



WORLD FRANCHISE FORUM & EXHIBITION

MAY 20 - 21, 2014 - GROSVENOR HOUSE HOTEL, DUBAI MARINA

**THE PREMIER
FRANCHISE EVENT
IN THE MIDDLE EAST**

“Steak ‘n Shake took part in WFA’s previous Dubai Franchise Forum, which brought us very positive results that far surpassed what we’ve experienced at shows with a much larger attendee profile.”

**Gregory C. Carey, Vice President, Development,
Steak n Shake International**

World Franchise Associates (WFA) is holding the 6th World Franchise Forum & Exhibition – MENAFA Region

- Brand Presentations
- In depth seminars
- Meet The Buyer Booths
- One to One Meetings with Franchise Buyers
- Round Table Sessions

The Middle East remains the world's most dynamic market for multi-unit and multi-country franchise agreements.

The event will attract highly qualified companies and investor groups seeking to acquire franchised brands for country and regional development.

Dates & Timings

Tuesday, 20 May 2014 10am to 6.00pm

Wednesday, 21 May 2014 10am to 5.00pm

Registration: 08.30am to 9.30am

Grosvenor House, Dubai, UAE



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WHY YOU NEED TO PARTICIPATE

No other event in the MENA Region brings together Franchisors and prospective high net worth Investors to meet face to face. Our Forums provide the platform for international and national brands to engage with new markets, to assess new developments and to build bigger networks.

SHOWCASE YOUR BRANDS

50 plus brands presented at the World Franchise Forum provide a major attraction for investors keen to become successful franchise partners at multi-unit, master and area development levels. Use the publicity and high international profile of the Forum to engage with international enquiries linked to this event.

PRESENTING YOUR BRAND

Present your brand directly to your prospective investors. You can also use the World Franchise Associates team to present on your behalf if you are unable to attend. The Middle East Press will be there to report and provide you with extended coverage for greater share of voice. Take advantage of the sponsorship opportunities not just for this event but all our franchise events.

ONE TO ONE MEETINGS

A format unique to the World Franchise Forum. As soon as registration is complete we will begin scheduling one to one meetings for you with investors and potential franchisees that meet your investment criteria and business goals.

2014 sees the introduction of a new and improved format with franchisors offered a 2m x 2m booth for one to one meetings. The fully fitted booth with lighting and signage will be in the spacious Windsor Ballroom. We expect over 200 highly qualified delegates to visit over the 2 days.



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EXHIBITOR OPTIONS & PRICING

Speaker & Promotional Opportunities

Our International Marketing Program offers you a Speaker opportunity at 2 international franchise events; a full profile on the World Franchise Centre website; Press and promotions in the region are linked to each event.

Inclusive 12 month price: US\$7,500

Meet The Buyer

Franchisors and suppliers are offered very attractive exhibition space in the Windsor Ballroom as well as for your one to one meetings. Each Booth/Stand measures 2.0m x 2.0m with a covered table & 4 chairs; graphics light box; electrical power point. **Inclusive price: US\$ 1,500**

Sponsorships

Your logo on all event media including website, promotional materials, email campaigns, signage, and a feature article in Middle East Franchise Review Magazine

Sponsorship packages from US\$ 5,000

World Franchise Review

Our top quality events magazine contains feature articles, interviews and showcases all the brands presented at the Forum. It will be distributed at all our 2014 events and to our associates around the world.

FRONT COVER + 3 page advertorial US\$ 25,000 / BACK COVER US\$ 10,000
3-PAGE ADVERTORIAL (By WFA) US\$ 15,000 / 2-PAGE ADVERTORIAL (By WFA) US\$ 10,000
1-PAGE ADVERTORIAL (By WFA) US\$ 5,000 / DOUBLE PAGE ADVERTISEMENT US\$ 10,000
SINGLE PAGE ADVERTISEMENT 5,000 / INSIDE COVER - FRONT 7,500 / INSIDE COVER - BACK 6,500

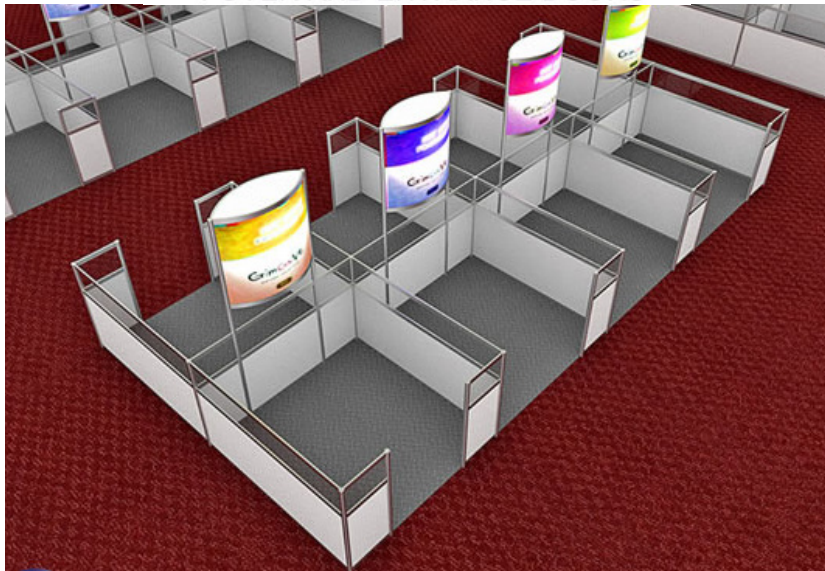
Please indicate your preferences on the following page.



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OPTIONS	DESCRIPTION	PLEASE SELECT OPTIONS
Speaker & Promotional Opportunities	12 Months program @ US\$ 7,500	YES/NO
Meet the Buyer Booth	MEETING BOOTH @ US\$1,500	YES/NO
Select your preferred booth from the floor plan	First preference Second preference Third preference	
Sponsorships	PLATINUM GOLD SILVER	
MIDDLE EAST FRANCHISE REVIEW MAGAZINE	Select options from the previous page, i.e. Front Cover etc.	

Company: _____

Address: _____

Zip/Postal Code: _____ City: _____

Country: _____

Telephone: _____ Fax: _____

Mobile: _____

Email: _____

Website: _____

Contact Person: _____

Position: _____