



www.franchise-messe.at

Franchise Exhibition

Be your own boss!

9.+10. November 2018

MGC Messe



“Franchisors that are set on expansion should definitely take part in the Austrian Franchise Expo! Its success speaks for itself!”

Waltraud Martius, SYNCON International Franchise Consultants

“The Austrian Franchise Expo was a huge success for the entire franchise scene. The franchise topic was very present in the media and the very well visited fair definitely played a major part, that many new franchisees could be won. This is a very important goal for our members.”

Barbara Rolinek, Austrian Franchise Association

„There are already 100 MRS.SPORTY clubs in Austria. The Austrian Franchise Fair was once again an ideal opportunity to present our concept to an interested audience and thus to further expand in Austria. MRS.SPORTY was able to gain many useful leads of potential franchisees, who want to open their own fitness club for women only: an all around very successful event!”

Robert Elbrandt, MRS.SPORTY

„For AIS 24 hour care the Austrian Franchise Expo was again a big success! Due to the specialised attendants of the fair we were able to lead many promising conversations with potential franchisees. Furthermore the Austrian Franchise Fair is a useful platform for establishing our system in the franchise scene. “

Nina Scharner, AIS 24 hour care



Host and Organizer



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For your
successful
marketing!



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Welcome!



Carina Felzmann, CEO of Cox Orange and organizer of the Austrian Franchise Expo and Dkfm. Andreas Haider, President of the Austrian Franchise Association and CEO of Unimarkt, invite to the Austrian Franchise Fair 2018

Reasons to exhibit

- **Acquire franchisees:** prospects attend from all the Austrian provinces and further afield.
- **Promote your brand:** gain visibility and recognition for your brand alongside many other well-known and familiar brands.
- **PR:** the Expo means more opportunities for media coverage!
- **Networking/exchange information with other systems:** the Expo provides a great platform for franchise scene networking.
- **Perception of your franchisees and partners:** by attending the Expo you are showing dedication, which will please your team and show your franchise partners that franchising matters to you.

Use this opportunity to present your franchise system at the MGC Messe in Vienna.

General information

The Austrian Franchise Expo aims at an active engagement with the topic of franchising: interactive stand concepts of the exhibitors inform potential franchisees about different kinds of franchise systems. Lectures enable the future franchisees an overview of the different possibilities and motivate to start their own franchise.

Advertising

The Austrian Franchise Expo will be advertised in print and online media. Media cooperations are as much part of the public relations as classical advertising such as metro screens, posters and of course social media.

Costs for exhibitors

Exhibitors can choose one of three packages: €3.200,- €5.100,- und €9.300,- (before VAT) The packages include the stand area, admission tickets, your company logo on the website www.franchise-messe.at and your entry in the fair catalogue and presentation in the newspaper „Der Standard“. E-Mail: franchise@cox-orange.at

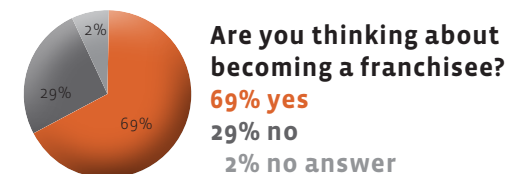
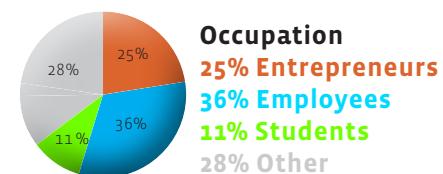
Secure your stand today!

First come, first served!

Review of the Austrian Franchise Fair 2016

55 exhibitors, 21 lectures from experts, 1,300 visitors, more than 400 bilateral conversations, that led to new franchisees, transfer of knowledge and interesting leads

Results of the visitor evaluation



Advertising

