

# PHILIPPINES

## the Gateway to Asia



### FRANCHISE ASIA® PHILIPPINES 2024



CERTIFIED  
**FRANCHISE**  
EXECUTIVE PROGRAM  
**8-9 APRIL**  
AIM Conference Center  
Makati City



INTERNATIONAL  
**FRANCHISE**  
CONFERENCE  
**10-11 APRIL**  
SMX Convention Center  
Manila



INTERNATIONAL  
**FRANCHISE**  
EXPO  
**12-14 APRIL**  
SMX Convention Center  
Manila



EDUCATIONAL /  
**FRANCHISE**  
SEMINARS  
**12-14 APRIL**  
SMX Convention Center  
Manila

## WHY INVEST IN THE PHILIPPINES

Sources: PSA, McKinsey, PWC

- ✓ One of the fastest growing economies in the world
- ✓ Large, young and English-speaking population of 116 million
- ✓ Economic optimism among the highest globally
- ✓ Expected to be among the biggest economies in the world by 2035

## FRANCHISE ASIA PHILIPPINES 2024


your gateway to the huge and  
consumption-oriented market in the  
Philippines as well as to the vibrant  
economies in the Asia-Pacific



# INTERNATIONAL FRANCHISE CONFERENCE

10-11 APRIL 2024

- 7 Highly-Dynamic and Curated Plenary Sessions
- 12 Engaging Concurrent Area-Focused Track Sessions
- 30+ Peer-to-Peer Business Roundtable Discussions
- 70+ World Class Speakers, Industry Experts and Facilitators
- A Special Session on the NxtGen in Franchising: Competition and Awarding Ceremonies

 [franchiseasia@pfa.org.ph](mailto:franchiseasia@pfa.org.ph)

# INTERNATIONAL FRANCHISE EXPO

12-14 APRIL 2024

## Why Visit:

- Meet with top franchise brands face-to-face
- A one-stop shop homegrown and international brands in the Food, Retail and Service sectors
- Explore various franchise opportunities at a wide range of investment levels
- Special zones for Emerging Franchises, Highly Franchise-able Concepts, Business Solutions Providers and more
- Learning Sessions and Seminars for prospective franchisees and aspiring franchisors



SMX Convention  
Center Manila

### OPTION 1: BOOTH PARTICIPATION

#### FRANCHISORS (HALLS 1-4)

**OPTION 1: RAW SPACE (minimum of 36 sqm) USD 12,070**  
Inclusions: booth carpeting and 1 power outlet (300watts)

**OPTION 2: STANDARD BOOTH SCHEME at USD 3,200/ 9 sqm**

Inclusions: partition walls, 1 information table, booth carpeting, fluorescent lightings, fascia board with company name, 2 chairs, 1 power outlet (300watts)



Total Area of: \_\_\_\_\_ Total Cost: \$ \_\_\_\_\_

#### 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 \_\_\_\_\_

### OPTION 2: Catalogue Show - US\$ 500

Inclusions: Individual Brochure rack / shelf, area to display poster / brochure, shared personnel to attend to inquiries, brief company info and details maximum of 200 words) incorporated into the panel board, summary of inquiries received at the event.



**BOOK YOUR  
SPACE NOW!**

Limited slots only!  
Scan to sign-up online

For Inquiries contact PFA Secretariat:

(+632) 8687-0365 to 67 | (+639) 99-8833732 | (+639) 32-8792732

 [pfafranchise@pfa.org.ph](mailto:pfafranchise@pfa.org.ph) | [international@pfa.org.ph](mailto:international@pfa.org.ph)

### EDUCATIONAL /

## FRANCHISE SEMINARS

12-14 APRIL

- Educational / Franchise Seminars
  - How to Franchise Your Business Seminar &
  - How to Invest in the Right Franchise Seminar
- Business Matching Sessions
- Networking
- Mentoring



### CERTIFIED

## FRANCHISE EXECUTIVE PROGRAM

8-9 APRIL

AIM Conference Center, Makati City

The Certified Franchise Executive Program (CFE) is a career development program offered by the Institute of Certified Franchise Executives (ICFE) of the International Franchise Association (IFA) Education Foundation. It offers franchise professionals the opportunity to learn, grow professionally and reach a recognized standard of excellence in the franchise community.

 [cfe@pfa.org.ph](mailto:cfe@pfa.org.ph)



COMPANY NAME \_\_\_\_\_ FRANCHISE BRAND/NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

TEL.NO. \_\_\_\_\_ FAX 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 \_\_\_\_\_ No. of Franchise Outlets \_\_\_\_\_ Total Capital Investment \_\_\_\_\_

Franchisor / Master Franchisee  Others \_\_\_\_\_

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### OPTION 3: ADVERTISING IN THE FRANCHISE EXPO SHOW DIRECTORY

(to be printed in 6" x 9" size, full color glossy pages at 30,000 copies)

Position	Cost
<input type="checkbox"/> Back Cover (Colored only)	USD 600
<input type="checkbox"/> Inside Front Cover (Colored only)	USD 500
<input type="checkbox"/> Inside Back Cover (Colored only)	USD 450
<input type="checkbox"/> First Fly Leaf (Colored only)	USD 400
<input type="checkbox"/> Back Fly Leaf (Colored only)	USD 380
<input type="checkbox"/> Full Page (Colored)	USD 350
<input type="checkbox"/> Full Page (Black & White)	USD 300

### TERMS AND CONDITIONS:

- Booth design should be submitted for the organizer's approval to prevent the blocking of the others 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 2024 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:

Please make cheques payable to PHILIPPINE FRANCHISE ASSOCIATION, INC.

- DEPOSIT: Space reservation will be confirmed upon receipt of 50% commitment fee due on or before **December 29, 2023**
- BALANCE: 50% due on or before **January 31, 2024**
- Only exhibitors with FULL payment will be allowed to ingress.
- Only Exhibitors with FULL payment on or before **February 15, 2024** will be included in the listings.
- DOLLAR PAYMENTS:

Account Name: Philippine Franchise Association, Inc.  
Dollar Savings Acct. No. 9824-002131  
Bank Name: BANK OF THE PHILIPPINE ISLANDS  
Ortigas Emerald Branch

Bank Address: Unit 101 G/F Jollibee Plaza Condominium  
Emerald Avenue, Ortigas Center, Pasig City, Philippines  
Bank Swift Code: BOPIPHMM

- \*Note: Bank charges and taxes are to be borne by the exhibitors.
- Email the PDF copy of the deposit slip to [pfafranchise@pfa.org.ph](mailto:pfafranchise@pfa.org.ph). Please indicate your company name with contact details for the issuance of your official receipt.

### TERMS & CONDITIONS:

- The organizer 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.
- Space reservation will be tentatively confirmed upon receipt of 50% downpayment due on **December 29, 2023**.
- An exhibitor is considered confirmed only when the exhibition fee has been fully paid on or before **January 21, 2024**

### CANCELLATION POLICIES:

- 50% of total exhibition fee - if written notice is received between **February 1-15, 2024**.
- NO REFUND - if written notice is received after **February 16, 2024**.



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