

## **Franchise.com at The International Franchise Expo - The Franchise Industry's Premier Event**

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*Dated: Mar 19, 2009*

*Franchise.com is among the well-known franchise industry companies featured at the upcoming 18th Annual International Franchise Expo (IFE).*

Franchise.com, a leading franchise and business buying information website, will be among the exhibitors at the 18th Annual International Franchise Expo (IFE) being held March 20-22, 2009 in Washington, D.C. Sponsored by the International Franchise Association (IFA) and the U.S. Department of Commerce, the IFE is the franchise industry's premier annual event. Hundreds of franchise concepts and franchise related companies are showcased at the three day trade show that draws investors from throughout the United States and more than 80 countries. Over 10,000 aspiring entrepreneurs are expected to attend this year's show at the Walter E. Washington Convention Center. Franchise.com (<http://www.franchise.com/>) will be occupying booth #452.

An increasing number of recently displaced workers are pursuing business ownership for the first time in their careers (<http://www.franchise.com/franchise-news/Starting-Up-When-the-Economy-is-Down.cfm>). Franchise concepts provide them with numerous advantages, including a proven business model, brand recognition and the support of an established company. At the IFE, prospective franchisees have the chance to speak with the franchisors exhibiting at the show, learn more about the concepts they're interested in, and discover opportunities they may not have been aware of prior to attending the show. The resources available at the IFE complement the online research that many prospects perform on franchise and business buying information sites like Franchise.com.

Franchising companies at the IFE come from a vast array of industries and offer concepts at all investment levels (<http://www.franchise.com/franchise-opportunities.cfm>). Partnering with Franchise.com and exhibiting at the IFE provides franchisors with numerous competitive advantages. Exhibitors have the rare opportunity to meet face-to-face with engaged, well-informed prospective franchisees that are diligently pursuing franchise ownership. The IFE can play a pivotal role in the lead generation process because would-be franchisees that attend the IFE are often further along in the buying process.

The IFE is the most comprehensive conference program offered on franchising. For more than a decade, the IFE has been the meeting place for domestic and international franchisors, franchisees, suppliers and industry publications.

Over 30 educational seminars aimed at the various audiences in attendance are also offered at the three-day event. From domestic or international expansion, to selling single units, area developments or master franchises - this is the one stop franchise event for current industry professionals and those interested in becoming part of the dynamic franchising business.

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Online since 1995, Franchise.com is a premier franchise opportunity marketplace helping franchise buyers make life-changing connections with today's leading franchise companies.

Category      Business, Event, Marketing

Tags            franchise expo, franchise event, expo, convention, trade show, franchise trade show, franchising, washington dc, Franchise

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