

be part  
of it!

**FRANCHISE**EXPO**23**  
NOVEMBER 9–11, 2023 **GERMANY**

**SALES & MARKETING**

# FEX|23



**Martin Joksimovic**  
President MFV

*„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

Date November 9-11, 2023

Entry € 20,- / free of charge with promo code

Location Messe Frankfurt Hall 6.0

**Results 2022** 118 brands  
2,200 visitors  
45 lectures/workshops

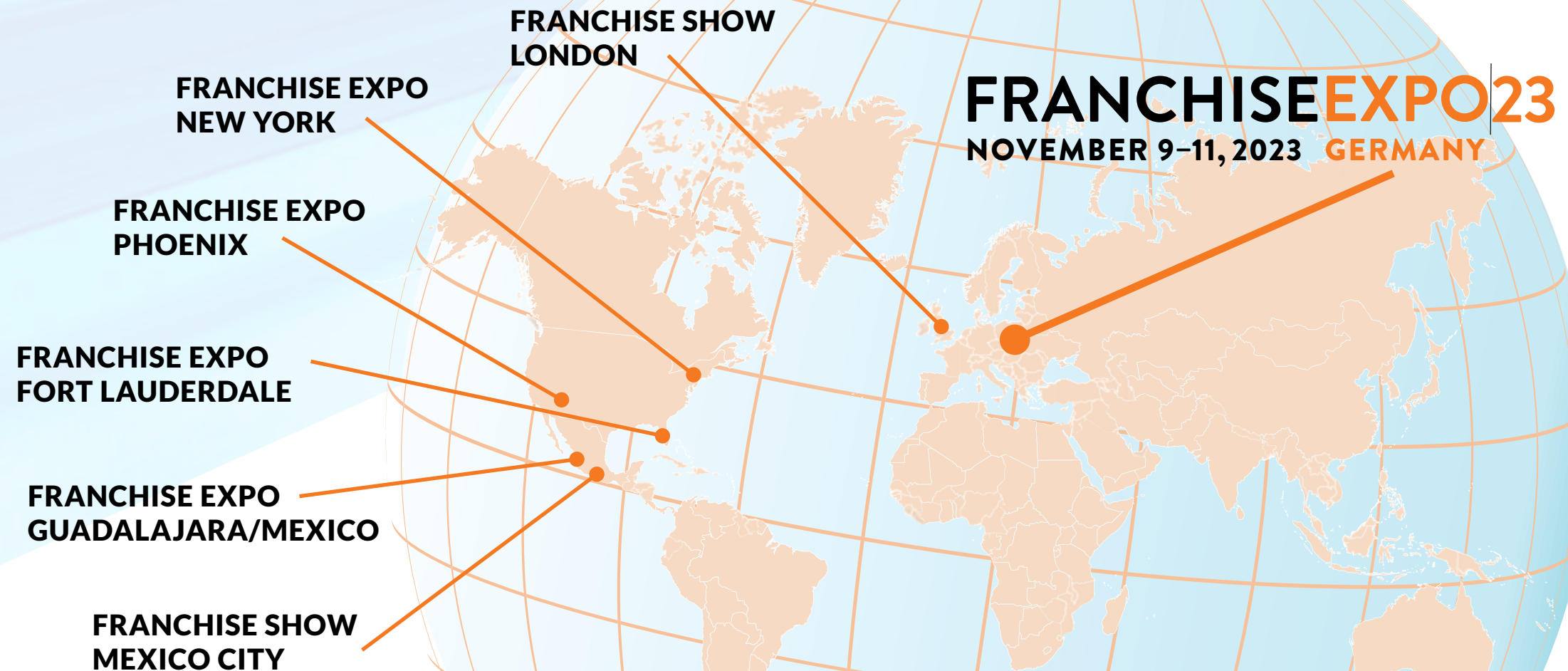
**Organized by** **MFV**  
expositions

**A company of Comexposium** **COMEXPOSIUM**

**Main partner**  **DEUTSCHER  
FRANCHISEVERBAND**  
QUALITÄTSSYSTEME VEREINT.

# FEX 23

**MFV Comexpodium**  
**Franchise shows 2023**





# FEX 23



## 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

# FEX 23



## FRANCHISING IN GERMANY

- strongest economic nation in the EU
- 920 franchisors
- 141,821 franchisees
- 787,207 employees
- 135,8 billion euro turnover (+0,6% compared to 2020)

Source: German Franchise Association (Figures 2021)



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.

### **Facts& Figures of franchise economy Germany**

<https://www.franchiseverband.com/servicesnutzen/studien-und-statistiken>



# FEX|23

## AMBASSADORS 2023



**Emma Lehner**  
Bodystreet



**Magdalena Mathoi**  
Storebox



**Marc Elsner**  
Domino's



**Maria Linz-Bender**  
global office



**René Törner**  
MySpa



**Nezif Emek**  
Cigköftem



# FEX 23

## EXHIBITORS 2023

(2023.01.25)



# FEX|23

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

**Mail an: [matthias.kandler@comexposium.com](mailto:matthias.kandler@comexposium.com)**

## LEADS, LEADS, LEADS,...

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

booth no.:	We book...			
	<b>Booth in Frankfurt, 9–11, November 2023</b> All stand packages incl. back wall, carpet, 1 table, 2 chairs and marketing fee			
select	BOOTH PACKAGE		FRANCHISE ASSOCIATION MEMBERS	
prices (€)	Regular until 30.06.23	from 01.07.23	Regular until 30.08.23	from 01.09.23
9 sqm	6,800	7.500	6,100	7.500
15 sqm	11,400	12.600	10,300	12.500
18 sqm	10,800	13.300	10,900	13.900
30 sqm	12,000	19.700	16,500	20.100
36 sqm	20,700	22.800	19,600	23.800
54 sqm	28,200	31.000	26,300	31.900
Newcomer*	3,500	3.500	3,200	3.200
Consulter	4,300	4.700	4,300	4.300
Super Package Upgrade: €1,500 9sqm=1 back wall graphic print (without graphic design) and three lights				

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

### \*Marketing fee:

- Access to the VIP lounge at the trade fair
- 4 exhibitor badges
- Invitations to exclusive webinars (marketing, sales, stand design)
- Access to the online exhibition board for exhibitors
- Online Visibility:
  - Your own landing page visible as of 9.10.2023
  - Your visuals on your landing page
  - Mention in social media (Facebook, Instagram, LinkedIn)
  - Brand mention in exhibitor listings and in search engine
  - Your press release on the exhibition website
  - Logo on the website after Contract signing
  - Matchmaking platform



# FEX 23

BEWERBUNG DER EXPO a.o.

ONLINE MARKETING  
SOCIAL MEDIA  
NETZWERKE  
WEBSITE  
OUT-OF-HOME  
PODCASTS  
PRESSE  
TV



POTENTIELLE  
FRANCHISENEHMER  
AUF DER FEX

## 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 »*



*„The Franchise EXPO 22 has shown, that it has become an integral part of franchising and it serves to drive the franchise economy in Germany but also globally. An important touchpoint for franchise prospects and productive networking, both for startups and for renowned companies. For Bodystreet FEX 22 was particularly more successful than ever before.“*

**Emma Lehner** Founder & CEO Bodystreet, Vice president German Franchise Association, Ambassador

# FEX|23

You define  
your budget!

## BECOME PART OF THE NATIONWIDE CAMPAIGN FOR THE FRANCHISE EXPO GERMANY 2023!

The claim „**My vocation, my life!**“ 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 23

## PRESENCE OPPORTUNITIES AT THE FRANCHISE EXPO

*Promote your brand before and at FEX23!*

### Expo Magazine

THE information medium around the trade fair. All visitors and exhibitors receive the magazine on site.

€ 1,500,- (1/1 page)

### Your advertising in the FEX newsletter to visitors or exhibitors

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

Max three partners per newsletter.

€ 450,-

### Your advertisement in the confirmation mail for the FEX visitor registration

This option is exclusively available to one exhibitor. All registered visitors will receive a confirmation e-mail for their registration before the trade fair.

Size: 500 characters incl. spaces, logo, URL.

€ 2,500,-

### Action Stage

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

€ 500,-

### „Hall of fame“

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

€ 350,-





# FEX 23



## PRESENCE OPPORTUNITIES AT THE FRANCHISE EXPO

### 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!**

**€ 6,000.-**

### 3. Insert in the visitor bag

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

Excl. production.

**€ 1,000.-**

### 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 and room**

**€ 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. Magic Curtain

your big logo on the LED carpet in the show hall.

**€ 1,200.-**

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

# FEX|23

## CONTACT US!



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