

Ulster Bank Irish Franchise Association

EXPO & Awards 2012

**Friday, 27th & Saturday, 28th
April 2012**

**Hall 3 - Anglesea Road Entrance, RDS
Ballsbridge, Dublin 4**

Ulster Bank Irish Franchise Association **EXPO & Awards 2012**



After the phenomenal success of the Irish Franchise EXPO and Awards 2010 & 2011, we are delighted to announce the return of this prestigious event on April 27th and April 28th 2012 at the new location of the RDS Dublin. We elected to move the EXPO to the RDS this year to keep the concept

fresh and avail of the higher footfall potential and the strong association the RDS has as a renowned expo venue. The Irish Franchise EXPO and Awards events are spearheaded by the Irish Franchise Association with the valued support of title sponsor Ulster Bank. The exhibition and awards are now an annual calendar event that we intend to further grow and improve. The purpose of the exhibition is to act as a showcase for all Irish franchisors, master franchisees and the franchising sector, providing both franchisors and master franchisees with the perfect platform from which to promote their franchise offerings and also give prospective franchisees the chance to see what exciting business opportunities franchising can provide.

The exhibition presents both retail and service based franchise opportunities with a strong focus on business format franchising. The EXPO also features educational seminars covering all aspects of Franchising from legal matters to finance with interesting case studies and strong best practice franchising advice for prospective franchisees and franchisors. Over 5000 people attended the Ulster Bank Irish Franchise EXPO in 2010 & 2011, driven

by a strong TV, Print and online PR and marketing campaigns led by media partners Newstalk and the Sunday Business Post. We are now looking forward to the 2012 EXPO with a sense of real excitement and expectation. Our objective is to make it bigger and better than last year so we really need your support. In addition to the two day franchise Expo we also have the Franchise Awards Gala Evening planned for Friday, April 27th at the historic RDS Concert Hall. The awards ceremony acknowledges and celebrates all that is good about franchising, highlighting the various franchise industry successes of the past number of years. After the wonderful Gala evening at last year's awards ceremony, we are expecting an early sell out, so book your tickets for the awards night soon, so as to avoid any disappointment! Interestingly this year we have increased the number of awards from 6 to 12 to give more people the opportunity to partake and win one of these prestigious industry awards.

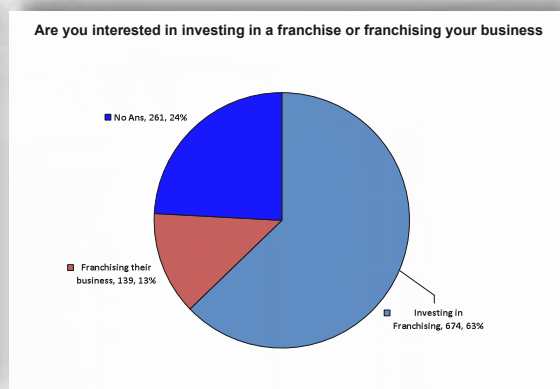
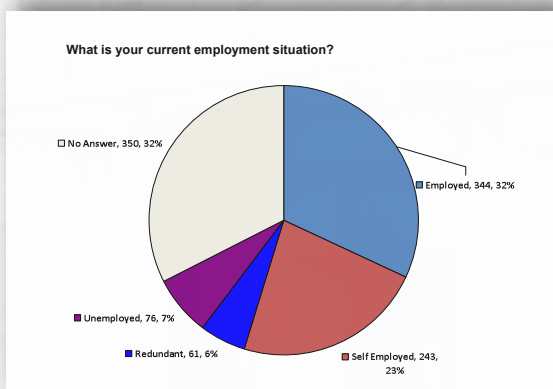
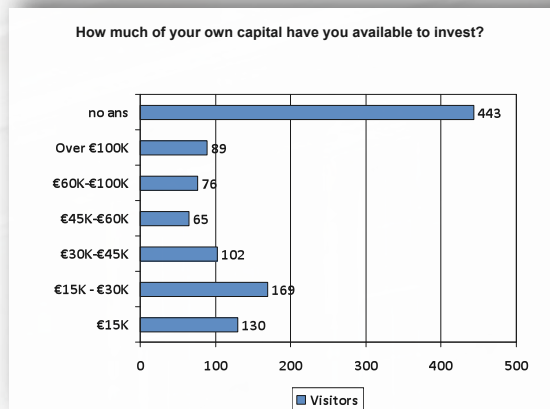
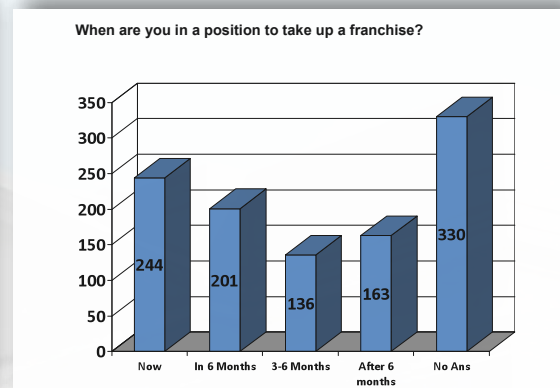
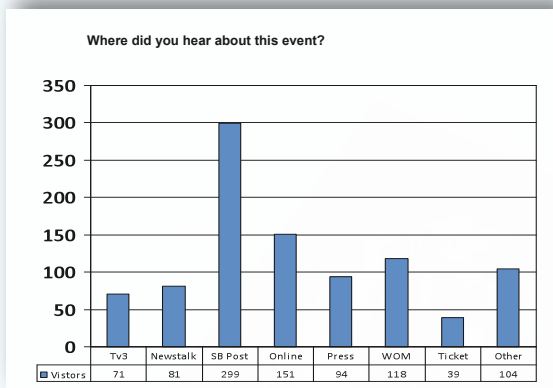
On a personal note and on behalf of the association members I would like to express a special word of thanks to Ulster Bank for their continued support of these events and their support to the franchise sector in general. To the numerous sponsors who have already indicated a strong interest in supporting the event in 2012 we thank you for your interest in advance for your forthcoming support. We would also like to thank our media partners, The Sunday Business Post and Newstalk and all of our awards sponsors and supporters.

David Killeen
Chairman Irish Franchise Association



Ulster Bank Irish Franchise Association EXPO & Awards 2012

VISITOR ANALYSIS FROM EXPO 2011



Ulster Bank Irish Franchise Association EXPO & Awards 2012

Business ranked by most popular

Food, Drink and Catering remain the most popular franchises followed by health, diet and fitness

Accountants/ Financial Advisors	121
Automotive.....	77
Banks/building societies.....	48
Health/diet and fitness.....	141
Building / maintenance and security.....	113
Business services / computers.....	120
Childcare/ Entertainment.....	77
Cleaning Services	89
Couriers.....	67
Domestic & Personal Services	88
Education & Training.....	114
Franchise Advisor / Consultancy.....	56
Food & Drink / Restaurant / Catering	268
Health services / nursing / Homecare.....	64
Home Improvement	134
Industrial Services	55
Insurance.....	39
Internet/online services	91
Lawyers/ solicitors	15
Newspaper/magazines and media	50
Property.....	110
Pet care services.....	47
Printing/signage.....	59
Telecommunications	53

