



# The West Coast **Franchise** *Expo*



## Branding & Promotions

November 4-6, 2011  
Los Angeles Convention Center  
Los Angeles, CA  
[www.WCFExpo.com](http://www.WCFExpo.com)



Produced and Managed by:  
[www.mfvexpo.com](http://www.mfvexpo.com)

**MFV**  
expositions

For more information, contact Sheila Fischer at 201-881-1656 or [sfischer@mfvexpo.com](mailto:sfischer@mfvexpo.com)



## Increase Your ROI

Sponsorship and Advertising Opportunities at WCFE have never been better. In 2011, WCFE offers you increased exposure and heightened visibility at one of the most important events of the year for the franchise industry.

These programs can benefit your company by...

- Raising your profile during and after the show
- Generating qualified traffic to your booth
- Creating a lasting impression on potential franchisees
- Reinforcing your company as an industry leader
- Educating entrepreneurs about your brand
- Maximizing your impact beyond the show floor
- Increase your success at WCFE 2011

Contact Sheila Fischer at 201-881-1656 or [sfischer@mfvexpo.com](mailto:sfischer@mfvexpo.com) to learn how our Sponsorship and Advertising Programs can help increase your ROI at WCFE 2011.

# Brochure Advertising

Advertising in our Visitor Brochure ensures that your message will be seen by thousands of qualified prospects months before the doors to the exhibit hall open. Your ad can generate leads and increase visitor traffic to your booth. Your message also reaches highly qualified prospects who may not attend.

## Visitor Registration Kit

Your Message. Thousands of Prospects. Reserve your Ad in the WCFE Visitor Brochure

Deadline to submit art files: August 1, 2011



## BROCHURE ADVERTISING RATES

Contact Sheila Fischer at 201-881-1656 or [sfischer@mfvexpo.com](mailto:sfischer@mfvexpo.com)



### Advertising Rates WCFE 2011 Show Directory

**November 4-6, 2011**  
Los Angeles Convention Center  
Los Angeles, California

**ADVERTISING DEADLINES**  
Ads that require  
**PRODUCTION WORK**  
September 28, 2011

Camera Ready  
**NO PRODUCTION WORK**  
October 5, 2011

**Utilize catalog advertising to increase your brand's impact to expo visitors!**

This Show Guide is the only official program and exhibit guide to the WCFE. The guide will be distributed to every visitor at the expo. This indispensable guide includes exhibitor listings, informative editorial, floor plan and seminar details and is used extensively by visitors during and after the show.

AD SIZE	COLOR
FULL PAGE	\$2,400.00
HALF PAGE	\$1,800.00
QUARTER PAGE	\$1,000.00
QUARTER PAGE by Directory Listing or Product Category Listing (B/W Only)	\$775.00
LOGO by Directory Listing (B/W Only)	\$495.00
INSIDE FRONT COVER	\$5,000.00
INSIDE BACK COVER	\$4,000.00
BACK COVER	\$5,000.00 <b>SOLD!</b>
BOOKMARK	\$4,800.00 + Production
TAB-ON COVER AD	\$4,800.00 + Production
ADDENDUM (B/W ONLY)	\$675.00

*For Your Convenience We Accept:*



*For Additional Info or Questions, contact: Sheila Fischer at 201-881-1656 or sfischer@mfvexpo.com*

### Ad Specs

WCFE can accept files saved on CD or uploaded to our FTP site. For upload info, call Sheila Fischer 201-881-1656 or email sfischer@mfvexpo.com

**When sending files, please be sure all fonts and artwork are included.**

### Sending Files

WCFE can accept files saved in the following formats at 300dpi

- TIF • PDF • EPS • JPEG

All files must be saved in Black and White/Grayscale or CMYK. All spot colors will be converted to CMYK. We cannot accept RGB files.

Ads not meeting these specs will be returned.



### Software to Use

To ensure your ad prints properly, please create files in the following formats:

- Adobe CS3 or Lower
- Adobe Acrobat
- Quark Express MAC Version 6 or Lower

### Ad Sizes

**Book Trim Size: 5.375" x 8.375"**

#### Full Page

- Full Bleed: 5.625 x 8.625 (Live Image: 4.625 x 7.875)
- Non Bleed: 5.375 x 8.375

#### Quarter Page

- 2.6875 x 4.1875 (w/h)

#### Half Page Horizontal

- 5.375 x 4.1875 (w/h)

#### Half Page Vertical

- 2.6875 x 8.375 (w/h)



# Show Sponsorships

## Aisle Sign Advertising

Your logo and message on a 3' x 6' banner hanging from the Aisle Signs. Visitors will have no trouble finding your booth when they see your logo overhead. Aisle signs ensure maximum visibility. *(Maximum 3 aisles per sponsor; Advertiser to provide artwork; Production of aisle signs additional.)*



## Badge Holder Inserts - EXCLUSIVE!

Watch as every attendee and exhibitor promotes your concept and booth number as they walk the show floor. Your message will be in every badge holder and visible to everyone at the show. This is a great way to drive traffic to your booth. *(Inserts provided by sponsor.)*



**Booth 723**  
*"The Abrakadoodle team makes fun a serious business!"*

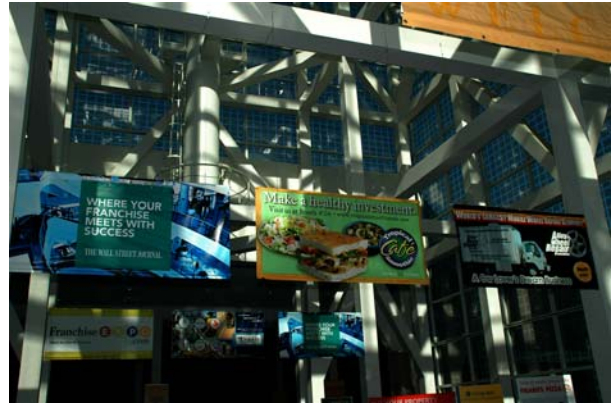
**Abrakadoodle**, the leader in arts and creativity education, provides the highest quality, educationally sound, imaginative education programs to children ages 20 months to 12 years old.

Abrakadoodle was chosen as  
\* One of 25 "Recession-Resistant" Franchises (Black Enterprise Oct. 2008)  
\* One of 55 Fast Growing Franchise Companies (Franchise Times Fast 55 Mar. 2009)

US franchise opportunities for creative marketing focused individuals.  
International opportunities for educationally focused companies and individuals.  
[www.abrakadoodle.com](http://www.abrakadoodle.com)

## Banners - Limited to 6 Exhibitors Only!

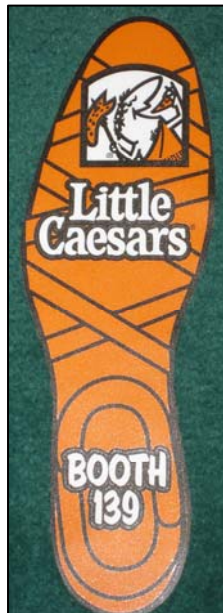
Make an impression on visitors and exhibitors as they enter and leave the show floor. We've picked six of the best locations outside the exhibit hall so your banner will help drive traffic to your booth as it increases brand awareness. Since you create the banner, you are only limited by your imagination. (4' x 8' horizontal banner - with grommets for hanging -- provided by sponsor.)



## Foot Print Promotion - Limited to 3 Exhibitors Only! Two SOLD.

**One Opportunity Remains!**

A series of Foot-Prints with your logo and booth number will be affixed to show floor and will lead from the show entrance directly to your exhibit booth. Foot-Prints are offered in 4 colors; White, Bright Orange, Green and Yellow. Exhibitor provides hi-res logo and show Management produces the foot-prints and handles placement and related costs.



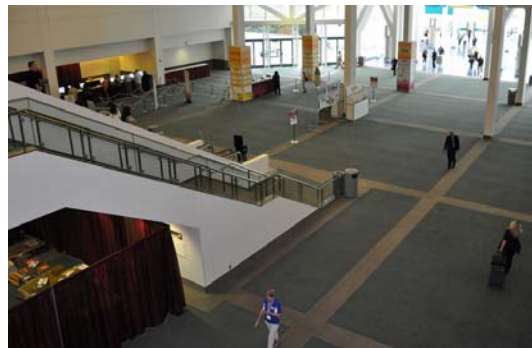
**Vehicle in Lobby - Limited to 2 Exhibitors Only!**

Here's a great parking spot for your branded vehicle. Your car will be positioned in a high traffic location where every attendee will see your brand. Make sure everyone knows your concept is ready for expansion with this great promotion.



**Clings - Limited to 4 sponsors.**

These mini billboards really show off your brand. Be sure your message hits visitors coming and going. Static clings will be affixed to four locations. LACC front door, show floor entrance, stairs to/from conference rooms & one additional location of choice.



***"NEW"***

**The Floor Plan 'On the Floor' Billboard** - Ten giant floor plans will be placed throughout the show floor. Each sign will be 4'x5' in size and features your 4-color logo pointing to your booth location.



The above logos are for illustrative purposes only. Logos do not imply participation.

For more information, contact Sheila Fischer at 201-881-1656 or [sfischer@mfvexpo.com](mailto:sfischer@mfvexpo.com)

## Café Graphics Package

The LACC features the Galaxy Café, a food court style restaurant just outside the exhibit hall. Imagine seeing your logo and messaging on every dining table in the café!



For more information, contact Sheila Fischer at 201-881-1656 or [sfischer@mfvexpo.com](mailto:sfischer@mfvexpo.com)

## Meter Board Advertising - Limited to 6 Exhibitors Only!

You'll love seeing visitors stop and read your Billboard located in the Lobby outside the Exhibit Hall. These meter boards (3' x 8') will catch the attention of every visitor and exhibitor as they enter and leave the show floor. Increase your branding and drive traffic to your booth. You supply the design and we create the Billboard. You can even include photos.



## Official Show Bag - Limited to 2 Category Exclusive Exhibitors!

See your brand coming and going. Take advantage of the most visible sponsorships - the Official WCFE Show Bag. Visitors walk the floor, attend seminars and visit other booths with your logo and message - for everyone to see. The best part? Visitors collect information at the expo and take the bag home. As an added bonus, Show Bag sponsors get an insert into the bag, making the sponsorship even more valuable.



## On-Line Registration and Email Reminders - EXCLUSIVE!

Introduce your brand to every registered visitor with this high profile sponsorship. Your banner ad with a link to your website will be prominently positioned and seen in each step of the registration process, included on the visitor email confirmation, on reminder emails in the weeks and days prior to the show. This is a great way to deliver your message to the most serious visitors to WCFE. *(Exhibitor provides non-animated gif banners.)*

## On-Site Registration - EXCLUSIVE!

Make an early impression on prospective franchisees as the On-Site Registration sponsor. Your branding and message displayed prominently on every registration station with high-impact Monitor Wraps. Additional visibility is delivered with a Banner or Billboard including your logo and booth number recognizing your sponsorship. What a great way to be seen by every visitor registering for the show on-site. Bonus: Includes full page ad in the Show Directory! (*Monitor wraps provided by sponsor, Banner or Billboard included.*)



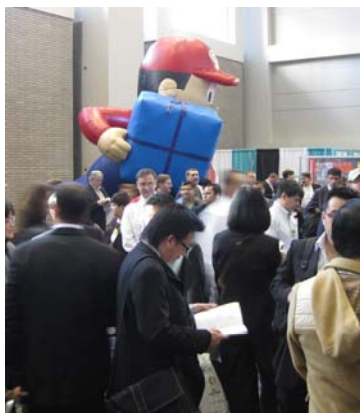
## Show Lanyard - EXCLUSIVE!

Your company name, booth number and URL will be seen throughout the show when you sponsor the show lanyards. These branded lanyards are given to every visitor and exhibitor at registration and used to hold their badge. It's a walking advertisement for your company that will be seen in every aisle, every booth and throughout the show. (Includes cost of Lanyards.)



## Inflatables - Limited to 2 Exhibitors!

Your logo or message can stand 8' tall x 10' wide x 2' deep. The image is kept inflated with a cold-air fan and comes with a complete carrying case. Your inflatable is placed in busy areas and seen easily at the show entrance. Show management handles all setup costs, positioning costs and onsite electricity. The inflatable is yours to keep after the show or we'll store it and set it up at your next MFV event.



For more information, contact Sheila Fischer at 201-881-1656 or [sfischer@mfvexpo.com](mailto:sfischer@mfvexpo.com)

### **Visitor Registration Confirmation Direct-Mailing - Limited to 3 Exhibitors!**

There's no doubt that pre-registered visitors open and read what's inside their Badge Confirmation letter. It includes all the info they'll need to pick up their expo badge at the event. They could also be reading your message insert! Invite them to your booth, ask them to contact you before the show to make an appointment. These may be the most important visitors at the show; make sure they know about you before they arrive. *(Inserts provided by sponsor; limit 1 insert per sponsor.)*

### **Visitor Show Bag Insert - Limited to 6 Exhibitors Only!**

Promote your company in every Show Bag provided to each visitor at the expo. Include a flyer, brochure or promotional item that will catch the attention of every visitor. What a great way to increase your ROI at the show. *(Inserts provided by sponsor; Limit one 2 sided insert per sponsor)*



### **Web Banner Ad on Home Page or Exhibitor List Page - Limited to 2 Category Exclusive Exhibitors!**

Drive traffic to your web site before, during and after the show with your banner ad on our web site. We include your banner ad with a link to your web site on the most heavily trafficked pages on our web site. We've limited this sponsorship to four category exclusive exhibitors to ensure maximum visibility as potential franchisees visit our site.

# BEST VALUE ONLY \$500!

## BRAND LOGO IN THE PRINTED DIRECTORY

**MATHNASIUM**  
The Fun Learning Center

**Mathnasium Booth #316**

Joe Nivak, Head of Global Franchise Marketing  
5120 West Goldleaf Circle, Suite 131  
Los Angeles, CA 90044 USA  
Tel: 323-421-8008

IFAF®  
Email: [joenivak@mathnasium.com](mailto:joenivak@mathnasium.com)  
Website: [www.mathnasium.com](http://www.mathnasium.com)  
How, who needs help with math. Some needs desperately. Others want help just to get ahead. But, affordable, high quality math instruction is now fr accessible to all! That's why that makes it's growing fast, with a new center opening each week in locations throughout North America, South America, Europe, & Middle East and Asia. Our franchisees are seeing a larger and larger share of a fast growing \$100 billion industry. Mathnasium

**Lucille Roberts**  
Fitness For Women® Fitness

**Lucille Roberts Booth # 46**

Callie Galley, Director of Development  
4 E. 99th Street  
New York, NY 10015 USA  
Tel: 3 212-493-9999  
Fax: 312-26-4151

IFAF®  
Email: [calliegalley@lucilleroberts.com](mailto:calliegalley@lucilleroberts.com)  
Website: [www.lucilleroberts.com](http://www.lucilleroberts.com)  
Lucille Roberts is a fitness center with a unique concept: group personal training, personal training, and group personal training. Our business model is based on a proven concept that has been successful for over 4 decades. Very strong ROI perfectly suited for partnerships and passive investors. Turn key package with roller training program, terrific business model for individuals who want to help women fall in love with fitness. This is a \$1.1 Billion dollar industry. Partnership driven with renewable income generator. Franchise opportunity. Fully computerized.

**GREENBAUM**  
marketing communications

**Greenbaum Marketing Communications Booth #409**

Karen Greenbaum, President  
12 Bennett Way, Suite A104  
Haddonfield, NJ 08033 USA  
Tel: Phone: 703-295-8810  
Fax: 703-491-8070

IFAF®  
Email: [karengreenbaum@mgm.com](mailto:karengreenbaum@mgm.com)  
Website: [www.greenbaummarketing.com](http://www.greenbaummarketing.com)  
Greenbaum Marketing Communications is a full-service marketing, creative and interactive agency focused on building franchise brands through tactical franchise development, US, UK, and internet strategies. With deep roots in franchising, Greenbaum Marketing provides innovative solutions to new and established franchisees.

## BRAND LOGO IN THE MOBILE DIRECTORY



## BRAND LOGO ON THE WCFE EXHIBITOR LIST ON WCFExpo.com

**YOUR COMPANY PROFILE AND LINK  
TO REQUEST MORE INFORMATION ABOUT  
YOUR BRAND!**

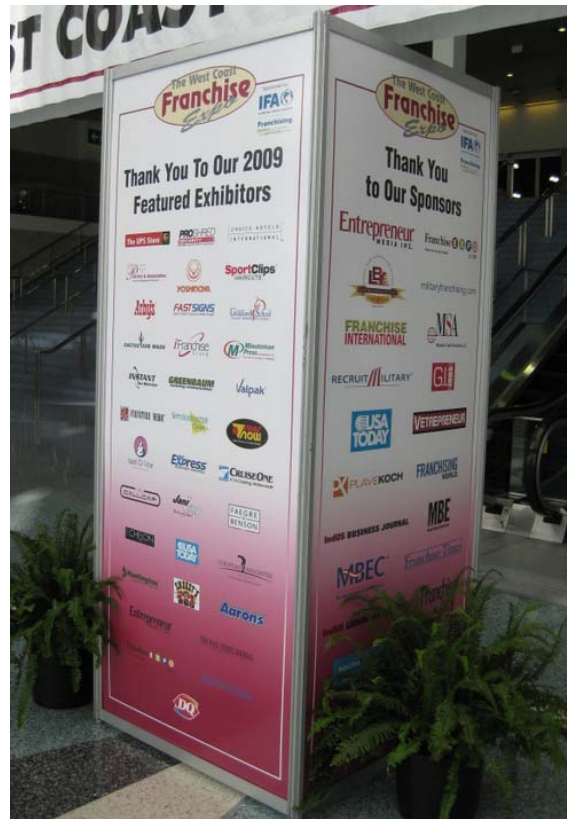
**Highlight Your Exhibitor Listing on WCFExpo.com!  
Add Your Logo and a Link to Request Details About Your Brand!**

 <h2 style="display: inline;">2011 Exhibitor List</h2>		
 <p align="center"><b>Booth 316</b></p> <p>At Aaron's, we're in the lease to own business - We are North America's #1 lease to own retail franchise. With more than 1700 showrooms, we're changing the way a growing and underserved market acquires necessities like furniture, appliances, electronics, and computers. <i>Read more...</i></p> <p align="center"><a href="#">REQUEST INFO</a></p>	<p align="center"><b>Arby's Restuarant Group</b></p> <p align="center"><b>Booth 517</b></p> <p>An Arby's franchise brings you the strength of a brand with 45 years of history doing things different and better. From our delicious signature products: Beef'n Cheddar Sandwiches, Curly Fries and Jamocha Shakes, to our great tasting Market <i>Read More...</i></p>	 <p align="center"><b>Booth 317</b></p> <p>Baja Frash has been serving deliciously fresh, high quality Mexican food that is prepared in a quick, casual atmosphere since 1990. Baja Fresh offerings were designed to satisfy the palates of discriminating diners who were tired of traditional fast food and <i>Read More...</i></p> <p align="center"><a href="#">REQUEST INFO</a></p>
 <p align="center"><b>Booth 107</b></p> <p>Owning your own Beef O'Brady's Family Sports Pub is different from many business opportunities you may consider. As a Beef's Partner, you are committing to a 'way of life', which requires community involvement by working with local schools, adult/youth athletics, and <i>Read more...</i></p> <p align="center"><a href="#">REQUEST INFO</a></p>	 <p align="center"><b>Booth 317</b></p> <p>Canyons Burger Company is a fresh American burger concept that is looking to change the way fast casual burgers are served. We use 100% Black Angus Beef and Select Chicken Tenders for our menu items and deliver them in a warm and inviting environment utilizing <i>Read more...</i></p> <p align="center"><a href="#">REQUEST INFO</a></p>	 <p align="center"><b>Booth 536</b></p> <p>Choice Hotels is an industry leader focused on helping hotel owners maximize their return on investment and property-level profitability. From the primarily new build brands of Comfort Inn, Comfort Suites, Sleep Inn, Cambria Suites, Mainstay Suites, and <i>Read more...</i></p> <p align="center"><a href="#">REQUEST INFO</a></p>
<p align="center"><b>Cool-de-Sac</b></p> <p align="center"><b>Booth 416</b></p> <p>There are places for kids and places for adults. So we decided to create a place for both. Cool-de-sac was literally designed around the needs of discerning parents who desired a place where their kids could enjoy creatively stimulating play and the entire <i>Read more...</i></p>	 <p align="center"><b>Booth 507</b></p> <p>Coverall Health-Based Cleaning System has revolutionized the commercial cleaning industry with its scientifically validated cleaning program that focuses on Cleaning for the Unseen to remove illness-causing germs from indoor environments. Our <i>Read more...</i></p> <p align="center"><a href="#">REQUEST INFO</a></p>	 <p align="center"><b>Booth 212</b></p> <p>For over 19 years, CruiseOne has grown to become one of the nation's largest cruise travel retailers with more than 675 independently owned cruise travel franchise locations. each independantly owned and operated business combines the latest <i>Read more...</i></p> <p align="center"><a href="#">REQUEST INFO</a></p>

# All Sponsors and Advertisers are Featured Exhibitors:

Web Site    Show Directory    Signage On-Site

The screenshot shows the website for the West Coast Franchise Expo. At the top, it says "The West Coast Franchise Expo" and "FRIDAY, SATURDAY & SUNDAY NOVEMBER 4-6, 2011 LOS ANGELES CONVENTION CENTER LOS ANGELES, CA". There are navigation links for "HOME", "VIEW GALLERY", and "REQUEST INFO". A sidebar on the left has a "REQUEST INFORMATION" button and a list of menu items: Home, Visiting, Exhibitor List, Exhibiting, Conference, Press, Sponsors, and About Us. Below the menu is a Facebook "Like" button and social media icons for Facebook, Twitter, and LinkedIn. The main content area is titled "2010 Featured Exhibitors" and displays a grid of logos including Jani-King, CRUISE ONE, ServiceMASTER Clean, Goddard School, Express Event Professionals, The UPS Store, Arby's, Yoshinoya, and Attierance. Below this is a section for "2010 Program Sponsors" featuring Entrepreneur and Franchise 500 logos.

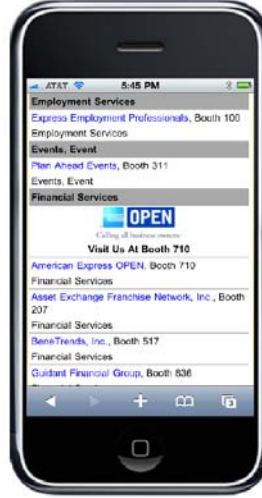


For more information, contact Sheila Fischer at 201-881-1656 or sfischer@mfvexpo.com

**Mobile Advertising Opportunities** - Connect with franchise candidates while they're walking the show floor! Opportunities include text messaging, category leaders, investment leaders and more!



Text Messaging to Opt-In Candidates



Category/Investment Leader



Show Sponsor



**Listing Logo** - Make a solid impression and show off your brand logo in your listing! This promotion includes your logo in the mobile directory AND in the printed directory!

For more information, contact Sheila Fischer at 201-881-1656 or sfischer@mfvexpo.com



## Priority Points for Sponsorships and Advertising

In recognition of your continued support of our Franchise industry events, MFV Expositions is now awarding Priority Points for Exhibitor Sponsorships and Advertising.

We realize that many of you make significant investments to drive traffic to your booth and increase brand awareness. Your total investment will now be factored into your Priority Point totals.

Exhibitors will receive 5 Priority Points for each \$500 spent in total Sponsorships and/or Advertising fees per show.

**BONUS:** Sponsorships and Advertising Priority Points will be used when calculating your total points for the upcoming booth selection. To qualify, the Sponsorship and/or Advertising contract(s) must be executed and paid in full more than 60 days out from the first day of the event

### Program Details:

- ✓ 5 points for each \$500 in sponsorship and/or advertising fees paid by the Exhibitor.
- ✓ Priority points are not transferable between shows. Points are assigned to the show for which the specific sponsorship and/or advertising is purchased.
- ✓ Priority Points assigned for sponsorships and advertising are not retroactive.
- ✓ Priority Points for Sponsorships and Advertising will be added to an exhibitor's Priority Point total for booth selection at the upcoming show only if contracted and paid in full 30 days prior to the 1<sup>st</sup> day of the event.
- ✓ Sponsorships and Advertising purchased within 30 days of the 1<sup>st</sup> day of the event will have the Priority Points added to the exhibitor's total after the upcoming show has concluded.
- ✓ If an exhibitor cancels the Sponsorship and/or Advertising or cancels their participation the event itself, Priority Points assigned for the Sponsorship and/or Advertising are forfeit regardless of payments received by Producer.

For more information, contact Sheila Fischer, at 201-881-1656 or [sfischer@mfvexpo.com](mailto:sfischer@mfvexpo.com)