

## Choose your participation



### THE FULLY-FURNISHED BOOTH

The easy & economic all-in formula

This stand is provided to make your participation easier. The organisation delivers a perfectly functional booth that you only need to decorate. The booth is composed of carpet, walls, light, electricity, signage and a table with 3 chairs. We also deliver many optional services to optimise your visibility and corporate identity.



### THE NAKED OPEN SPACE

Your free and creative space to promote your brand

You rent an open space, area where you will set your own booth. The ideal way to share your image and identity of your brand. You take care of everything and deal with our logistic team. Available as of 24 m² and larger.



### CUSTOMISED SPONSORING

You're willing to get more out of your participation than the others. Discover the variety of opportunities that we can propose to meet your highest expectations. Additional visibility, exclusive rights, your event within the fair, lead generation programmes,...

## IS INCLUDED:

#### Your participation includes:

- Your details on the website of the fair
- Your details in the visitors' guide
- Your badges and parking
- Campaign material to share

#### OPTIONAL:

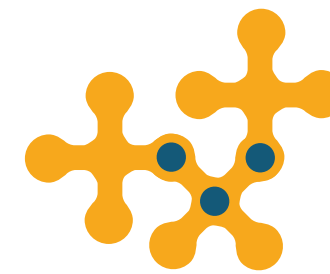
- Rent a scanner to create your own list of leads
- An advert in the visitors' guide
- Organise a workshop in the fully-equipped conference rooms
- A TV caption and broadcast on the fair (Kanaal Z and/or Canal Z)

[WWW.FRANCHISINGPARTNERSHIP.BE](http://WWW.FRANCHISINGPARTNERSHIP.BE)

## ORGANISATION AND INFORMATION:

**ROULARTA MEDIA GROUP**  
Raketstraat 50  
B-1130 Haren-Brussel  
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# FRANCHISING & PARTNERSHIP 2016

The national franchising and commercial networks fair

21<sup>st</sup> edition



Book your booth on  
[www.franchisingpartnership.be](http://www.franchisingpartnership.be)





## The annual national franchise and commercial networks appointment

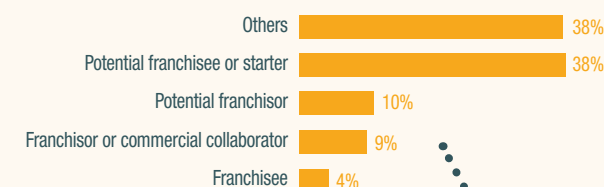
### TAKE A BOOTH AND BOOST YOUR BUSINESS

- **HIRE** your future franchisee
- **PROMOTE** your brand, products and services
- **IMPROVE** your notoriety
- **DEVELOP** your network

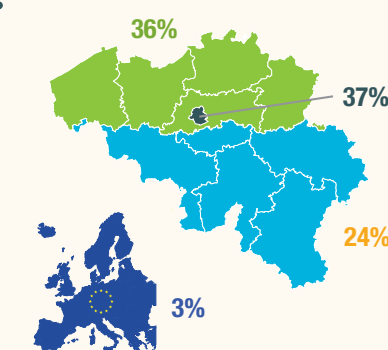
### WHY PARTICIPATE?

- The fair is **THE NATIONAL MEET-UP** dedicated to entrepreneurship, and attracts the business owners of small offices and SMBs, starters, self-employed.
- More than **12,000 PROFESSIONAL MOTIVATED VISITORS** each year.
- More than 250 **EXHIBITORS**.
- A **programme with more than 140 workshops** and conferences on all business matters, hands-on, inspirational,...
- **FREE CONSULTATIONS** with experts, lawyers, accountants,...
- **HIGH DEGREE OF SATISFACTION** each year: 72% is satisfied of their participation as an exhibitor and 84% considers to renew their presence in 2016.

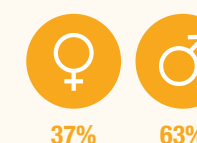
### WHAT IS THEIR FUNCTION?



### WHERE DO THEY COME FROM?



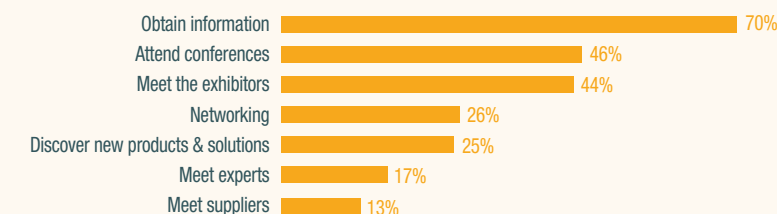
### VISITORS



**MORE THAN 12,000 VISITORS**

- **90%** received an answer to their questions
- **60%** spent more than 2 hours on the exhibition
- **89%** is happy about their participation
- **70%** was looking for information
- **58%** was French-speaking
- **42%** was Dutch-speaking

### WHAT ARE THEIR MOTIVATIONS TO VISIT THE FAIR?



## AN INTERNATIONAL EVENT

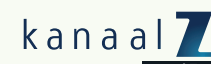
Concepts and stores from all over the world who want to start or grow on the Belgian market participate into the expo to meet a motivated and professional audience of franchise candidates or a master franchisee for their Belgian or Benelux activities.

## A MEDIA CAMPAIGN WORTH MORE THAN 1,000,000 EUR

To attract the visitors to the expo we can rely on a massive advertising and communication campaign. Thanks to national media in print, online, television and more of the Roularta Media Group we can guarantee you a well-targeted campaign and notoriety of the event. The media mix and dynamic is fantastic and results in an impressive coverage by many other media and makes the fair unanimously a must visit event.



SOME MEDIA PARTNERS OF THE EVENT:



### 3 HAPPENINGS IN ONE TRADE FAIR



The national exhibition for SME, starters, entrepreneurs and independents.



The biggest e-commerce happening in Belgium.