



This autumn's National Franchise Exhibition (NFE) seemed to contradict the current temperature within the economy, and exhibiting franchisors found the aisles teeming with people serious about buying a franchise.

“We had a record exhibition – the best in recent years! This year we took over 90 qualified leads; in the past two weeks we have undertaken ten interviews and I would confidently expect many of these to translate into franchise sales.”

Mike Goddard, Chief Executive, Belvoir Lettings, and Chairman of the board of directors, the bfa



The host of new and exciting franchise businesses launched at the event are evidence of how this market continues to defy the current economic climate.

“The exhibition has been great in enabling us to tell the McDonald's story. We've spoken to a whole range of people from different backgrounds and it's fantastic to see so many traveling from all parts of the country.”

Derek Rogers, Head of Franchising, McDonald's

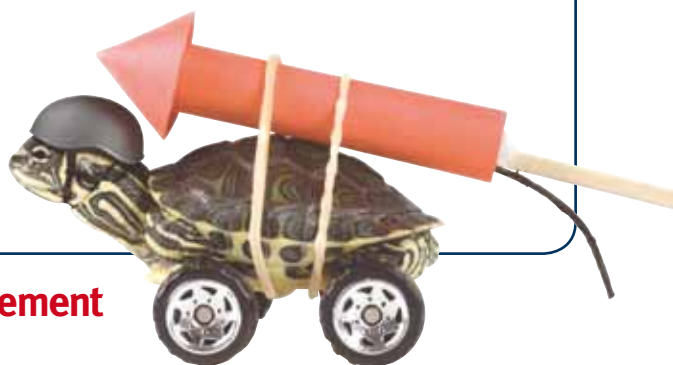


New branding reflected across national marketing and PR campaign

Launched for this year's NFE, VMG's franchise exhibition portfolio sports a new brand in the form of a fun, bright and eye-catching image, which encapsulates the idea of 'taking off' into a new and exciting future.

This was rolled out across the national marketing campaign, which brought the franchise model to the minds of the general public through television, radio and print advertising, as well as coverage in a range of national, regional and trade publications.

- **Television advertisements** across Sky News, ITV1 Central, ITV1 Central West and Channel 4 Midlands during the news and relevant programmes;
- **Radio advertisements** on talkSPORT and Smooth FM;
- **Newspaper advertisements** in:
 - Daily Express
 - Sunday Express
 - Daily Mail
 - The Sun
 - The Times
 - Sunday Times
 - Daily Mirror
 - The Telegraph
 - Metro
 - City AM
 - London Lite;
- **MPUs** (large square banner ad within a news story) on the following websites:
 - thesun.co.uk
 - telegraph.co.uk
 - birminghammail.net;
- Advertisements in the following **trade press**:
 - Business Franchise
 - Franchise World
 - Making Money
 - The Franchise Magazine
 - What Franchise
 - Dalton's Weekly;
- **E-newsletters** to the following internal and external lists:
 - FranMail
 - Business Franchise
 - Making Money
 - Franchise Development Services
 - Franchise Sales
 - Which Franchise
 - Dalton's Weekly
 - GradMail
 - EngineerMail;
- **Banners** on various websites including trade and exhibitors';
- **Ticket mailings** to VMG's internal database as well as the bfa database;
- **News stories** and event previews in a variety of publications in the UK;
- Batches of tickets sent to **outplacement offices** that agreed to distribute them to their clients (including recent redundancies);
- Mailing **e-ticket and hard copy tickets** to exhibitors to send to their prospective clients;
- Introducing **new seminar tracks** to the exhibition, which enabled us to target our marketing and PR more effectively to potential franchisees (see over for more details).




The bfa and VMG renew exclusive long-term agreement

See over for more details →



“Together we will provide the franchise industry with the best franchise events in the UK”

 An exclusive, long-term agreement has been finalised between the British Franchise Association (bfa) and VMG that will see both parties working more closely together.

In a powerful new strategy, VMG and the bfa will work side by side to ensure the nationwide promotion of VMG exhibitions through all marketing and bfa media.

The bfa and VMG remain committed to the delivery of ethical franchise exhibitions. The bfa’s exclusive role in maintaining standards at VMG events is crucial; all franchisors must be accredited by the bfa in order to exhibit at a VMG franchise exhibition.

“The focus and objective of our partnership is clear. Together we will provide the franchise industry with the best franchise events in the UK that deliver high quality potential franchisees, whilst maintaining ethical standards in franchising.”

Mike Goddard, Chairman, the bfa

“The bfa’s core objective of ensuring the highest ethical standards in franchising is a thread that should continue throughout the entire industry. VMG’s position in the market makes it an ideal and very welcome partner in upholding this standard and educating those entering the market.”

Brian Smart, Director General, the bfa

“This is excellent news for the franchise sector and in particular for franchisors growing their network through recruitment. In these uncertain times franchisors can be confident that both organisations are committed to high quality and standards. Key changes to the franchise portfolio are already being implemented and we are delighted to continue to work with the bfa to deliver a new and fresh approach to franchisee recruitment.”

John Hancock, Managing Director, VMG

NEW for 2009 – comprehensive conference programme

This autumn saw the launch of an extensive programme of seminars, covering a variety of different areas of franchising, broken down into a user-friendly and approachable ‘track’ format. This enabled visitors to learn and be inspired by franchising experiences and offerings that suited their specific needs and aspirations. These were:

- Women in franchising
- Hands-on franchising
- Franchise resales
- Couples in franchising
- High-level investment franchising
- Management franchising.

All seminars were promoted heavily in the run up to the event, and encouraged prospective franchisees to attend the exhibition to find out more about the avenues open to them.

Each track directed the visitors back to appropriate stands that offered franchises in those areas, ensuring exhibitors received relevant, targeted and high quality leads to their stand.

The conference also featured high profile keynote speakers, including Magnus Scheving, international sports hero and creator of kids’ cult TV programme LazyTown, and Tony Sealey, one of McDonald’s top UK franchisees.

Keynote Speaker: Magnus Scheving



Seminar theatres were brimming

Educational features

To ensure NFE included all possible research options for visitors, and making it the essential resource for anyone looking to buy a franchise, the event also incorporated: the **Franchisee Panel**, which provides an opportunity to find out about the realities of making the transition from being employed to working for themselves; and the **Franchise Starting Point**, which is dedicated to helping visitors gain more information about all aspects of franchising.



Visitors receive advice in the Starting Point



The National Franchise Exhibition 2009 produced fantastic results for exhibitors, visitors, speakers, and the franchising industry as a whole

Here are a few of the many positive responses about NFE 2009:

X-Press Legal Services* "Essential for prospective franchisees and essential for serious franchisors."

Dan Archer, Franchise Development Director, X-Press Legal Services



"It's been fantastic. We've been very busy from the moment the doors opened on Friday to closing time on Saturday. There's been a terrific buzz about the place... We've had many very promising conversations and are delighted with the last two days here."

Mike Goddard, Chief Executive, Belvoir Lettings, and Chairman of the board of directors, the bfa



"We had a record exhibition – the best in recent years! This year we took over 90 qualified leads; in the past two weeks we have undertaken ten interviews and I would confidently expect many of these to translate into franchise sales. The National Franchise Exhibition gave a general feeling of being a well-attended and supported event, and was particularly well organised with improved delegate areas. The organisers should be congratulated on achieving this feat in the depths of a recession."

Mike Goddard, Chief Executive, Belvoir Lettings, and Chairman of the board of directors, the bfa



"The stand has been bombarded all the time with serious enquiries. We've been impressed by the number of professional people from a broad range of backgrounds who we have met. Many had researched us before they visited the show; others decided to talk to us when they saw the stand. Without doubt, we will turn several of these positive enquiries into franchise partners."

Andy Lawrence, Director of Sales & Training, Hometyre



"We've been extremely busy and there has been a terrific atmosphere at the show. While last year's NFE was very good, we have 50% more top quality leads this year. Many visitors had prepared in advance and are close to making a decision to buy."

Steve Sykes, Director, Dietcare



"We have already sold a franchise as a result of the show with more in the pipeline, so a big THANK YOU from the Mobi-tyre team!"

Brian Philips, Founder, Mobi-tyre



"We met some good quality candidates who were well prepared for the event. It is down to us now to turn potential into successful franchisees."

Steve Calvert, Franchise Manager, Dent Wizard



"As first time exhibitors, we have found the quality and quantity of potential franchisees absolutely outstanding. It's been an impressive, worthwhile experience."

Rod Davies, Managing Director, Business Doctors Franchising

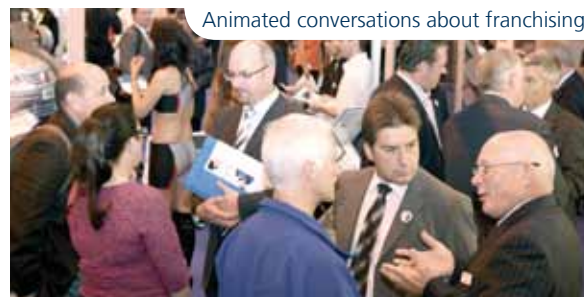


"Whilst the economy is presenting challenges to businesses at every turn, it is encouraging to see the franchise industry bucking the trend; and nowhere was that more evident than at this year's National Franchise Exhibition. The general public is learning more about franchising and gaining confidence in the business model as a result of the expert advice they are able to receive at this event. The National Franchise Exhibition continues to go from strength to strength, providing the ideal forum for franchisors to meet with the highest quality prospects, which is what makes these events so worthwhile."

Michael Seaman, Franchise Portfolio Manager, VMG



Aisles were packed



Animated conversations about franchising



Visitors were prepared and serious about purchasing



Queues at the entrance



Exhibitors relax with a drink after a busy day

Future events & more information

All of the franchise exhibitions are unique in that they are exclusively supported by the British Franchise Association, which works closely with VMG to ensure that the events promote ethical franchising.



19 & 20 March 2010,
Olympia, London



11 & 12 June 2010,
Manchester Central



1 & 2 October 2010,
NEC, Birmingham

New Summer Manchester event!

11 & 12 June 2010 – Manchester Central

We are improving the timing of The British Franchise Exhibition in Manchester; the 2010 exhibition will now take place on 11 & 12 June at the same venue as in previous years – the newly renovated Manchester Central (formerly G-Mex).

In its new place in the calendar the Manchester event will benefit from an extended and continuous marketing campaign that is not disrupted by the Christmas holiday period.

The visitor marketing campaign will include:

- TV advertising
- Extensive online promotion
- Coverage in national newspapers
- Coverage in regional press
- Coverage in franchise trade press
- Radio advertising
- Outdoor advertising

To find out more about exhibiting at future Franchise Exhibitions
or to book your stand contact the team on:

Tel: 020 8394 5207
Email: franchise@vmgl.com

www.franchiseinfo.co.uk