



Franchise Expo Frankfurt (#FEX18) is the major new fair for the national and international franchise industry in Germany.

It will take place from 27 to 29 September 2018 at Messezentrum Frankfurt exhibition centre. It is organised by American firm MFV, which runs franchise fairs in the USA, Japan, South America and Europe. And now in Germany too, in close cooperation with the Deutscher Franchiseverband e.V.

Franchise Expo Frankfurt's **exhibition catalogue** provides THE overview of all the essential exhibition information, yet is also an interesting, longer-term medium for anyone interested in franchising.

Fair attendees and therefore the catalogue's readership are people who are considering self-employment, companies which want to use franchising to expand, franchisees and investors.

The catalogue is also distributed to network partners and industry institutions.

Circulation area	Germany
Print run	3.000 units
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Agency	Cox Orange Marketing und PR e.U. Vienna

### EXHIBITION CATALOGUE

### Advertisement formats



**Full page**  
W 210 mm x H 268 mm  
(+ 4 mm bleed)

**1/2 page landscape**  
W 210 mm x H 134 mm  
(+ 4 mm bleed)

**1/2 page portrait**  
W 105 mm x H 268 mm  
(+ 4 mm bleed)

Printing process	Sheet-fed offset, matt art paper
Finishing	Stapled
File formats	Print-optimised file formats PDF (PDF/X-4) Other file formats or open files on request only Colour images always in CMYK mode (4c) Colour image/greyscale image resolution min. 300 dpi Monochrome images 1200 dpi
E-mail data transmission	E-mail FTP possible on request.
Proofs	A colour proof guarantees advert print quality and accuracy
Colour advert production	AFrom the Euro scale: shades are achieved through combined print. ISO coatedv2 (eci) - profile at www.eci.org Colour deviation tolerance range complies with state of the art offset printing.  Shades that cannot be produced from the Euro scale (Pantone, HKS etc.), by request only and at an additional cost.
Enclosures	On request
Flap/Bookmark	On request

**Contact** Nicolas Rädecke, DUB.de  
Tel: +49 404 688 326 68  
Mail: nicolas.raedecke@dub.de  
Susanne Schnur, DUB.de  
Tel: +49 404 688 326 67  
Mail: susanne.schnur@dub.de  
Linda Naumann, MFV-Sales Director Expo Frankfurt  
Tel: +49-151-70 229 128  
Mail: lnaumann@mfvexpo.com

**Prices** Exhibitors who are members of Deutscher Franchiseverband e.V.  
1/1 page € 1,000.00  
1/2 page € 600.00

Exhibitors who are not members of Deutscher Franchiseverband e.V.  
1/1 page € 1,200.00  
1/2 page € 700.00

Companies not exhibiting at Franchise Expo Frankfurt  
1/1 page €1,800.00  
1/2 page €1,000.00

U2, U4: each + 30%

Advertorials  
1/1 "It's changed my life" (with franchiser) + 30% over advert price  
1/1 free content on request

All prices are plus VAT at 19%

Closing date for advert submissions: 3.8.2018  
Closing date for print documents: 24.8.2018