

Ulster Bank Irish Franchise Association

# EXPO & Awards 2012

## EXHIBITOR INFORMATION

- Venue:** Hall 3, RDS  
Ballsbridge, Dublin 4  
Hall 3 (Anglesea Road entrance)
- Date:** Fri. 27th & Sat. 28th April 2012
- EXPO:** Fri: 10am to 6pm  
Sat: 10am - 4pm
- Awards:** 27th April at 7.30pm

### ABOUT THE SHOW

The purpose of EXPO 2012 is to act as a showcase for Irish and international franchisors and the franchising sector. The Irish Franchise Association will manage both the EXPO and the Irish Franchise Awards 2011/12 exclusively.

### KEY SHOW FEATURES

- Seminars on all aspects of franchising with speaking opportunities for exhibitors
- Direct access to serious targeted franchisees
- One-to-one franchise advice clinic
- Business lounge
- Break out rooms for private meetings
- Top class hotels within walking distance with preferential rates
- Fully integrated marketing campaign including TV, radio, print and online media
- 50 free tickets for the EXPO for each exhibitor

### MARKETING & PROMOTION

A high profile visitor promotion campaign will be undertaken 4 weeks prior to the exhibition through media partners Newstalk and the Sunday Business Post. The show is also promoted through national TV advertising, direct mail, high impact promotional materials, online media, social media and a local radio and print media campaign. The PR campaign with editorials in national and local print media, online and broadcast media commences in October 2011 and runs consistently until May 2012 with post event coverage.

## EXHIBITOR INFORMATION

### STAND SIZE AND PRICE:

3m x 2m (6sqm)

Stand includes: Shell Scheme including divider walls (Optional), Carpet, Electricity, Broadband (if required), Name Panel, Show Guide Entry, Online Exhibitor Listing

Price for Members: €1,750

Price for Non-members: €2,500

Larger stands or double space can be arranged if required

### DELEGATE BAG INSERTS

Delegate Bags are distributed to all visitors of the show upon entry. Have your marketing material inserted into each delegate bag: supply a minimum of 3,000 product samples, flyers or promotional items in our delegate bags: €250.

### SHOW GUIDE / EXHIBITION CATALOGUE

The Show Guide will be published by the Sunday Business Post the week prior to the show as part of their hugely popular Franchise Supplement. The Show guide will also be distributed to all visitors attending the show over the 2 days. The supplement is packed with editorial and articles about setting up a franchise, running your own business, franchising and technology. In addition, exhibitors will have the opportunity of being profiled in the show guide which will go out to all Sunday Business Post readers as well as all visitors to the show.

