messe Frankfurt Hall 6.0



An event organized by

MFV
expositions

A company of

COMEXPOSIUM

Main partner

DEUTSCHER
FRANCHISEVERBAND
QUALITÄTSSYSTEME VEREINT.



FRANCHISING WORLDWIDE

MFV is the world's largest organizer of franchise shows and is known for its highly successful franchise events in the U.S. and around the world.

The company offers potential franchisees the opportunity to meet franchisors who want to expand their brand in person. Franchise concepts for nearly every industry and investment level are presented at each show, and there is an extensive conference program for attendees and anyone interested in franchising.

**MFV Comexpodium
Franchisemessen 2024**



FRANCHISE SHOW LONDON, GB

FRANCHISE EXPO NEW YORK, USA

FRANCHISE EXPO PHOENIX, USA

FRANCHISE EXPO FORT LAUDERDALE, USA

FRANCHISE EXPO GUADALAJARA, MEXICO

FRANCHISE SHOW MEXICO CITY, MEXICO

FRANCHISE EXPO GERMANY, FRANKFURT

NOVEMBER 07-09, 2024

FRANCHISEEXPO²⁴
NOVEMBER 7-9, 2024 GERMANY

10

10 REASONS



10 reasons to take part in
Franchise Expo Germany.

In a dynamic and innovative environment , we offer you the perfect platform to present your company to a broad, committed audience. By participating in FEX (=Franchise Expo Germany), you will not only attract the attention of potential franchise partners, but also benefit from a number of other advantages.

1	<i>I find franchise partners</i>
2	<i>I build up contacts (DATA!)</i>
3	<i>Make MY brand visible and invest in it</i>
4	<i>Advertise MY products & services</i>
5	<i>Expand MY network</i>
6	<i>Good exchange of ideas within the industry</i>
7	<i>Presentation and integration of own franchise partners - success stories</i>
8	<i>Maintaining media presence</i>
9	<i>Sharpen MY employer brand</i>
10	<i>I win end customers</i>



Resilience and growth: an insight into the strength of the German franchise market

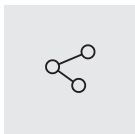
The basis for an interesting franchise trade fair is the market situation - what characterizes the German franchise industry?

The German franchise industry has seen constant positive development in recent years, with a positive trend even during the crisis. This shows that franchising is a secure and successful business model even in times of crisis. Furthermore, Germany is one of the strongest franchise markets in Europe, alongside the UK and France.

>> Facts & Figures on the German franchise landscape <<



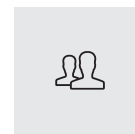
STRONGEST ECONOMIC NATION IN THE EU



930 ACTIVE FRANCHISORS



144,014 FRANCHISEES



814,304 EMPLOYEES



142.2 BILLION EURO TURNOVER (+ 4.6% COMPARED TO 2021)

EXHIBITORS FEX 2024



MAITRE CHOCOLATIER



GASTRODINA



LEADS, LEADS, LEADS,...

Secure your stand space today and benefit immediately from being part of our extensive marketing campaign!

MARKETING FLAT RATE

- » Access to the VIP lounge at the trade fair
- » 4 exhibitor badges
- » Invitations to exclusive webinars (marketing, sales, stand design)
- » Access to the online exhibition board for exhibitors
- » Online visibility:
 - Own landing page visible from 9.10.24
 - Your image material on your landing page
 - Mention in social media (Facebook, Instagram, LinkedIn)
 - Brand mentions in exhibitor listings and in the search engine
 - Your press release on the trade fair website
 - Logo on the website after signing the contract
 - Matchmaking platform



Secure our Early Bird discount until 30.06.2024!

Stand Nr.	Wir buchen hiermit:			
	Stand in Frankfurt, 07.–09. November 2024			
	Alle Standpakete inkl. Rückwand, Teppich, 1 Tisch, 2 Stühle und Marketingpauschale			
auswählen	AUSSTELLER		VERBANDSMITGLIEDER	
Preise (€)	Regulär	ab 01. Juli 2024	Regulär	ab 01. September 2024
9 m ²	7.500	8.300	6.800	8.200
15 m ²	12.600	13.900	11.400	13.700
18 m ²	13.200	14.600	12.000	14.400
30 m ²	19.700	21.700	18.200	21.900
36 m ²	22.800	25.100	21.600	26.000
54 m ²	31.100	34.300	29.000	34.800
Newcomer*	3.500	3.500	3.200	3.200
Consulter	4.300	4.700	4.300	5.200
Strom 1kW €150.-				

*Systems with up to five locations. Stand size: 4m².
For newcomers, the stand construction is predetermined.

MARKETING



THERE YOU WILL FIND INFORMATION ABOUT FEX: ONLINE

MARKETING
SOCIAL MEDIA
NETWORKS
PODCASTS
WEBSITE PRESS
TV



POTENTIAL FRANCHISEES ON THE FEX

FEX and the topic of franchising will be advertised extensively via a variety of different channels so that you can meet qualified leads at the trade fair.

Become part of the FEX campaign - the more visible and well-known your brand is, the more likely you are to be found by leads. It therefore makes sense to think about additional marketing activities in advance.

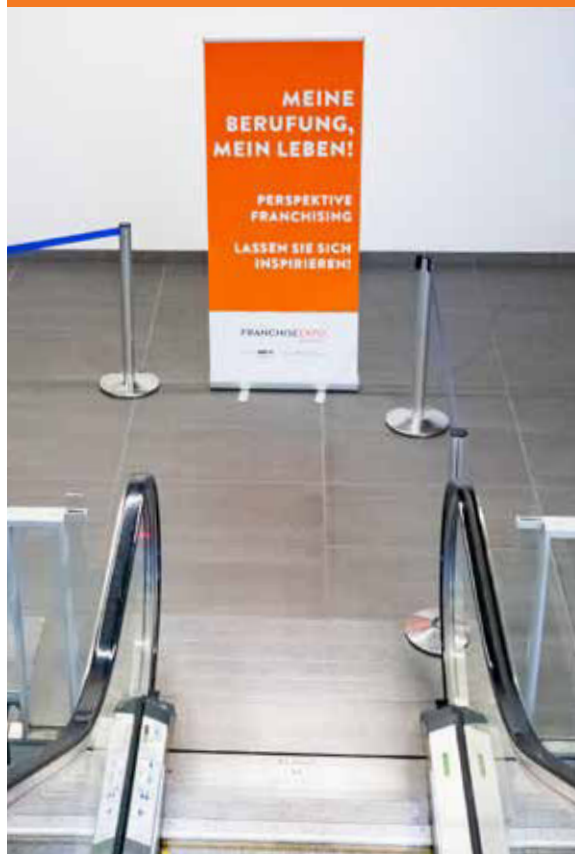
Marketing = Sales Support



ROLF NEIJMAN

FRANCHISE-MANAGER (IHK)
ENERDOMO

Were we satisfied with our ENERDOMO building energy consulting as an exhibitor in 2023 and will we take part in the next FEX24 franchise trade fair again? We definitely will! We were able to demonstrably gain new partners and dispel the last doubts of the numerous interested parties invited with our presentation at FEX23. Our method: Instead of expansion managers, we use existing partners as testimonials at the trade fair stand who report on their experiences. Because in times of crisis, only authenticity and genuineness count.



A selection of claims tell the stories of existing, successful franchise partners whose lives have clearly developed positively as a result of their decision to franchise.

Get your franchise partners in front of the curtain and take the opportunity to become part of the online campaign. Photos and films are used for social media banner campaigns.

**Become part of the nationwide campaign* for
FRANCHISE EXPO GERMANY 2024!**
„Franchise partners in the spotlight“

*Professional photos are a prerequisite for your inclusion in the official FEX campaign

MARKETING ACTIVITIES



MARKETING OPPORTUNITIES AROUND THE FRANCHISE EXPO GERMANY

In der dynamischen Welt des Franchisings bietet die FEX24, die renommierte Franchisemesse und einzige in Deutschland, um Ihre Marke ins Rampenlicht zu rücken. Mit einer Vielzahl an maßgeschneiderten Marketing-Möglichkeiten bieten wir Ihnen die perfekte Bühne, um Ihre Botschaft effektiv an ein engagiertes und interessiertes Publikum zu kommunizieren. Erweitern Sie Ihre Reichweite und steigern Sie Ihre Markenbekanntheit mit unseren speziell konzipierten Werbeformaten, die darauf ausgelegt sind, Ihre Zielgruppe direkt und effizient anzusprechen.

FEX24 Trade fair magazine - Advertisement

THE information medium for all aspects of the trade fair. Available in printed and digital versions for all visitors, exhibitors and interested parties.

1/1 page €1.500.-
1/2 page €800.-

Your advertising in the FEX newsletter to visitors or exhibitors

Position your brand and show your presence in a FEX-Newsletter to visitors or exhibitors. Scope: Logo, short text up to 500 characters incl. spaces and URL.

€ 450,-

Your advertising in the confirmation e-mail for FEX visitor registration

EXCLUSIVE-Display your brand on the confirmation emails for every registered visitor. Length: 500 characters incl. spaces, logo, URL.

€ 2.500,-

System presentation

10 minutes on the FEX main stage. Present your franchise system and become part of the trade fair program.

€ 500,-

Hall of Fame

Put your franchise partners in the spotlight and use the presence on the FEX social media channels, website and as a roll-up at the trade fair..

€ 350,-

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LOCAL PRESENCE

PRÄSENZ-MÖGLICHKEITEN AUF DER FRANCHISE EXPO GERMANY

Our „presence opportunities“ offer a wide range of creative and attention-grabbing advertising options specifically designed to put your company in the spotlight and create unforgettable brand awareness. Bring your brand to life with our exclusive and effective advertising formats and anchor your company in the minds of your target group.



Walking Act	Distribution campaign at the FEX by your staff. € 500,- per day
Exhibition bag	Every visitor receives a reusable exhibition bag with your logo. Exclusive! € 3.500,- (excl. production costs)
Enclosure exhibition bag	Insert, flyer, give-away in the exhibition bag. Per insert € 1.000,- (excl. production costs)
Screen advertising	Your message appears on the stage screen between the presentations. € 500,- per day and stage
Edition Folder	Your folder on the chairs in the lecture room or by the main stage € 500,- per day and stage
Lanyards	Lanyard with your branding for all visitors Exklusiv! € 3.000,- (incl. production costs)
Badges	Logo on the back of all visitor badges. Exklusiv! € 3.000,- (incl. production costs)
Mirror on the wall	Advertising message on the toilet mirrors at Messe Frankfurt. Exklusiv! € 3.300,- (incl. production costs)
Welcome Committee	Advertising / posters at the S-Bahn/Torhaus. Pro Fenster € 850,- (incl. production costs)



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Thank you for your interest in the FEX and please do not hesitate to contact us for further information and detailed inquiries.

Our dedicated team is committed to providing you with a first-class service and answering all your questions about Franchise Expo competently and promptly. Whether you want to find out more about our exhibition and advertising opportunities, ask specific details about the event or discuss individual concerns.

We are happy to support and advise you.

www.franchise-expo.com

EPCC FRANCHISE-MEET PAVILION



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