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Washington Convention Center
Washington, DC
April 11-13, 2008



International Franchise Expo 2008

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You are cordially invited to the
International Visitor/Delegate Reception
On Friday, April 11, 2008
From 5:30 to 7:30PM
At The Washington Convention Center
Hors d'oeuvres and cocktails will be served.

The reception is sponsored by

UNITED FRANCHISE GROUP



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International Visitor's Badge required for entrance.

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Table of Contents

Page

Welcome	3
Current List of Exhibitors	4

Conference Program

Seminars – A Preview	5
S 1: The A to Z's of Buying a Franchise.	6-7
\$ Franchisés Potentiels	
Mögliche Francisés	
El Concesionario Potencial De Franquicia	
S 2: Franchising Your Business	8-9
🏠 Franchiseurs Potentiels	
Potenzielle Franchise-Gerber	
Los Concedentes Potenciales de Franquicias	
S 3: Operations Manuals: The Foundation to Consistent Execution	10-11
🏠🏠🏠 Manuels des Opérations: La Base d'une execution conséquente	
Handbücher des Geschäftsbetriebs: Die Grundlage für eine Konsequente Umsetzung	
Manuales de Operaciones La Base de una ejecución consecuente	
S 4: Selecting, Negotiating and Operating a Master Franchise . . .	12-13
🌐 Master Franchisage	
Master Franchising	
Franquicias Maestra	
S 5: Global Franchise Expansion: Strategies for Lucrative and Planned Growth	14-15
👑 Expansion globale de la franchise	
Ausweitung der globalen Franchise	
Ampliación global de la franquicia	
S 7: The Use of Technology in Franchising	16-17
🏠🏠🏠 L'emploi des technologies dans la création de franchises	
Der Einsatz von Technologie im Franchising	
El uso de la tecnología en la creación de franquicias	
S 8: Strategies for Penetrating the U.S. Market for Overseas Franchisors	18-19
🏠 Pénétrer le marché américain	
Den US-Markt durchdringen	
Penetración del mercado de EE.UU.	
Show Information	20
Travel and Hotel Information	20-21
Show Registration Information	22
Advance Registration Form	23



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www.ifeinfo.com/delegate.cfm



Welcome

November 2007

To Our International Visitors:

We welcome you to the 17th Annual International Franchise Expo (IFE), April 11-13, 2008. We want your visit to the IFE to be a complete success. 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 to discuss the possibility of expanding to your country or market. 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 teach symposia at the IFE. 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 each exhibiting franchise company at the IFE, or you intend to be selective and meet only a select 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 complete list, visit www.IFEinfo.com. Visit the site periodically before the IFE. Review the exhibitor list and make notes of the companies you want to meet. It's best to arrive in Washington, D.C. with a schedule so that you make the best use of your time.

Register for Conferences

Along with company 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, current franchisees and current franchisors. Review the symposia and make plans now to attend the sessions of most interest to you. The seminars are **free**, and you may choose from over thirty different topics. Updates on the free seminars are always available on www.IFEinfo.com.

Important Visa/Passport Information

International visitors that 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 to the IFE 2008. 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 IFE. Complete the [Advance Registration Form](#) on **page 23** and mail or fax it to IFE as soon as possible. You can also register online at www.IFEinfo.com by clicking on international visitors information. 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 2008 International Franchise Expo.

Sincerely,

Thomas Portesy
President
MFV Expositions

International Franchise Expo

2008 Exhibitors List



7-ELEVEN, INC.
ABRAKADOODLE
ADAM & EVE
ALLOY WHEEL REPAIR SPECIALISTS
ALPHAGRAPHICS
AMERICAN LEAK DETECTION
THE ATHLETE'S FOOT
AUSTIN GRILL, LLC.
THE BAD ASS COFFEE COMPANY OF HAWAII
BEAT THE BOOKSTORE
BENETRENDS, INC.
BILLBOARD CONNECTION
BISON ADVERTISING, INC.
BOJANGLES' RESTAURANTS, INC.
BRANCH BANKING & TRUST
BUSINESS ADVISERS INTERNATIONAL
THE BUSINESS EXCHANGE MAGAZINE
CARTRIDGE WORLD
THE CHILD ID PROGRAM OF AMERICA
CHOCOLATE GRAPHICS
CHOICE HOTELS
CLEARBRA FRANCHISING, LLC.
CONCERTO NETWORKS
CONTOURS EXPRESS, LLC
COVERALL CLEANING CONCEPTS
CREPEMAKER, INC.
CRESTCOM INTERNATIONAL LTD.
DAGWOOD'S
DAILY GRIND COFFEE HOUSE & CAFÉ
DATAPRESERVE
DÉCOR & YOU
DIAMOND FINANCIAL SERVICES
DONATOS PIZZERIA, LLC
DR. VINYL & ASSOCIATES
DURACLEAN INTERNATIONAL INC.
THE DWYER GROUP
E. NOPI
ELIZA J
EMBROIDME
ENTREPRENEUR MEDIA INC.
THE ENTREPRENEUR'S SOURCE
EPCON COMMUNITIES FRANCHISING, INC.
EXPETEC TECHNOLOGY SERVICES
EXPRESS PERSONNEL SERVICES
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FACES
FAEGRE & BENSON LLP
FAST-FIX JEWELRY AND WATCH REPAIRS
FASTRACKIDS INTERNATIONAL LTD
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FRANCORP, INC.
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FROOTS FRANCHISING
FROZEN ROPES BASEBALL COMPANY
GLAMOUR SECRETS BEAUTY SHOPS
GLASS DOCTOR
GODDARD SYSTEMS
GOIN' POSTAL FRANCHISE CORPORATION
GOO GOO CAR WASH SYSTEMS
GRAY PLANT MOOTY
GRUBER SYSTEMS, INC.
GUIDANT FINANCIAL GROUP
HOLLYWOOD TANS
HOMEVESTORS OF AMERICA
HONEYBAKED HAM CO. AND CAFÉ
HUFFMAN BUILDERS
HUNTINGTON LEARNING CENTER
HURRICANE GRILL AND WINGS
IDENT-A-KID
IFRANCHISE GROUP, INC.
IFX ONLINE
INFOUSA
INK SOLUTION
INSTANT IMPRINTS FRANCHISING, INC.
INSTANT TAX SERVICE
INTERNATIONAL FRANCHISE ASSOCIATION
ISFRANCHISING4YOU
JANI-KING INTERNATIONAL
JERKQZINE CARIBBEAN GRILLE
JERRY'S SUBS & PIZZA
KID TO KID
KIDZART
KIOSKO, INC.
KORRES NATURAL PRODUCTS
LASERNATION FRANCHISING CORP.
LAVIDA MASSAGE
THE LEARNING EXPERIENCE
LENNY'S SUB SHOP
LITTLE CAESARS PIZZA
THE MAD SCIENCE GROUP
MAGGIEMOO'S INTERNATIONAL
MAIL BOXES ETC. & THE UPS STORE
MARBLE SLAB CREAMERY
MASSAGE ENVY LIMITED, LLC
MASSAGE HEIGHTS
MAUI PLAYCARE FRANCHISE CORPORATION
MBE MAGAZINE (MINORITY BUSINESS
ENTREPRENEUR MAGAZINE)
MIAMI SUBS CORPORATION
MICHELLE LEA MASSAGE THERAPY
MINDBODY ONLINE
MINUTEMAN PRESS INTERNATIONAL, INC.
MOUNTAIN MUDD ESPRESSO
NEXCEN BRANDS
NIXON PEABODY LLP

NOBLE ROMAN'S PIZZA
OPEN2VIEW.COM
PAPA JOHN'S INTERNATIONAL
PAPA MURPHY'S
PET SUPPLIES PLUS
PITA PIT, INC.
PIZZA FUSION
PLANET BEACH FRANCHISING
CORPORATION
PLAY N TRADE
POSTAL CONNECTIONS OF AMERICA
POSTNET INTERNATIONAL FRANCHISE
CORPORATION
PROSHRED
QUIZNOS SUB
RAINBOW INTERNATIONAL RESTORATION
& CLEANING
RAVING BRANDS
RE-BATH, LLC
RED HOT FRANCHISES
RELIASTORE DATA BACKUPS
ROBEKS FRUIT SMOOTHIES & HEALTHY EATS
RONI DEUTCH TAX CENTER RDT, INC.
ROY ROGERS FRANCHISE COMPANY, LLC.
RUSKIN MOSCOU FALTISCHEK, P.C.
SALAD CREATIONS, INC.
SCORE CHAPTER 1
SCOTT C. KERN ATTORNEY AT LAW, LLC
SDCOOPER COMPANY
SENIORS HELPING SENIORS
SHAKEY'S USA, INC.
SHAVE IT NATION, INC.
SIEGEL CAPITAL LLC
SIGN-A-RAMA
SMALL BUSINESS LOAN SOURCE (SBL)
SNELLING STAFFING SERVICES
SOURCE BOOK PUBLICATIONS
STARK & STARK
SYLVAN LEARNING SYSTEMS, INC.
TAM RETAIL DIV. OF LODGE DATA SYSTEMS, INC.
TROPICAL SMOOTHIE CAFE
UNISHIPPERS
UNITED FRANCHISE GROUP
UNO CHICAGO GRILL
USA TODAY
VELOCITY SPORTS PERFORMANCE
VERLO MATTRESS FACTORY STORES
VIRGINIA BARBEQUE COMPANY
VOCELLI PIZZA
VTS FRANCHISING LLC
WELLINGTON PET CARE
WINESTYLES, INC.
WINGS OVER
WINGSTOP RESTAURANTS
WIRELESS TOYZ
WIRELESS ZONE
YOUNG REMBRANDTS
Z-COIL® PAIN RELIEF FOOTWEAR

AT PRESS TIME

Visit www.IFEinfo.com

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 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 and are FREE.

Here is a preview of some FREE educational Seminars offered at IFE 2008

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 UFOC for Overseas Franchisors
- Overview of Key U.S. Trends and Regulatory Issues
- Selling Franchises Without Getting in Trouble
- Overseas Franchisor's War Stories

Vous trouverez, ci-dessous, quelques-uns des séminaires éducatifs proposés GRATUITEMENT lors d'IFE 2008.

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
- L'UFOC (Uniform Franchise Offering Circular - Circulaire d'offre uniforme de franchise) 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 accros

Im Folgenden führen wir einige der KOSTENLOSEN Informations seminare auf, die auf der IFE 2008 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 UFOC 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 2008

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 UFOC 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

Buying A Franchise



Symposium 1: The A to Z's of Buying A Franchise

Entrepreneur
MEDIA INC.

This two day symposium is designed to help prospective franchisees as they evaluate the many different opportunities available to them. From finding a franchise that's right for you, to asking questions of the franchisor and franchisees, to understanding franchising's legal documents, to working with professional advisors and to protecting your invest-

ment, this comprehensive symposium prepares you to acquire a franchise opportunity with confidence. This two day symposium is for those who are just getting started with their research as well as for 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. All symposium attendees receive free admission to the exhibits on all three days.

DATES:

Saturday - April 12, 2008 9:00 am to 1:00 pm

RATES:

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

Register for two Symposia and Save \$50

Who Should Attend:

This symposium focuses on the most important topics and issues related to buying a franchise in the United States. Subject matter will appeal to prospective franchisees and franchisors, as well as existing franchisors, consultants, and others who want to know the basics of exploring franchising and how the relationship works between franchisors and franchisees.

Over two days, 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 UFOC and Franchise Agreement

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

Here's What You Receive:

In addition to the comprehensive information covered by the symposium, you will utilize a self-evaluation tool to test your compatibility with franchising. This profile, valued at \$100, will help you determine the type of franchise that makes sense for you. Plus, you will receive a copy of the *Franchise Pre-Investment Checklist*, a \$25 value, with more than 36 checkpoints to help you evaluate franchise opportunities. All course materials are presented in English only.



Presented By:

John P. Hayes, Ph.D.

*President and Chief Executive Officer,
HomeVestors of America*

www.HayesWorldwide.com

Dr. John Hayes is the author of the *Franchise Pre-Investment Checklist and Franchising: The Inside Story*. His countless articles about franchising have appeared in media internationally, as well as at www.HayesWorldwide.com. He occasionally teaches a course called Franchising at the University of Dallas. For many years he served as an advisor to franchisors, franchisees and small business owners. His areas of expertise include marketing, public relations, customer service, and strategic planning.

**Register at IFEInfo.com or
complete form on page 23**

Français S1: L'acquisition d'une franchise de A à Z

Les franchises sont une excellente option pour les personnes désirant se mettre à leur compte. Ce colloque fournit aux franchisés potentiels toute une gamme d'informations sur chacune des étapes de l'acquisition: sélection d'une franchise appropriée, étude de la Circulaire d'Offre de Franchise Normalisée (ou 'UFOC'- Uniform Franchise Offering Circular), phase de recherche, principaux points couverts dans le contrat de franchisage, etc. 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'UFOC et le contrat de franchisage

A Qui Est Destiné: Ce colloque sera centré sur les aspects les plus importants de l'acquisition d'une franchise.

Principalement destinés aux franchisés potentiels à l'échelle nationale, il pourra également intéresser les franchiseurs, consultants et autres personnes désirant connaître les informations nécessaires à tout franchiseur et tout potentiel franchisé avant d'établir une relation franchiseur - franchisé.

Les fournitures et accessoires de cours sont uniquement.

Deutsch S1: Das A und O beim Kauf einer Franchise

Franchising eröffnet der Privatperson ungeahnte Chancen für den Erwerb eines eigenen Geschäfts. Dieses Symposium informiert im Einzelnen über potentielle Franchises und die individuellen Schritte des Kaufprozesses: Beginnend mit der Auswahl Ihrer Traum-Franchise, über Recherchierarbeiten bis hin zum Verständnis des Uniform Franchise Offering Circular, dem "UFOC", und Erläuterungen der wichtigsten Aspekte des Franchise-Vertrags. Das Symposium wird von einem Franchising-Expertenpodium geleitet. 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 UFOC und Franchise-Vertrag;

Wer Sollte Teilnehmen: Schwerpunktmässig spricht dieses Symposium die wichtigsten Fragen an, die sich bei dem Erwerb einer Franchise ergeben. Die Themenauswahl ist in erster Linie auf potentielle, inländische Franchise-Nehmer ausgerichtet, hat jedoch auch Franchise-Gebern, Unternehmensberatern und Privatpersonen vieles zu bieten. Ausgezeichnet für jeden, der ein Verständnis für die Informationen entwickeln will, die Franchise-Geber und potentielle Franchise-Nehmer vor Eingehen einer Franchising-Geschäftsbeziehung benötigen.

Die Kursmaterialien sind ausschließlich in englischer Sprache.

Español S1: Explicación detallada de la adquisición de una franquicia

Las franquicias ofrecen excelentes oportunidades para iniciar un negocio por cuenta propia. Este simposio proporciona amplia información a los posibles concesionarios sobre cada paso involucrado en el proceso de adquisición, desde la selección de la franquicia más apropiada para usted, la etapa de investigación, la interpretación de la Circular Uniforme de Oferta de Franquicias (sigla en inglés "UFOC"), hasta los temas principales amparados bajo un convenio de franquicia. Los temas desarrollados en el simposio estarán a cargo de un panel de expertos en el campo de las franquicias. 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 UFOC y del convenio de franquicia;

Quiénes Deben Asistir: Este simposio abarcará los temas más importantes relacionados con la adquisición de una franquicia. Los temas del simposio se orientarán principalmente a los posibles concesionarios nacionales. No obstante, también serán de interés para los concedentes, consultores y otras personas que buscan detalles de la información que un concedente y un posible concesionario necesitan antes de establecer las relaciones de concedente-concesionario.

Los materiales del curso se proporcionan en inglés únicamente.

Franchising Your Business



Symposium 2: 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 symposium attendees receive free admission to the exhibits on all three days.

DATES:

Starts Saturday – April 12, 2008 1:00 pm to 4:00 pm
Continues Sunday – April 13, 2008 10:00 am to 1:00 pm

RATES:

Advance – US \$320.00 On-site – US \$350.00
Register for two Symposia and Save \$50

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; CEOs of companies looking to expand outside the U.S. - whether or not they franchise domestically.

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

Co-Moderated By:

Michael H. Seid and Kay Marie Ainsley,
Managing Directors, Michael H. Seid & Associates, LLC
www.msaworldwide.com



Michael Seid is the founder and Managing Director of Michael H. Seid & Associates (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. He is a member of the Board of Directors of the IFA, the first and only time in the association's history that a professional services provider has been elected to the board.



Kay Ainsley is a Managing Director of Michael H. Seid & Associates, LLC, (MSA) a domestic and international franchise advisory firm. 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 sectors.

**Register at IFEinfo.com or
complete form on page 23**

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.

Franchise Operations

Symposium 3: 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 symposium attendees receive free admission to the exhibits on all three days.

DATES:

Friday - April 11, 2008 2:00 pm to 5:00 pm

RATES:

Advance - US \$250.00 On-site - US \$300.00

Register for two Symposia and Save \$50

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

Register at IFEinfo.com or complete form on page 23



Presented By:

Marla Rosner,
Sr. Training Consultant, Michael H. Seid & Associates, LLC
www.msaworldwide.com



Marla Rosner is the Sr. Training Consultant for Michael H. Seid & Associates, LLC, (MSA) 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, consultants and other industry experts who will provide legal, financial 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 Handbüchern, 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 consecutiva

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.

Acquiring a Master Franchise



Symposium 4: Selecting, Negotiating and Operating a Master Franchise

haynesboone
Setting precedent.

Are you considering acquiring an international master franchise?

**FRANCHISE
INTERNATIONAL**

If you are considering investing in a master franchise, you should first invest two hours in understanding the most common challenges international master franchisees face. Learn the questions a franchisor must answer to help you evaluate whether it understands your market and whether a franchisor actually has the resources and experience to help you to achieve your goals.

You should know what to examine in a master franchise agreement in order to determine whether it will give you a fair chance to be profitable and to benefit from the equity you build in your business. You also should know what resources you will need to be a successful master franchisee.

DATE:

Friday – April 12, 2008 11:00 am to 1:00 pm

RATES:

Advance US \$175.00 On-site US \$225.00

Register for two Symposia and Save \$50

Who Should Attend:

International investors seeking franchises which they can expand into their countries; officials who wish to learn more about how to facilitate franchising into their countries; and owners of master franchises seeking a better understanding of how to address common issues which arise in a master franchise relationship.

Learn the best way to develop a business plan for a new master franchise. Find out how you can evaluate whether a franchisor has performed enough of an evaluation of you, your business, your financial skills and your home market to be realistically interested in more than just collecting an initial fee from you and hoping things work out for you thereafter. See how you can determine whether the fees a franchisor proposes to charge are fair.

Every master franchise has a development schedule, and your failure to meet its requirements could result in the termination of your master franchise rights. How can you determine whether the schedule is fair, and how can it be structured to protect your investment and the franchisor's reasonable expectation that you will develop its brand in your market?

Because 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, they are complex relationships. Many resources are available to help master franchisees identify and address these issues. Our seminar will tell you where to find them, and cost effective strategies for finding and retaining franchise lawyers and other franchising professionals that you will want to have as a part of your team.

All symposium attendees receive free admission to the exhibits on all three days.

**Register at IFEinfo.com or
complete form on page 23**



Presented By:

Carl E. Zwisler
*Attorney, Franchise and Distribution
Law Group, Haynes and Boone, LLP*
www.haynesboone.com

Carl Zwisler represents franchisors, manufacturers and investors in structuring, negotiating and enforcing domestic and international franchise, licensing, distribution and acquisition agreements. With over 30 years experience, he has assisted companies in evaluating expansion of their businesses throughout the world, and has represented franchisors in renegotiating troubled international franchise relationships. Carl served as IFA's Chief Staff Counsel or General Counsel from 1975 to 1983. He later chaired IFA's Supplier Forum and served on IFA's Board of Directors. He is a member of IFA's Legal/Legislative and Franchise Relations Committees. He was an advisor to the U.S. State Department on the UNIDROIT Model National Franchise Law project. He has lead 3-day international master franchising symposia at the annual International Franchise Expo since 1992. He authored the book, "Master Franchising: Selecting, Negotiating and Operating a Master Franchise," published in 1999 by Commerce Clearing House. He also authored "Franchising Basics: The Official IFA Course," an interactive web based course. Carl is listed in the *International Who's Who of Franchise Lawyers*.

Français S4: Master Franchisage

Considérez-vous acquérir une franchise maître internationale ?

Si vous pensez investir dans une franchise maître, vous devriez tout d'abord consacrer deux heures afin de comprendre les défis les plus communs auxquels les franchisés maîtres doivent faire face. Apprendre les questions qu'un franchiseur doit répondre vous aidera à évaluer s'il comprend votre marché et si un franchiseur a en fait les ressources et l'expérience pour vous aider à atteindre vos buts.

Vous devez savoir ce qu'il faut chercher dans un accord de franchisé maître de manière à déterminer s'il peut vous donner une bonne chance d'être profitable et de bénéficier des capitaux que vous développez dans vos affaires. Vous devez également connaître quelles sont les ressources dont vous aurez besoin pour être un brillant franchisé maître.

Apprenez le meilleur moyen de développer un plan d'affaires pour une nouvelle franchise maître. Découvrez comment vous pouvez juger si un franchiseur a suffisamment évalué vos affaires, vos compétences financières, votre marché intérieur et vous-même pour être, de manière réaliste, intéressé à récupérer plus

A Qui Est Destiné: Investisseurs internationaux recherchant des franchises qu'ils peuvent développer dans leurs pays, officiels qui veulent en savoir plus sur comment faciliter la franchise dans leurs pays; et les propriétaires de franchises maîtres cherchant une meilleure compréhension sur la manière dont adresser les problèmes communs qui se développent dans une relation de franchise maître. 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.

que votre commission initiale tout en espérant que tout se passera sans problème pour vous après cela. Voyez comment vous pouvez déterminer si les commissions que le franchiseur propose sont équitables.

Chaque franchisé maître a un programme de développement et ne pas satisfaire ces exigences peut conduire à la résiliation de vos droits de franchisé maître. Comment pouvez-vous déterminer si le programme est équitable et comment il peut être structuré pour protéger votre investissement tout en permettant de développer la marque du franchiseur, selon ses anticipations ?

Puisqu'une franchise maître implique plusieurs parties - franchiseur, franchisé maître et les franchisées unitaires dans leurs territoires - ainsi que plusieurs accords, différentes lois, cultures et souvent différents langages; ce sont des relations complexes. De nombreuses ressources sont disponibles pour aider les franchisés maîtres à identifier et adresser ces problèmes. Notre séminaire vous expliquera comment trouver ces ressources, ainsi que les stratégies rentables pour chercher et retenir ces avocats de franchise et tous les autres professionnels de la franchise que vous désirez dans votre équipe.

Deutsch S4: Master Franchising

Erwägen Sie die Übernahme einer internationalen Master-Franchise?

Sofern Sie die Übernahme einer Master-Franchise erwägen, sollten Sie zuerst zwei Stunden Zeit in das Verständnis der üblichsten Herausforderungen investieren, denen internationale Master-Franchisenehmer gegenüber stehen. Lernen Sie die Fragen zu stellen, die ein Franchisegeber beantworten muß, um Ihnen zu helfen einzuschätzen, ob er Ihren Markt versteht und ob ein Franchisegeber überhaupt die Ressourcen und die Erfahrung hat, Ihnen bei der Erreichung Ihrer Ziele helfen zu können.

Sie sollten wissen, welche Details Sie in einem Master-Franchise-Vertrag prüfen sollten um bestimmen zu können, ob der Vertrag Ihnen eine faire Chance gibt gewinnbringend zu arbeiten und von Ihrem Eigenkapital zu profitieren, dass Sie in Ihrem Unternehmen aufbauen. Ebenso sollten Sie wissen, welche Ressourcen Sie benötigen werden, um ein erfolgreicher Master-Franchisenehmer zu sein.

Erlernen Sie den besten Weg zur Erstellung eines Unternehmensplans für eine neue Master-Franchise. Finden Sie heraus, wie Sie einschätzen können, ob ein Franchisegeber eine angemessene Bewertung Ihrer Person, Ihres Unternehmens, Ihrer finanziellen Fähigkeiten und Ihres Inlandsmarktes durchgeführt hat, um realistischere mehr an Ihnen als an der bloßen Einnahme einer ersten

Wer Sollte Teilnehmen: Internationale Investoren, die Franchises zur Expansion in Ihre Länder suchen, für Amtsträger, die mehr zu erfahren wünschen, wie Franchising in ihre Länder erleichtert werden kann und für Master-Franchisenehmer, die ein besseres Verständnis suchen, wie die in einer Master-Franchise-Beziehung täglich auftretenden Fragen gemeistert werden können. Teilnehmer des Symposiums erhalten zudem an allen drei Tagen Zutritt zu den Ausstellungen Die Kursmaterialien sind ausschließlich in englischer Sprache.

Franchisegebühr interessiert zu sein und lediglich zu hoffen, das sich für Sie die Dinge danach positiv entwickeln. Verstehen Sie, wie Sie feststellen können, ob die vom Franchisegeber vorgeschlagenen Gebühren angemessen sind.

Jede Master-Franchise enthält einen Entwicklungs-Zeitplan und die Nichterfüllung der Anforderungen könnte zur Aufkündigung Ihrer Master-Franchise-Rechte führen. Wie können Sie feststellen, ob der Zeitplan angemessen und fair ist und wie kann er strukturiert werden, um Ihr Investment und die angemessene Erwartung des Franchisegebers zur Entwicklung seines Produkts in Ihrem Markt zu schützen?

Weil ein internationales Master-Franchise verschiedene Interessengruppen einschließt - Franchisegeber, Master-Franchisenehmer und Unter-Franchisenehmer in Verkaufsbezirken - sowie mannigfaltige Verträge, unterschiedliche Gesetze, Kulturen und oft verschiedene Sprachen, stellt es ein komplexes Beziehungsgeflecht dar. Um diese Sachfragen zu identifizieren und zu meistern, stehen dem Franchisenehmer eine Reihe von Hilfsmitteln zur Verfügung. Unser Seminar wird Ihnen vermitteln, wo diese zu finden sind und nennt Ihnen kostengünstige Strategien für Auswahl und Engagement von Franchise-Anwälten und anderen Franchise-Profis, auf die Sie als Teil Ihres Teams nicht verzichten wollen.

Español S4: Franquicias Maestra

¿Está considerando adquirir una franquicia máster internacional?

Si está considerando invertir en una franquicia máster, entonces debería invertir dos horas de su tiempo en conocer los desafíos más comunes, que pueden presentarse a un franquiciado máster. Sepa qué preguntas debe contestar un franquiciador, cuyas respuestas le ayudarán a evaluar si es aplicable a su mercado y si un franquiciador realmente posee los recursos y experiencia necesarios para ayudarlo a alcanzar sus objetivos.

Usted debería saber qué debe examinar en un acuerdo de franquicia máster, a fin de determinar si le brindará rentabilidad y los beneficios de la equidad construida en sus negocios. Se enterará además de qué recursos necesita para convertirse en un exitoso franquiciado máster.

Descubra cómo puede valorar si el franquiciador ha realizado una exhaustiva evaluación sobre usted, sus negocios, su capacidad financiera y su mercado doméstico, como para tener un interés real más allá de ganar el canon inicial y

Quiénes Deben Asistir: Inversores internacionales, que están buscando franquicias que puedan expandir en sus países, funcionarios que desean aprender más sobre cómo facilitar las franquicias en sus países y propietarios de franquicia, que comprendan mejor cómo dirigir cuestiones comunes, que generen una relación de franquicia máster. Los asistentes al Simposio también recibirán entradas para la exposición que durará tres días. Los materiales del curso se proporcionan en inglés únicamente.

esperar que las cosas se resuelvan más adelante. Vea usted mismo cómo puede determinar si los cánones propuestos por el franquiciador son justos.

Cada franquicia máster posee un programa de desarrollo y el incumplimiento de los requerimientos podría dar como resultado la finalización de sus derechos de franquicia máster. ¿Cómo puede determinar si el programa es justo y si la estructura del mismo protege su inversión y sus razonables expectativas como franquiciador, de promover el branding en su mercado?

Debido a que una franquicia máster internacional envuelve a múltiples partes - franquiciador, franquiciado máster y unidades de franquicia en el territorio-, así como acuerdos múltiples, diferentes leyes, culturas y, frecuentemente, distintas lenguas, existen relaciones de complejidad. Hay muchos recursos disponibles, a fin de ayudar al franquiciado máster a identificar y dirigir estas cuestiones. Nuestro seminario le explicará dónde encontrarlos y le dará estrategias efectivas de costo para hallar y contratar a abogados y a otros profesionales especializados en franquicia, con los que usted querrá contar como parte de su equipo.

Global Franchise Expansion

Symposium 5: Global Franchise Expansion: Strategies for Lucrative and Planned Growth



Franchise Times

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 symposium attendees receive free admission to the exhibits on all three days.

DATES:

Friday - April 11, 2008 2:00 pm to 5:00 pm

RATES:

Advance - \$250.00 On-site - \$300.00

Register for two Symposia and Save \$50

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



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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



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.

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

Franchise Technology

Symposium 7: 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 symposium attendees receive free admission to the exhibits on all three days.

DATE:

Saturday – April 12, 2008 9:00 am to 12:00 pm

RATES:

Advance – \$250.00 On-site – \$300.00

Register for two Symposia and Save \$50

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



Register at IFEInfo.com or complete form on page 23



Presented By:

Lee Plave, Partner - PlaveKoch, 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, a joint partnership with MFV Expositions and joined MFV Expositions as Director of Development to head up the development and launch of its sales automation software, MyBruno.com. Prior to joining Cianci, Theresa Huszka 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.

Penetrating the U.S. Market

Symposium 8: 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 symposium attendees receive free admission to the exhibits on all three days.

DATE:

Saturday - April 11, 2008 10:00 am to 1:00 pm

RATES:

Advance - \$250.00 On-site - \$300.00

Register for two Symposia and Save \$50

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 UFOC
- ◆ 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,
Morin & Oshinsky*
www.dicksteinshapiro.com

Andrew Sherman is a capital partner with Dickstein Shapiro Morin & Oshinsky. 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*.



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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'UFOC
- ◆ 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 UFOC 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 UFOC
- ◆ 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.



Venue

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

Show Days

Friday, April 11
Saturday, April 12
Sunday, April 13

Show Hours

10:00am - 5:00pm
10:00am - 5:00pm
10:00am - 4:00pm

Show Admission:

A. Exhibit and Free Seminar Rates

ADVANCE (Until March 28, 2008)	ON-SITE (After March 28, 2008)
1-3 Days - \$20	1 Day - \$25 2-3 Days - \$35

B. Symposia Rates (includes the price of admission to stands and seminars for all 3 days). Symposium badges are non-transferable.

	ADVANCE (Until March 28, 2008)	ON-SITE (After March 28, 2008)
S1 Buying a Franchise	\$195.00	\$225.00
S2 Franchising Your Business	\$320.00	\$350.00
S3 Operations Manuals	\$250.00	\$300.00
S4 Master Franchising	\$175.00	\$225.00
S5 Global Franchise Expansion	\$250.00	\$300.00
S7 The Use of Technology	\$250.00	\$300.00
S8 Penetrating the U.S. Market	\$250.00	\$300.00

Register for two Symposia and Save \$50

C. Visit our website for additional educational programs that are free of charge, www.IFEinfo.com

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

Thursday, April 10	2:00 p.m. - 6:00 p.m.
Friday, April 11	8:30 a.m. - 5:00 p.m.
Saturday, April 12	8:30 a.m. - 5:00 p.m.
Sunday, April 13	9:30 a.m. - 4:00 p.m.

**Please note registration is open prior to and during show hours.*

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 28, 2008. **Registration charges are non-refundable.**

Registration for Symposia

If you wish to enroll in any of the 7 Symposia, we strongly recommend that you do so by utilizing the on-line registration form at www.IFEinfo.com or the advance registration form on page 23, as seating is limited. Registrations 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 March 14, 2008, 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)	\$239
Grand Hyatt Washington 1000 H Street, NW (5 blocks from Convention Center – less than 1 mile)	\$257
Hamilton Crowne Plaza 1001 14th Street NW (14th & K Streets) (6 blocks from Convention Center – less than 1 mile)	\$249
Hampton Inn Convention Ctr. 901 6th Street, NW (3 blocks from Convention Center – less than 1 mile)	\$195
The Henley Park Hotel 926 Massachusetts Ave. (2 blocks from Convention Center – less than 1/2 mile)	\$199
Morrison-Clark Hotel 926 Massachusetts Ave. & 11th Street NW (3 blocks from Convention Center – less than 1/2 mile)	\$199
Renaissance Hotel 999 9TH Street, N.W. (2 blocks from Convention Center – less than 1/2 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 March 14, 2008 (providing rooms are available). Rates subject to change after March 14, 2008, 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 April 4 to April 18, 2008 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 - ZBYCADF7SX.

Or you can call your professional travel agency or Continental Airlines MeetingWorks at 800-468-7022 for reservations. Refer to Z Code ZBYC and Agreement Code: ADF7SX. There will be a \$10 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 April 4 to April 20, 2008. 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# 03B70004, 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 14 mars 2008 environ (aussi longtemps que des chambres sont disponibles). Les prix peuvent être modifiés après le 14 mars 2008; 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 4 avril et le 18 avril 2008 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 MeetingWorks au numéro 800-468-7022 pour toute réservation. Donnez le code Z ZBYC et le code d'accord: ADF7SX. 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 ZBYCADF7SX 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 4 avril et le 20 avril 2008. Les réservations peuvent être faites en ligne sur www.hertz.com ou par l'intermédiaire du Hertz Meeting Sales Desk à partir du Canada, appelez le 800-263-0600 ou à partir de Toronto le 416-620-9620. Pour les réservations internationales, appelez le centre de réservation Hertz le plus proche ou le 800-654-2240. Lors de la réservation chez Hertz, veuillez donner la référence du numéro de réunion (Meeting Number) CV#03B70004 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. 14. März, 2008 (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 4 April und dem 18. April 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 800-468-7022. Verweisen Sie auf Z Code ZBYC und Agreement Code ADF7SX. 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 ZBYCADF7SX in das Angebots-Code-Kästchen eintragen.

Einsparmöglichkeiten bei der Autovermietung: Wir haben spezielle Vereinbarungen getroffen mit **Hertz** sofern Sie zwischen dem 4. April und dem 20. April, Juni zur IFE fahren. Reservierungen können online vorgenommen werden bei www.hertz.com oder durch Hertz Meeting Sales Desk innerhalb Kanada unter 800-263-0600 oder aus Toronto unter 416-620-9620. Im internationalen Ausland rufen Sie Ihr nächstliegendes Hertz Reservierungszentrum an oder 800-654-2240. Sofern Sie über Hertz-Reservierung buchen, erwähnen Sie bitte die Meeting Nummer CV#03B70004 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 14 de marzo de 2008 (siempre que haya habitaciones disponibles). Las tarifas pueden cambiar después del 14 de marzo de 2008, 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 4 de abril y el 18 de abril de 2008, 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 800-468-7022 para las reservaciones Refiera al código Z ZBYC y al Código de Acuerdo: ADF7SX. 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 ZBYCADF7SX 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 4 abril y el 20 de abril de 2008. Las reservaciones se pueden colocar en línea en www.hertz.com o a través de Hertz Meeting Sales Desk si está en Canadá llame al 800-263-0600 o desde Toronto llame al 416-620-9620. En localidades internacionales, llame a su centro de reservaciones Hertz más cercano o al 800-654-2240. Al hacer las reservaciones a través de reservaciones Hertz por favor refiera el Número de reunión CV#03B70004 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

1. Complete form on page 23 in its entirety, including payment portion. **Payment must accompany form.** All forms and payment must be received by **March 28, 2008** for advance processing.
2. **All registrations are non-refundable.** All pre-registration forms must be paid in full in order to receive discounted rates.
3. Conference Registration: Fees apply for Symposia; see below for price details. Seminars are free of charge.

Register by Mail, Fax or Online:

1. Money Order or company/personal check drawn on a U.S. bank and payable in U.S. dollars to: Mart Franchise Venture, LLC, 210 East Route 4, Suite 304, Paramus, NJ 07652 U.S.A. Attn: IFE Registration Dept.
2. Credit card – Please include credit card number, cardholder's name, address, expiration date, **signature**, and the correct amount. MasterCard, Visa or American Express only. Fax to: (201) 226-1131. Signature required for processing.
3. Online: For instructions visit www.IFEinfo.com

Confirmation and Access:

Only registrations containing an email address will be sent a Quick-Scan Barcode. Arriving without this printed barcode will cause delays in entering the Expo. Those without an email address should arrive early to avoid lines onsite.

To Register at the Door

Advance registration is strongly recommended to afford you valuable savings and to avoid onsite lines. You are welcome to register at the show, but onsite prices prevail. (See onsite fees listed below). Deadline for all advance processing is **March 28, 2008**.

Registration Charges are non-refundable.

If you have any other questions regarding your registration, please call 201-226-1130 between 9:00 am and 5:00 pm ET, Monday thru Friday.

Registration Fees for Exhibits and Symposia

A. Exhibit and Free Seminar Rates

ADVANCE (UNTIL MARCH 28, 2008)		ON-SITE (AFTER MARCH 28, 2008)	
1-3 Days	\$20	1 Day	\$25
		2-3 Days	\$35

B. Symposia Rates

	Advance (Until March 28, 2008)	On-Site (After March 28, 2008)
S1 Buying a Franchise	\$195.00	\$225.00
S2 Franchising Your Business	\$320.00	\$350.00
S3 Operations Manuals	\$250.00	\$300.00
S4 Master Franchising	\$175.00	\$225.00
S5 Global Franchise Expansion	\$250.00	\$300.00
S7 The Use of Technology	\$250.00	\$300.00
S8 Penetrating the U.S. Market	\$250.00	\$300.00

Register for two Symposia and Save \$50

Français: Formalités D'inscription

1. Remplissez l'intégralité du formulaire, y compris la section réservée au règlement. Le règlement doit être joint au formulaire. Les formulaires nécessitant un traitement préalable doivent nous parvenir au plus tard le **28 mars 2008**.
2. Aucune inscription ne sera remboursée. Tous les formulaires de pré-inscription doivent être accompagnés du règlement intégral pour bénéficier des taux réduits.
3. Inscription aux conférences: les inscriptions aux colloques payantes, sont traitées séparément. Consultez les tarifs mentionnés cidessous.

Inscrivez-vous par courrier, télécopieur ou sur Internet:

1. Mandat ou chèque personnel/de société sur une banque des États-Unis, payable en dollars américains, à l'attention de: Mart Franchise Venture, LLC, 210 Route 4 East, Suite 304, Paramus, NJ 07652, U.S.A. Attn: Registration Dept.
2. Carte de crédit - veuillez à indiquer le numéro de la carte, sa date d'expiration et le montant correct, et à apposer votre **signature**. Seules les cartes MasterCard, Visa ou American Express sont acceptées.
3. Site Web: le site www.IFEinfo.com vous fournira les instructions nécessaires.

Confirmation et Accès :

Seules les inscriptions indiquant une adresse email recevront des Caractères à Bâtonnets pour Accès Facile. Si vous vous présentez sans ces caractères à bâtonnets imprimés vous risquez de longues attentes lors de votre arrivée. Les personnes n'ayant pas d'adresse email devront faire la queue en arrivant.

Deutsch: Anmelde-informationen

1. Füllen Sie das Formular vollständig aus, einschliesslich des Zahlungsabschnittes. Die Gebührensatzung muss zusammen mit dem Anmeldeformular eingeschickt werden. Formulare müssen bis zum **28. März 2008** eingegangen sein, um bevorzugt beübeitet zu werden.
2. Alle Anmeldungen sind endgültig. Alle Voranmeldeformulare müssen vollständig bezahlt sein, um für Rabatttarife berücksichtigt zu werden.
3. Konferenzanmeldung: Für Symposia werden separate Gebühren erhoben. Konsultieren Sie bitte die nachstehenden Preisinformationen.

Melden Sie sich per Post, Fax oder Internet an:

1. Zahlungsanweisung oder Firmen-/Privatscheck gegen ein U.S. Bankkonto ausgestellt und zahlbar in U.S.-Dollar an: Mart Franchise Venture, LLC, 210 Route 4 East, Suite 304, Paramus, New Jersey 07652, USA an: Registration Department.
2. Kreditkarte - darauf achten, dass Sie die Kreditkartennummer und das Verfallsdatum sowie Ihre **Unterschrift** und die korrekte Summe angeben. Akzeptiert werden nur MasterCard, Visa oder American Express.
3. Website - Anleitungen finden Sie unter der Adresse www.IFEinfo.com

Bestätigung und Zutritt:

Nur Registrierungen, die eine Email-Adresse enthalten, erhalten einen Zutritts-Barcode (Easy Access Barcode). Die Ankunft ohne diesen ausgedruckten Barcode verursacht ernsthafte Verzögerungen beim Zutritt. Personen ohne Email-Adresse müssen sich vor Ort anstellen.

Español: Instrucciones para la inscripción

1. Llène íntegramente el formulario de inscripción, incluso la parte de pago. El pago debe remitirse con el formulario. Todos los formularios deben recibirse a mas tardar el **28 de marzo del 2008** para procesarse de antemano.
2. Los cargos de inscripción no son reembolsables. Todos los formularios de inscripción anticipada deben ser pagados íntegramente a fin de recibir las tarifas con descuento.
3. Inscripción para la Conferencia: Los simposios tienen cargos separados que se detallan más abajo.

Inscríbese por correo, fax o Internet:

1. Giro postal o cheque de la empresa/personal de un banco de los Estados Unidos y pagadero en dolares a: Mart Franchise Venture, LLC, 210 Route 4 East, Suite 304, Paramus, NJ 07652, U.S.A. Attn: Registration Dept.
2. Tarjeta de crédito - no olvide incluir el número de la tarjeta de crédito, fecha de vencimiento, **firma** y la cantidad exacta. MasterCard, Visa o American Express solamente.
3. Internet: para instrucciones comuníquese con www.IFEinfo.com

Confirmación y acceso:

Sólo se enviará un código de barras de fácil acceso a las inscripciones que tengan una dirección de correo electrónico. Arribar sin este código de barras causará severos retrasos al entrar. Quienes no tengan una dirección de correo electrónico tendrán que hacer cola en el lugar.

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 28, 2008**. 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 28, 2008)
1-3 Days \$20

Symposia

All Symposium registrations include 3 full-days admission to the exhibits and seminars. Symposium badges are non-transferable.

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

- | | | |
|-----------------------------|---|-------|
| <input type="checkbox"/> S1 | The A to Z's of Franchising | \$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 | 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"/> Potential Franchisee | <input type="checkbox"/> Potential Franchisor |
| <input type="checkbox"/> Franchise Consultant | <input type="checkbox"/> Others Allied To The Field |
| <input type="checkbox"/> Current Franchisee | <input type="checkbox"/> Master Licensee |
| <input type="checkbox"/> Franchise Company Executive | <input type="checkbox"/> Current Franchisor |
| <input type="checkbox"/> Potential Master License Owner | <input type="checkbox"/> Franchise Attorney |

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) _____ |
| <input type="checkbox"/> Radio (specify) _____ |
| <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) _____ |
| <input type="checkbox"/> US Embassy |
| <input type="checkbox"/> Other (please specify) _____ |
| <input type="checkbox"/> I prefer NOT to receive information or advertising from companies not affiliated with MFV Expositions |

PLEASE NOTE: ALL REGISTRATIONS ARE NON-REFUNDABLE

MAIL COMPLETED REGISTRATION FORM WITH PAYMENT TO:
Mart Franchise Venture, LLC, 210 Route 4 East, Suite 304, Paramus, NJ 07652 USA
Tel: 201-226-1130

OR YOU MAY FAX IT TO: 201-226-1131 (Credit card orders only)
Att: IFE Registration Department



PLEASE ADVISE AT THE TIME OF REGISTERING IF YOU HAVE A DISABILITY AND MAY REQUIRE SPECIAL ACCOMMODATIONS