

be part
of it!

FRANCHISEEXPO**22**
NOVEMBER 10-12, 2022 **FRANKFURT**

SALES & MARKETING

FEX|22



Tom Portesy
Exec. Vice President International
MFV/Comesposium

"MFV is the number one in international franchise exhibitions. Our goal is to create events that present franchise concepts at all investment levels to qualified visitors who want to start their own business."

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

FACTS & FIGURES

Termin November 10–12, 2022
Eintritt € 20,- / free of charge with promo code
Location Messe Frankfurt Halle 9.0

Results 2021 101 brands, thereof 11 online only
1.500 visitors
38 lectures/workshops

Organized by **MFV**
expositions

A company of Comexposium **COMEXPOSIUM**

in cooperation with **DEUTSCHER**
FRANCHISEVERBAND
QUALITÄTSSYSTEME VEREINT.

FEX|22



10 REASONS TO EXHIBIT AT THE FRANCHISE EXPO

- *Attract new franchisees*
- *Enter new markets / data collection*
- *Brand visibility and investment in the brand*
- *Promote products / services*
- *Expand your network*
- *Have good conversations in the franchise industry*
- *Show engagement by including your own franchise partners in the Expo*
- *Benefit from the Expo's media presence*
- *Enhance your employer brand*
- *Win end-costumers*

10 REASONS TO EXHIBIT AT THE FRANCHISE EXPO

FEX 22



FRANCHISING IN GERMANY

- strongest economic nation in the EU
- 930 franchisors
- 138,748 franchisees
- 749,198 employees
- 135 billion euro sales (+4.6% compared to the previous year)

Source: German Franchise Association



The base for an interesting franchise fair is the market situation

- what characterizes the German franchise industry?

The German franchise economy has developed consistently positively in recent years, even during the crisis a positive trend can be recognized. That shows that even in times of crisis, franchising is a secure and successful business model. Furthermore, Germany is one of the strongest franchise markets in Europe, next to Great Britain and France.

FEX|22

LEADS, LEADS, LEADS,...

Take advantage of the only **FRANCHISEEXPO** in the German-speaking region to fill your lead-pipeline.

Reserve your booth today and benefit right away from the Expo's extensive marketing campaign!

Mail an: christian.koettler@comexposium.com

„The annual Franchise Expo is a great platform to present our Storebox Franchise concept to a diverse audience and FEX21 in Frankfurt was a great success for Storebox.“



Magdalena Mathoi
Head of Business
Development Storebox

booth no.:	We book...	
	BOOTH in Frankfurt, 10 – 12. November 2022 All stand packages incl. back wall, carpet, 1 table, 2 chairs, electricity (1-3 kW) and marketing fee	
select	BOOTH PACKAGE	PRICE FOR FRANCHISE ASSOCIATION MEMBERS
	price	price
9 m ²	€ 6,400	€ 5,800
15 m ²	€ 10,800	€ 9,800
18 m ²	€ 11,400	€ 10,300
27 m ²	€ 15,800	€ 14,300
36 m ²	€ 19,700	€ 18,600
54 m ²	€ 26,800	€ 25,000
Newcomer	€ 4,200	€ 4,000
Supplier	€ 4,300	€ 4,300
Super Package Upgrade: €1,500 9squm graphic print (without graphic design) and three lights		

FEX 22

PROMOTION OF THE EXPO

ONLINE MARKETING
SOCIAL MEDIA
NETZWERKE
WEBSITE
OURDOOR
PRESSE
RADIO
TV



POTENTIAL FRANCHISEES
AT THE FEX

MARKETING = SALES-SUPPORT

MARKETING = SALES-SUPPORT

The **FEX** and franchising will be promoted extensively through a variety of different channels so that you can meet qualified leads at the show.

Become part of the **FEX** campaign - the more visible and well-known your brand is, the more likely leads will find you. Therefore, it makes sense to think about additional marketing activities in advance.

Choose from our portfolio »

FEX 22

Beispiele aus der Online-Kampagne 2021



You define
your budget!

A LIVELY, AUTHENTIC CAM-PAIGN, **IN WHICH YOU CAN TAKE PART!**

The claim *"My life has changed"* tells the story of existing, successful franchise partners whose lives have clearly developed positively as a result of their decision to start a franchise. Highlight and present your franchise partners and take advantage of the opportunity to become part of the overall online campaign. Photos and movies are used for social media campaigns.

*) Professional photos are the premise for your inclusion in the official **FEX** campaign.

FEX 22

PRESENCE OPPORTUNITIES AT THE FRANCHISE EXPO



ON-SITE & ONLINE

Your ad in the FEX visitor or exhibitor newsletter

Your personal message will be placed once in one of the desired newsletters (exhibitors or visitors). Length: up to 500 characters incl. spaces, logo, URL. Max three partners per newsletter.

€ 450.-

Your ad in the confirmation mail for FEX visitor registration

This option is exclusively available to one exhibitor. All registered visitors will receive a registration confirmation email before the show. Length: 500 characters incl. spaces, logo, URL.

€ 2,500.-

Action Stage

10 min. presentation of your system on site or online as part of the official FEX program.

€ 500.-

„Hall of fame”

Presentation of franchisor or franchisee with a quote and portrait on the FEX social media channels and on the FEX homepage

€ 350.-

FEX 22

PRESENCE OPPORTUNITIES AT THE FRANCHISE EXPO



9.



2.



10.

1. Walking act

Distribution action at the Expo by your staff.

€ 500.- per day.

2. Visitor bag

Each visitor receives a reusable bag with your logo. Incl. advertising & production costs. Exclusive!

€ 5,500.-

3. Insert in the visitor bag

Insert, flyer, giveaway in the visitor bag. Per insert. Excl. production.

€ 1,000.-

You find further promotions on our website at the trade fair board for exhibitors

4. Screen advertising

Your message will be shown on the screen in the conference room between the presentations.

Per day

€ 500.-

5. Folder

Your folder will be placed on the chairs in the conference room.

Per day

€ 500.-

6. Lanyards

All visitors receive a lanyard with your brand in. Incl. production.

Exclusive!

€ 3,000.-

7. Visitor badges

Logo on the back of all visitor badges.

Exclusive!

€ 3,000.-

8. Mirror on the wall

Advertising message on the toilet mirrors of the Exhibition Center Frankfurt.

Exclusive!

€ 3,300.-

9. Welcome committee

Advertising / posters at the train station/Torhaus.

Per window,

€ 850.-

10. LED carpet

your logo at the fair

€ 1,500.-

FEX|22

CONTACT US!



christian.koettler@comexposium.com
+43 664 88708882



matthias.kandler@comexposium.com
+43 664 9643003