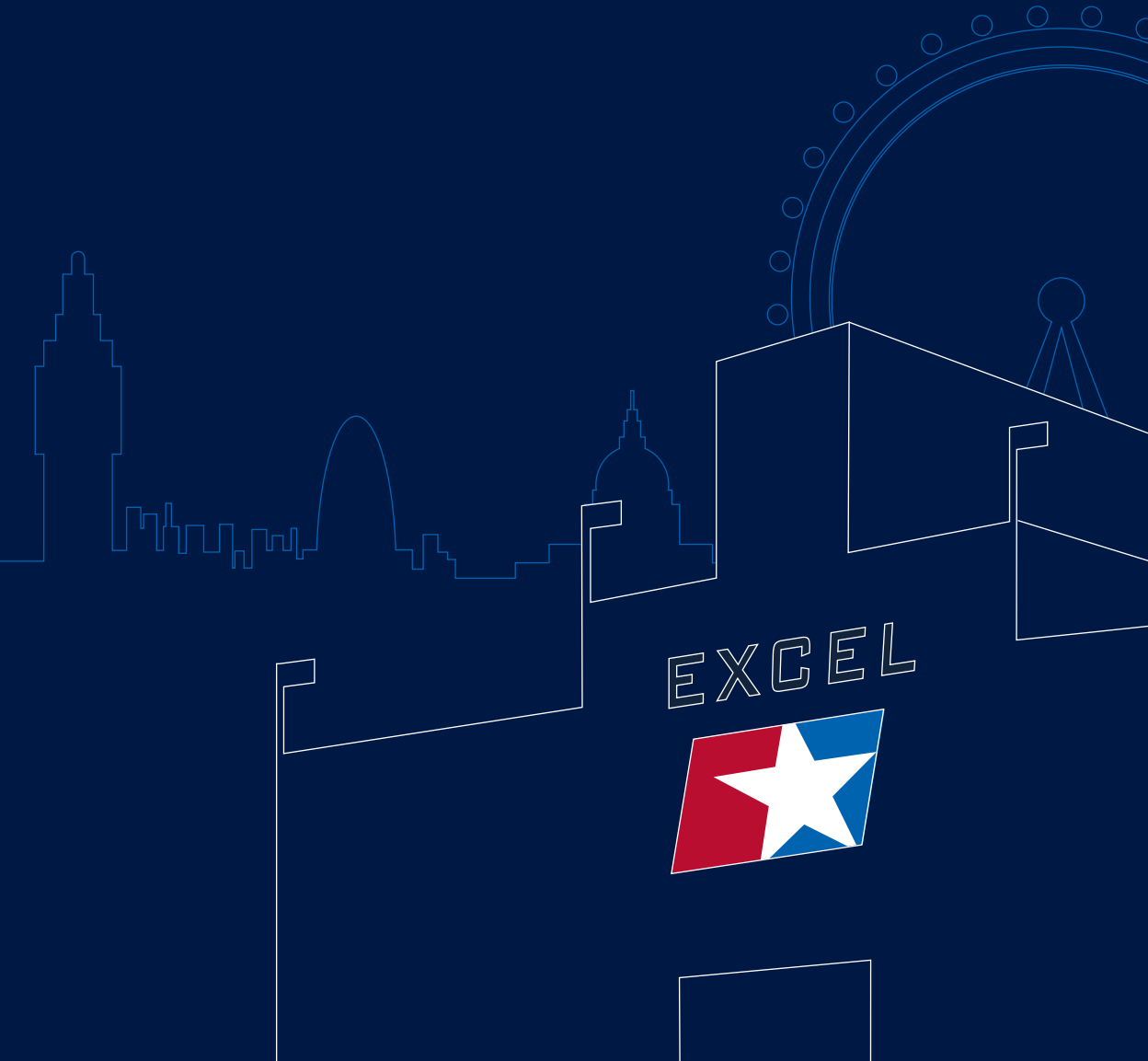


The Franchise Show

12th – 13th February 2010 • ExCel London



www.thefranchiseshow.co.uk

The Franchise Show 2010

Franchising is based on partnerships. MFV Expositions and the Prysm Group form a great partnership.

MFV are the largest, most experienced, most popular and most successful Franchise Exhibition Organisers in the United States.

Over the last twenty years they have perfected the art of putting motivated, well informed potential franchisees in front of franchisors. The Prysm Group have for the last decade run the most successful Start Up Exhibitions in the UK.

The union happened because of a strong belief that the UK needed a Franchise Show that would be imaginatively marketed, and that would evangelise the concept of franchising.

The Franchise Show was launched at ExCel, London in February 2009 to wide critical acclaim. *The organisers, Prysm MFV, are delighted to confirm that a repeat performance will be held at the same venue on the 12th & 13th February 2010.*

Tom Portesy, President of MFV comments:

"We are aware that individuals will use different media to explore the massive variety of

franchise concepts on the market. Internet, press and magazine advertising all have their part to play in the recruitment process.

But experience tells us that nothing beats the intimacy of a face to face meeting. Our job in staging the Franchise Show at ExCel is to provide a forum where interested parties can meet and ask all the searching questions of each other. We understand that recruitment is a two-way process with franchisors and franchisees equally keen to qualify each other.

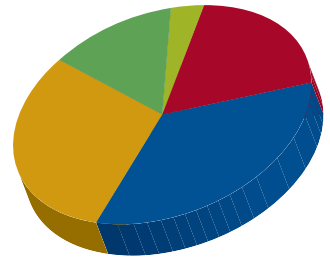
Our mission is to attract only serious candidates to the show."



Visitor statistics

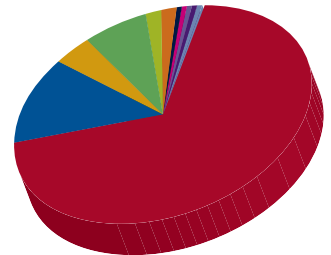
Age ranges

Under 30	20.3%
31-40	32.5%
41-50	30.6%
51-60	13.1%
Over 60	3.5%



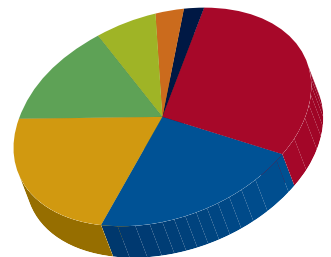
Reason for visiting the show

Potential Franchisee	71.0%
Potential Franchisor	12.4%
Franchise Consultant	3.9%
Others Allied to the Field	6.6%
Current Franchisee	1.5%
Current Franchisor	1.8%
Current Master Licensee/Area Developer	0.4%
Prospective Master Licensee/Area Developer	0.8%
Franchise Attorney	0.4%
Current Multi-Unit Owner	0.5%
Prospective Multi-Unit Owner	0.8%



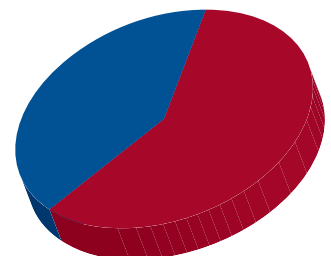
Minimum investment level

Under £10,000	30.7%
£10,001 – £20,000	21.7%
£20,001 – £50,000	22.4%
£50,001 – £100,000	13.8%
£100,001 – £250,000	6.3%
£250,001 – £500,000	3.0%
Over £500,000	2.1%



Ever owned a business

Yes	59.6%
No	40.4%



Call Simon Chicken on 0800 328 0467

Attracting the visitor

We anticipate about 8,000 visitors through the doors over the two days.

The franchise concept has been successfully adapted to cover just about every type of business.

We know that franchisors are looking to attract people with a wide variety of backgrounds, expertise, interests and financial wherewithal.

With that firmly in our minds we know that we need to market the show to as wide an audience as is humanly possible.

We know how to do this.

We will advertise the show in all the places you would expect – and in many places that you might not expect– we know how to be productive in attracting quality visitors.

We genuinely can't think of anywhere to advertise that we don't have plans for. We will also be adding heavily to the conference schedule, with the best speakers, more seats and more attendees.

National Press	✓
Quality Regional Press	✓
Tabloids	✓
Broadsheets	✓
Trade Magazines	✓
Consumer Magazines	✓
Special Interest Magazines	✓
Websites, Email & Social Media	✓
Radio	✓
PR	✓
Television	✓
Direct Mail/Digital Marketing	✓



Call Simon Chicken on 0800 328 0467

Why exhibit?

We could go on all day. But this is probably best left to exhibitors and visitors from the last show.

Garth Allison – Fast Signs

"Very, very pleasantly surprised, booked for 2010 already."

Steve Bicknel – Oven Clean

"For the first show it was very promising and other franchise show organisers should be on their guard"

Ian Wilson – Martin and Co

"The show is exceeding our expectations – we have already booked for next year."

Revive – Terry Mullen

"There is a really good buzz around the show with a good quality and calibre of person."

Mark – Global Travel

"One of the best shows we have ever done."

Liz Kilford – Antal

"Good quality leads - really good feeling from everyone"

Eleanor Allum – ActionCOACH

"One of the best shows ever, right place at the right time, genuinely serious people"

Ronan McCarthy, Spit N Polish

"Before the first day was complete we met investors and received inquiries from Greece, Turkey, France, Portugal and the United States along with fantastic prospects from right here in the UK. This show is an excellent opportunity to meet serious franchise buyers."

Derek Chisnall, Commercial Director – Auditel

"Great atmosphere, zippy show, brilliant layout. We were pleasantly surprised by the non-stop flow of qualified visitors."

Baron Divino, Show Attendee

"The seminar program was brilliant."

Nicola Saunders – Kumon Education

"We were pleasantly surprised to be meeting with quite a few candidates who were joined by their spouses and are ready to make a decision about what concept is right for them. These are educated visitors asking the right questions and have narrowed their search. They're familiar with our brand and are serious about starting their own business."

Gordon Patterson – FDS

"Quality prospects all day long. We're delighted with The Franchise Show. The potential for future business is great."

Chris Gillam – Kyros Franchising, MBE (Mail Boxes Etc.)

"We had a good show. We took in over 100 enquiries which is more than we have had at a show for many years. We're working hard on follow up conversations and hope to sell several units."

Chris Haines, Show Visitor (John Hayes)

"Clear, concise and well put. The session runs at a very comfortable pace and I heard quite a bit of new information. The sessions really prepare you to do proper planning prior to purchasing a new business. The Franchise Show is a thumbs up."

Evan Fraser, Show Attendee

"Fantastic show! So many great brands and new opportunities! I wish the seminar was a half-day instead of two hours. Great job!"

Tony Foley – United Franchise Group

"Visitors to The Franchise Show are here for one reason – to buy a franchise. The quality of the prospects we've met is excellent. We spoke with two master franchisee candidates and collected hundreds of leads for our brands. When's the next show? UFG will be back in 2010."

Lui Franciosi

"My plan is to franchise my business. I found the educational seminars to be extremely informative. These speakers are true experts in franchising."

Roy Seaman, Managing Director – Franchise Development Services

"This is the best Franchise Show ever in the UK. The quality of the visitors is outstanding."

Enrico Catarinuzzi, Show Attendee

"The seminar was worth way more than £25. The conference program offered a great overview delivered by true experts. Along with the many examples offered in the sessions, the conference gave me more confidence to make smart decisions as to how I'll proceed. I had considered several businesses and after these sessions, I have an entirely new perspective. Now I know what questions to ask."

Linda Camurato, Show Attendee

"Loved it! Well worth the £25. I got the practical advice I needed. I know the right questions to ask and received all the course materials to take home and review. It will make for easy follow up as I finalize my buying decision."

John O'Brien, Show Visitor

"The seminars were very informative, the brands represented at the show were very good and I'll be able to make an informed decision about which franchise concept to buy."

Norman Grossman – Auditel

"This expo hall looks great. ExCel is a much better venue than Olympia. There was a steady flow of visitors all day and we met very serious buyers at our stand."

What next?

Call Simon Chicken on [0800 328 0467](tel:08003280467) for more information.

