

LOOKING FOR NEW FRANCHISEES IN 2024?

 **franchising**
expo & business
opportunities
the 'be your own boss' show



Sydney 4-5 May 2024 | Melbourne 17-18 August 2024

The show where you connect with genuine prospects

Please join us for the Franchising & Business Opportunities Expo in 2024. This is the official industry event that provides franchising brands the opportunity to connect face-to-face with potential franchisees. It attracts thousands of ambitious people wanting to work for themselves. Stand bookings are now open. Contact us today and start planning for your success


Fiona Stacey
Exhibition Manager

Motivated visitors

The Franchising & Business Opportunities expo is the place where everyday Australians discover how easy it is to work for themselves. Visitors love to meet the people behind the brands, compare the opportunities, ask all the hard questions and learn from the free seminars.

Take a stand and you can meet thousands of visitors who are ready to invest. It is the ideal place to find the right prospects and take them on your journey.

Proven Success

This was the best show we have attended with the most amount of quality leads we have received from any Australian show. (Melbourne 2023)

Doug Downer, Franchise Ready

It was a great show for us. We are continuing conversations and having meetings with many strong candidates. (Sydney 2023)

Damien Boehm, Urban Clean

It's great to be here. We have met people who want to talk to us about our restaurants. (Sydney 2023)

Sam Krayem, Rashays

I was blown away with the numbers and more importantly the genuine interest of visitors. (Melbourne 2023)

Patrick Mulcahy, Think Water

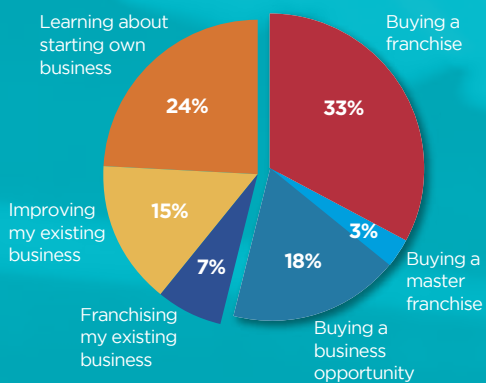
Huge promotion

Our visitor campaign in 2024 will be larger than ever to attract thousands of genuine prospects who want to talk to you. The show has an expanded online platform giving you year round promotion and exposure.

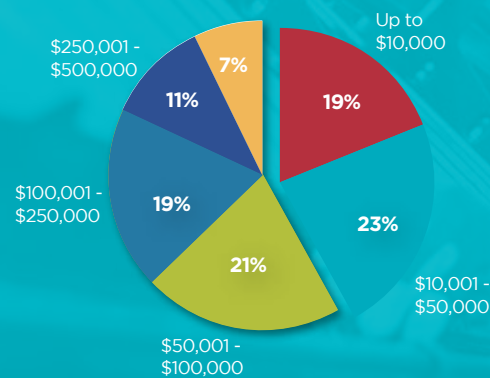
- Television
- Radio
- Social media
- Direct mail
- Google Ads
- Email newsletters
- Industry Magazines



Thousands of motivated prospects



Why they are coming
54% of visitors looking at buying a franchise or business opportunity



What they can spend
58% of visitors investment level over \$50,000

A resilient Australian industry

\$173B

Market size

94K

Outlets

574K

Employed

1,267

Franchisors

Expanded Marketing Campaign



Direct Mail



Social Media



Digital Marketing



Direct Emails



Search Engines



Radio Advertising



Industry Magazines



TV

Book now to secure your place

If you want to meet thousands of genuine prospects then now is the time to book.

Stand packages

Every stand comes with walls, carpet, lighting, nameboard, power, exhibitor manual and online listing. If you want to build your own stand we can remove the fascia and put the lights on the back wall.

Multiple show discount

Book stands in multiple shows within the same calendar year enjoy a 10% discount for the second show.

Sponsorship

Stand out from the crowd by sponsoring the seminar theatre, showbags or exhibitor drinks.

Prices (+GST)	1st show	2nd show
2m x 3m = 6m ²	\$3,990	\$3,591
3m x 3m = 9m ²	\$5,355	\$4,820
3m x 6m = 18m ²	\$9,810	\$8,829
6m x 6m = 36m ²	\$18,540	\$16,686
Vehicle (with Stand)	\$1,450	
Vehicle (without stand)	\$5,950	

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Contact Fiona Stacey, Exhibition Manager
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Brochure is general in nature and subject to change. Multi-show discount applies to Sydney and Melbourne shows when booked together.