



Praha

Slovanský dům

15. listopad 2017

Veletrh **Franchisingu** 2017



Master Franchise
Conference Prague 2017

November 15th, 2017
Prague - Slovanský dům

PROFIT system franchise services s.r.o.
AVEX systems s.r.o.





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**Venue: Slovanský dům – Na Příkopě 22,
110 00 Praha, www.sd-events.eu**



FRANCHISE FAIR - facts

- A part of **Business Week Summit**
- **1 900 visitors** (data from year 2016)
- **The biggest** business event of the year
- **13 years of experience** with the organization - the biggest fair in the CEE region in Warsaw
- **The all-day business meeting** with franchise candidates
- **6 hours** training, workshops and panels
- **The prestigious location** - Prague 1
- **Media** coverage and publicity actions
- **Professional services** - organizational and technical support



MASTER-FRANCHISE CONFERENCE - facts



Master Franchise Conference Prague 2017

- A part of **Business Week Summit and FRANCHISE FAIR 2017**
- The conference received the acclaimed CAF Award for the Best franchise event in 2016 in its category.
- The conference together with the Franchise Fair and the Business Week Summit will be the biggest and most visited franchise event in the Czech and Slovak Republic of the year 2017.
- Since 2012 organized by AVEX systems in cooperation with various partners
- In total, approx. 600 participants took part in the conference in the last five years
- A total of 75 brands were introduced



MASTER-FRANCHISE CONFERENCE - facts



Master Franchise
Conference Prague 2017

- During one day of the conference a limited number of 15 participating brands will enjoy the unique opportunity of presenting their concepts to qualified investors, potential master franchisees or franchisees from both countries
- An excellent possibility to have direct contact with people interested in franchising
- Organized in cooperation with some very interesting media partners like radio stations ZET/BBC News in the Czech Republic, radios Evropa 2 and Frekvence 1, the Franchise Portal „Franchising.cz“, the Czech and Slovak Franchise Associations, magazine Brands&Stories and other partners.





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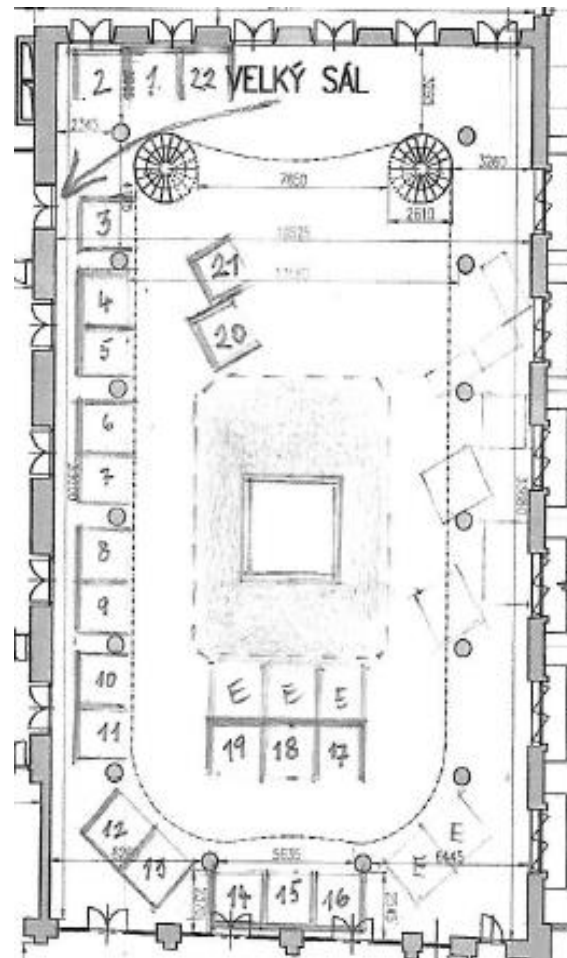
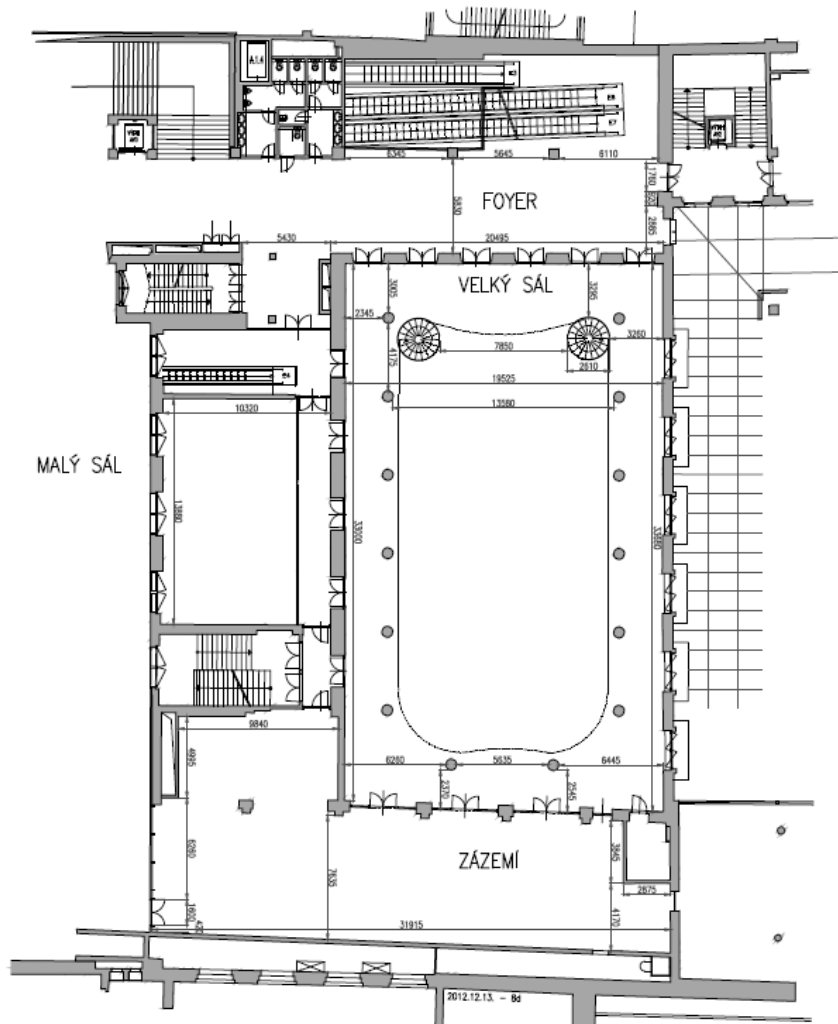
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Business Week Summit



Fair and Master Franchise Conference Area Plan

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Master Franchise
Conference Prague 2017



Promotional stand - Basic variant 4 m2 or 6 m2

Stand includes:

- Side walls
- Counter
100x50x88 cm
- Carpet
- Collar
- Spotlighting
- Electrical
connection
- Wi-fi

Equipment:

- Table
- 2 chairs
- Hanger
- Bin

Price 4 m2 24 000 Kč without VAT

Price 6 m2 28 000 Kč without VAT



Promotional stands

➤ **Variants:**

- 2 x 2 or 3 x 2m²
- Other variants could be negotiated

- The possibility of building stand imitating original look

➤ **Additional services:**

- Distribution of leaflets
- Visualization stand
- Advertising in the fair catalog
- Concept presentation in workshops



Promotion of FRANCHISE FAIR and Master Franchise Conference 2017

- Promotion in the quarterly magazine of **Vlastní firma FRANCHISING** - invitation for visitors and introduction of the conference
- Editorial support and advertising on portal **Franchising.cz** – scrollfooter, top banner, etc.
- Support and advertising on portal **Franchising.sk** + direct mailing on database of candidates SR
- **Video** and announcements for FAIR and Master Franchise Conference 2017 on YouTube
- **Mailing** to our database candidates for potential master-franchisees and franchisees, Newsletters, News,
- Advertising on **Google, Seznam.cz, Facebook, LinkedIn, YouTube, and many national media.**



Promotion of FRANCHISE FAIR and Master Franchise Conference 2017

- Promotion in cooperation with ELAI and Business Week (custom database, FCB, mediarad)
- Promotion – spots on radio stations ZET/BBC Czech radio broadcast, Radio Evropa 2 and Frekvence 1
- Support and advertising on www.franchiseportal.de, the Czech and Slovak Franchise Associations and the magazine Brands&Stories focused on entrepreneurs in the Czech and Slovak Republic

Cost of participating franchisors attending the Master Franchise Conference Prague 2017:

- 500 EUR per brand (without VAT)

The presentations can be in English or in Czech.





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FRANCHISE FAIR and Master Franchise Conference 2017 partners



Franchising.cz
nápadý na vlastní firmu



Franchising.sk
nápadý na vlastnú firmu

FRANCHISING

MAGAZÍN O PODNIKÁNÍ



ÚSPĚCH SPOJUJE



GLOBAL
ENTREPRENEURSHIP
WEEK
CZECH REPUBLIC
14. – 20. 11. 2016

SUMMIT TÝDNE
PODNIKÁNÍ 2016

ELAI
EUROPEAN LEADERSHIP
& ACADEMIC INSTITUTE
P · R · A · G · U · E



Book a stand

Tel. +420 775 661 787

cz@franchising.cz

For more information about the conference
and registration, please contact:

ales.tulpa@avexsystems.eu

More information on Veletrhfranchisingu.cz
and about **the Master Franchise Conference Prague:**
www.master-konference.cz