



FRANCHISE ASIA
PHILIPPINES 2025

International Franchise Expo 25-27 APRIL 2025

SMX Convention Center, Manila

EXHIBITORS CONTRACT FORM

Please email accomplished form to pfafranchise@pfa.org.ph

COMPANY NAME _____ FRANCHISE / BRANDNAME _____

ADDRESS _____ NAME OF ASSOCIATION: _____

TEL.NO. _____ VIBER NO. / MOBILE NO. _____

EMAIL _____ URL/WEBSITE _____

CONTACT PERSON _____ DESIGNATION _____

SIGNATURE _____ DATE OF RESERVATION _____

COUNTRY OF ORIGIN _____ SECTOR: ☐ Food ☐ Retail ☐ Service

YEAR ESTABLISHED _____ No. of Company Owned Outlets _____ No. of Franchised Outlets _____ Total Capital Investment _____

☐ Franchisor / Master Franchisee ☐ Others _____

OPTION 1: BOOTH PARTICIPATION

FRANCHISORS (HALLS 1-4)

- ☐ **OPTION 1: RAW SPACE**
(minimum of 36 sqm) PHP9,000/sqm
Inclusions: booth carpeting and 1 power outlet (300watts)
- ☐ **OPTION 2: STANDARD BOOTH SCHEME**
Inclusions: partition walls, 1 information table, booth carpeting, fluorescent lightings, fascia board with company name, 2 chairs, 1 power outlet (300watts)



Ground Floor

	Booth Size	Standard Rate	Discounted Rate (Until August 15, 2024)	
			PFA Members (10% Disc + 5% EBR)	Non-PFA Members (5% Discount EBR)
PFA Member	9 sqm	83,950	71,357	
	18 sqm	167,900	142,714	
	27 sqm	251,850	214,071	
Non-PFA Member	9 sqm	97,520		92,644
	18 sqm	195,040		185,288
	27 sqm	292,560		277,932

2nd Floor

Franchisor / Suppliers and Allied Services

PFA Member	9 sqm	83,950	71,357	
	18 sqm	167,900	142,714	
	27 sqm	251,850	214,071	
Non-PFA Member	9 sqm	97,520		92,644
	18 sqm	195,040		185,288
	27 sqm	292,560		277,932

Foodstreet/Emerging Concepts

PFA Member	6 sqm		34,500	
Non-PFA Member	6 sqm			36,250

PFA Assisted Regional MSMEs

	4 sqm		5,000	
--	-------	--	-------	--

TERMS AND CONDITIONS:

- The Organizer (PFA) reserves the right to alter, reconstruct and reconfigure the floor plan for whatever aesthetic, practical and/or technical reasons in the interest of the exhibit.
- Priority of space allocation is given to PFA partners/members.
- Booth design should be submitted for the organizer's approval to prevent the blocking of the other exhibitors.
- Bookings of 2 booths shall be in vertical configuration.
- For new exhibitors, please submit the following:

☒ Company Profile / Franchise Investment Package
☐ Existing outlets, branches with their complete addresses and photos.
- The Exhibitor warrants that all information and documents submitted to the Organizer in connection with Franchise Asia Philippines 2025 Expo shall be true and complete.
- The Organizer and its agents, representatives, contractors, and employees shall not be responsible in any manner whatsoever for the consequences of any dealings and commercial transaction made between the Exhibitor and other parties during or as a result of the exhibition.

PAYMENT TERMS:

- Booth space** will only be reserved upon receipt of the **RESERVATION FEE (25% of the booth cost)**
 ***Reservation will only be honored until **July 10, 2024**.
 ***For Non-Members, reservation fee will only be accepted once you are approved as an exhibitor.
- Booth space** will only be confirmed upon receipt of the **DOWNPAYMENT (50% of the booth rate)** which should be made not later than **September 2, 2024**.
****Plotting will only be made once Downpayment has been settled.**
- FULL PAYMENT** should be made on or before **November 15, 2024**.
 - Only exhibitors with FULL payment will be allowed to ingress.
 - Only Exhibitors with FULL payment on or before **November 15, 2024**, will be included in the listings.
- PESO PAYMENTS:**
 Account Name: Philippine Franchise Association, Inc.
 Savings Acct. No. 2860090858
 Bank Name: Banco De Oro, Strata 100 - Ortigas Branch
 Pasig City, Philippines
 *Note: Bank charges and taxes are to be borne by the exhibitors.
- Please make cheques payable to **PHILIPPINE FRANCHISE ASSOCIATION, INC.**
- Email the pdf copy of the deposit slip to pfafranchise@pfa.org.ph; accounting1@pfa.org.ph and indicate your company name with contact details for the issuance of your official receipt.

CANCELLATION POLICY:

- 50%** of total payment made will be refunded IF a **written request** is received on or before **September 27, 2024**
- NO REFUND** will be given IF the written request is **received from September 30, 2024 onwards**.

- Early Bird Rate (until August 15, 2024)
- EBR is applicable only upon receipt of 50% downpayment on or before the said due date

Total Area of: _____ Total Cost: _PHP_____

PREFERRED LOCATION

Please indicate your 3 most preferred locations and indicate their booth numbers in the spaces provided below. Please note that the Organizers reserve the right to revise the floor plan and /or booth numbers as necessary.

1st choice _____ 2nd choice _____ 3rd choice _____

BOOK YOUR SPACE NOW!
Limited slots only!

For Inquiries contact PFA Secretariat:
 (+632) 8687-0365 to 67
 (+63) 999-8833732 • (+63) 932-8792732
pfafranchise@pfa.org.ph

