



FCA NATIONAL CONVENTION  
**Franchise**  
CAIRNS 2024  
**X**  
19<sup>th</sup> - 21<sup>st</sup> MAY  
EXPLORE. EXPERIENCE. EXCEED.

**SPONSORSHIP  
& EXHIBITOR**  
PROSPECTUS

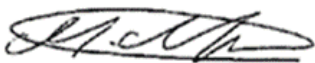
# WELCOME MESSAGE

**The Franchise Council of Australia (FCA) is the peak body for the \$174 billion franchise business segment, which includes over 1,200 networks, with 90,000+ individual franchised outlets, employing more than half a million Australians.**

There is a franchise operating in almost every type of business category, with varying levels of complexity and market share, creating employment and prosperity for the nation. The FCA provides a platform for franchisors, franchisees, business advisors and small to medium businesses to influence government policy, communicate with political leaders and key decision makers, network with peers and engage in policy debate.

FCA Members are part of a unique association where business lessons, experience and up-to-date essential information are provided. FCA membership is seen as an essential business investment and the information, policy engagement and business resources of the FCA directly support members.

**We look forward to working together.**



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Matthew Monaghan CEO

**The National Franchise X Convention will be held over three days, 19<sup>th</sup> - 21<sup>st</sup> May 2024 at the Cairns Convention Centre.**

## FCA OBJECTIVES

- » To establish standards of international best practice for Australian franchise systems.
- » To provide information and education to existing and potential franchisees and franchisors.
- » To inform State and Federal Governments on issues relevant to the sector.
- » To develop a vital, strong and financially viable franchising sector.
- » To advance the interests of members in Australia, the international franchise community, franchise advisory councils, small business forums, and property leasing organisations.
- » To provide an extensive networking and events program for the benefit of members.

# SUPPORT THE FRANCHISES SUPPORTING YOU!

At FCA, we are passionate about advancing the leadership qualities of franchisors by supporting and connecting the Australian Franchising Community by helping them grow through education and advocacy.

Bringing together business owners and franchising professionals from across the country,

NFC24 is our annual signature event that informs and inspires delegates through an exceptional lineup of local and international speakers, networking opportunities and entertainment.

Join us in Cairns to celebrate NFC24 in 2024!

Come and support the small businesses and franchises in Australia by sponsoring the NFC24 National Franchise Council Conference!

We have a diverse selection of sponsorship packages available for organisations interested in supporting, in addition, you will have the unique opportunity to form valuable relationships, build strong partnerships and raise your profile within the Australian franchising community.



# 97%

Of sponsors and exhibitors found that the National Conference attracted their target audience.

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# 100%

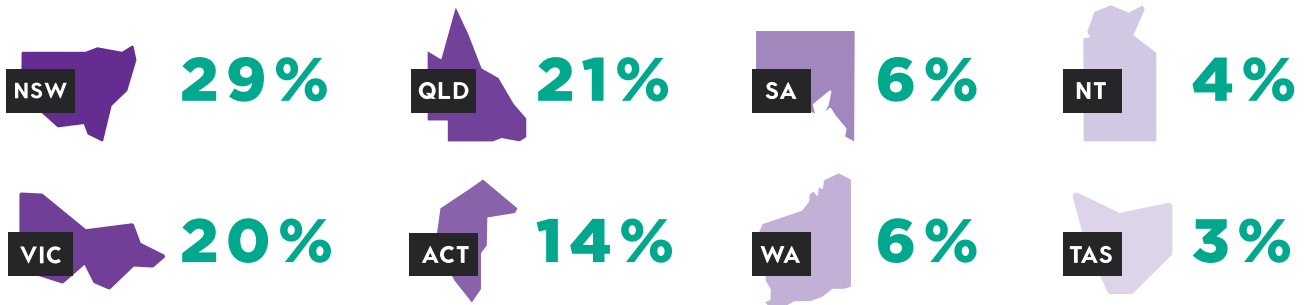
Said they would consider being involved in the national conference again.

The National Franchise X Convention will be held over three days, 19<sup>th</sup> - 21<sup>st</sup> May 2024 at the Cairns Convention Centre.

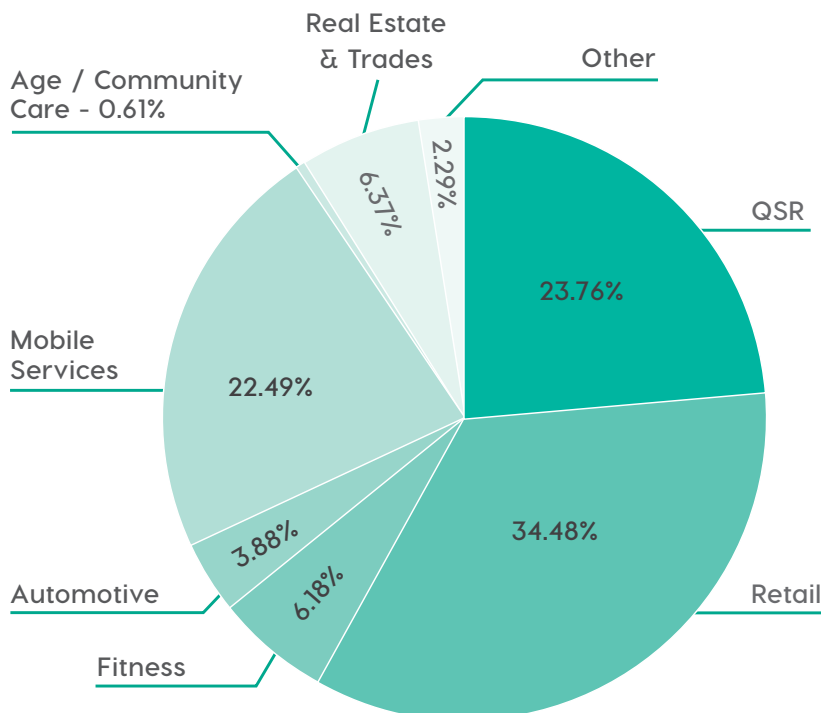
# GET TO KNOW OUR DELEGATES

The National Franchise X Convention will be held over three days, 19<sup>th</sup> - 21<sup>st</sup> May 2024 at the Cairns Convention Centre.

## THE FORUM ATTRACTS A NATIONAL AUDIENCE



## ATTENDEES WORK ACROSS ALL SECTORS OF FRANCHISING





# MARKETING YOUR PARTICIPATION



## SOME OF THE AVENUES WE USE ARE:

**EMAIL BLASTS:** regular email blasts promoting program updates, key dates, featured speakers and our sponsors and exhibitors. **Over 11,160 member subscribers.**

**FCA WEBSITE:** this will be the primary information point for everything FCA related. The website will be regularly updated with the latest developments. With over **163,673 website views per month** on average, your company will be seen by the industry!

**SOCIAL MEDIA:** via our Facebook (over 2000 followers), Twitter, LinkedIn page (over 4750 followers) and Instagram which promote interaction and discussion amongst delegates and stakeholders.

**ADVERTISEMENTS:** including flyers and advertisements to be used at FCA events and publications to stimulate interest and provide key information. Digital and printed formats available.

**ONSITE SIGNAGE:** logo acknowledgement at high traffic areas such as registration desk, plenary room screens and directional signage points.

**FORUM PROGRAM:** distributed to all NFC24 delegates upon registration and used as a reference point for planning session attendance and a guide to exploring the exhibition.

**NFC24:** For tailored opportunities please chat with our sponsorship team.

**NFC24 APP:** will once again be available to all registered delegates. A number of sponsorship packages offer

exposure on the App giving a highly valuable on-site tool, the App will be actively used by delegates who have the option to customise their own Forum program, view speakers' details, read detailed information about individual sessions, and opt-in for peer-to-peer contact to facilitate networking onsite.

**SESSION SLIDES:** reinforcing your commitment and support to all delegates during sessions.

# DESTINATION & VENUE

BOOK NOW

The National Franchise X Convention will be held over three days, 19<sup>th</sup> - 21<sup>st</sup> May 2024 at the spectacular Cairns Convention Centre.



## **Cairns is the heart of Tropical North Queensland, a vibrant city that blends a laid-back tropical sensibility with a buzzing multicultural lifestyle.**

From the utterly relaxing to the downright breathtaking, Cairns offers diverse activity options for delegates to mix business with pleasure.

Over 600 tours depart daily for visits to the Great Barrier Reef, tropical rainforest, palm fringed tropical islands and the alluring outback, all offering outstanding opportunities for lasting memories.

The region offers a smorgasbord of culinary experiences.

Enjoy a food and wine experience in the highlands of the Atherton Tablelands. You will find coffee and tea plantations, dairies, tropical fruit wineries and award-winning distilleries.

On the reef, dive with turtles, swim with whales and spot Nemo amongst the corals. Get up close and personal with the local residents of one of the region's wildlife parks by cuddling a koala, hand-feeding kangaroos, or watching a crocodile jump out of the water.

Purpose built for conferences, the Cairns Convention Centre is an ideal convention venue in one of the most desirable destinations in the world.

Located within walking distance of the city's hotels and within 7 kilometres of Cairns International Airport, the Centre is an ideal choice for international and national conventions.

# SPONSORSHIPS AT A GLANCE

SPONSORSHIP PACKAGES		PAGE
Platinum Sponsor	\$26,000	8
Gold Sponsor	\$22,000	9
Silver Sponsor	\$18,000	10
Networking Night Sponsor	\$18,000	11
Delegate Bag Sponsor	\$15,500	12
Lanyard Sponsor	\$11,500	13
Welcome Reception Sponsor	\$10,500	14
Espresso Café Sponsor	\$13,000	15
Keynote Speaker Sponsor x 4	\$10,800	16
Breakfast Sponsor	\$15,000	17
Event App Sponsor	\$11,000	18
Registration Desk Sponsor	\$9,500 - \$13,500	29
Conference Notebook Sponsor	\$11,500	20
Exhibitor 3m x 2m Booths	\$8,800	21
Exhibitor Pod	\$7,200	22
Health & Wellness Sponsor	\$11,500	23
Gala Awards Category Sponsors	\$3,000	24

## CONTACT US TODAY

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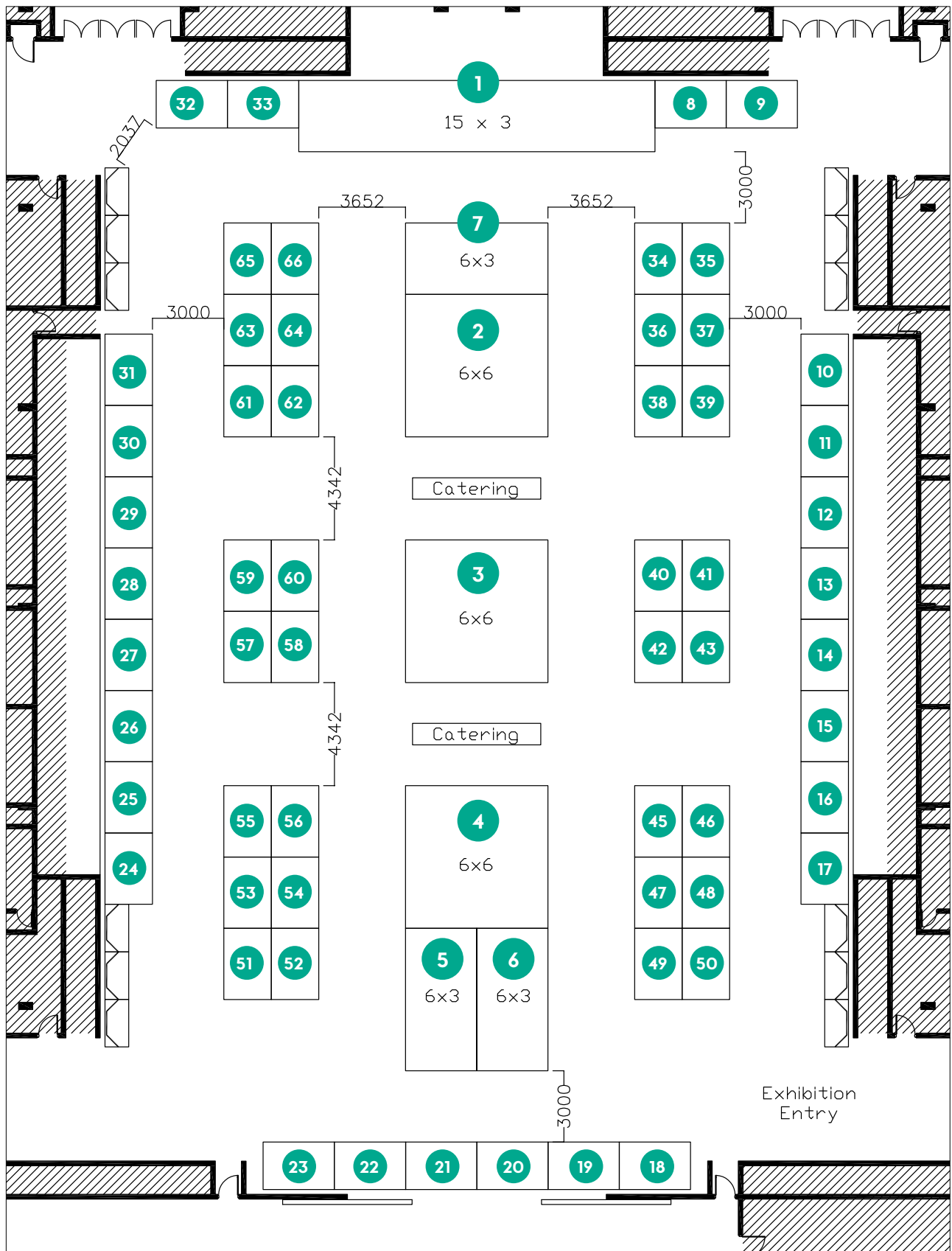
**BOOK NOW**

The National Franchise X Convention will be held over three days, 19<sup>th</sup> - 21<sup>st</sup> May 2024 at the spectacular Cairns Convention Centre.

Sponsor to cover all costs associated with the design, production and delivery of all branded items such as napkins, aprons, table gifts, sampling items, coffee cups, etc.



# EXHIBITION FLOORPLAN



Floor plan subject to change



# PLATINUM SPONSOR

**\$26,000**  
ex GST

## PRE-CONVENTION

Acknowledgement as the Platinum Sponsor for NFC24 - **Exclusive.**

- Sponsor acknowledgement and colour logo inclusion on the NFC24 website.
- Sponsor colour logo on all pre-event marketing for the national conference.
- Organisation name, logo and a 300-word company profile with hyperlink on the NFC24 website.
- Sponsor will be provided with the Franchise Council of Australia proud sponsor of NFC24 logo which can be used for their own marketing purposes (subject to approval from the FCA).

## CONVENTION

- Joint branding with FCA logo and sponsor logo as the platinum sponsor on the front page of the delegate book - **Exclusive.**
- Five minute speaking opportunity on the Monday NFC24 time to be confirmed with FCA - **Exclusive.**
- Inside back cover full page advertisement in the NFC24 Delegate Booklet - **Exclusive.**
- Organisation name, logo and 300 word company profile in the conference delegate booklet.
- Opportunity to place two A4 promotional inserts in conference delegate satchels (inserts provided by sponsor).
- Complimentary Premium exhibition booth including:
  - » Fascia board on each exposed aisle
  - » 2 x armlights
  - » 1 x power point
  - » Complimentary breakfast at the breakfast sessions for 6 attendees per day
  - » Morning tea for 6 attendees per day
  - » Lunch for 6 attendees per day
  - » Afternoon tea for 6 attendees per day
  - » Opening cocktail Reception for 6 attendees
  - » Networking night for 6 attendees
- Four registrations to the Business Essential, FCA Excellence in Franchising Awards Gala Dinner.
- Sponsor acknowledgements during the conference.
- Sponsor logo on presentation slides at the conference (where available).

## POST-CONVENTION

- Photos of the event will be displayed on the NFC24 website until the end of 2024.
- Organisation name, logo and 300-word company profile on the NFC24 website until the end of 2024.
- Company hyperlink on the NFC24 website until the end of 2024.
- Conference delegate booklet will be available as an e-book on the NFC24 website.
- First right of refusal for the Platinum sponsorship at NFC25.



# GOLD SPONSOR

**\$22,000**  
ex GST

## PRE-CONVENTION

- Acknowledgement as the Gold Sponsor for NFC24 - **Exclusive**.
- Sponsor acknowledgement and colour logo inclusion on the NFC24 website.
- Sponsor colour logo on all pre-event marketing for the national conference.
- Organisation name, logo and a 200-word company profile with hyperlink on the NFC24 website.
- Sponsor will be provided with the Franchise Council of Australia proud sponsor of NFC24 logo which can be used for their own marketing purposes (subject to approval from the FCA).

## CONVENTION

- Opportunity to be a panellist on a concurrent session at the convention (subject to content approval).
- Five minute speaking opportunity on the Tuesday NFC24 (time to be confirmed with FCA Exclusive).
- One full page colour advertisement in conference delegate booklet.
- Organisation name, logo and 200 word company profile in the conference delegate booklet.
- Opportunity to place one A4 promotional insert in conference delegate satchels (inserts provided by sponsor).
- Complimentary Premium exhibition booth including:
  - » Fascia board on each exposed aisle
  - » 2 x armlights
  - » 1 x power point
  - » Complimentary breakfasts at the breakfast sessions for 6 attendees per day (must pre-register for the breakfasts)
  - » Morning tea for 6 attendees per day
  - » Lunch for 6 attendees per day
  - » Afternoon tea for 6 attendees per day
  - » Opening Cocktail Reception for 6 attendees
  - » Networking night for 6 attendees
- Four registrations to the Business Essential, FCA Excellence in Franchising Awards Gala Dinner.
- Sponsor acknowledgements during the conference.
- Sponsor logo on presentation slides at the conference (where available).

## POST-CONVENTION

- Photos of the event will be displayed on the NFC24 until the end of 2024.
- Organisation name, logo and 200-word company profile on the NFC24 website until the end of 2024.
- Company hyperlink on the NFC24 website until the end of 2024.
- Conference delegate booklet will be available as an e-book on the NFC24 website.
- First right of refusal for the Gold sponsorship at NFC25.



# SILVER SPONSOR

**\$18,000**  
ex GST

## PRE-CONVENTION

- Acknowledgement as the Silver Sponsor for NFC24 - **Exclusive**.
- Sponsor acknowledgement and colour logo inclusion on the NFC24 website.
- Sponsor colour logo on all pre-event marketing for the national conference.
- Organisation name, logo and a 200-word company profile with hyperlink on the NFC24 website.
- Sponsor will be provided with the Franchise Council of Australia proud sponsor of NFC24 logo which can be used for their own marketing purposes (subject to approval from the FCA).

## CONVENTION

- Opportunity to host a roundtable session topic provided by FCA (subject to content approval).
- One full page colour advertisement in conference delegate booklet.
- Organisation name, logo and 200 word company profile in the conference delegate booklet.
- Opportunity to place one A4 promotional insert in conference delegate satchels (inserts provided by sponsor).
- Complimentary Premium exhibition booth including:
  - » Fascia board on each exposed aisle
  - » 2 x armlights
  - » 1 x power point
  - » Complimentary breakfast at the breakfast sessions for 4 attendees per day (must pre-register for the breakfasts)
  - » Morning tea for 4 attendees per day
  - » Lunch for 4 attendees per day
  - » Afternoon tea for 4 attendees per day
  - » Opening cocktail Reception for 4 attendees
  - » Networking night for 4 attendees
- Two registrations to the Business Essential, FCA Excellence in Franchising Awards Gala Dinner.
- Sponsor acknowledgements during the conference.
- Sponsor logo on presentation slides at the conference (where available).

## POST-CONVENTION

- Photos of the event will be displayed on the NFC24 website until the end of 2024.
- Organisation name, logo and 200-word company profile on the NFC24 website until the end of 2024.
- Company hyperlink on the NFC24 website until the end of 2024.
- Conference delegate booklet will be available as an e-book on the NFC24 website.
- First right of refusal for the Silver sponsorship at NFC25.



# NETWORKING NIGHT SPONSOR

**\$18,000**  
ex GST

## PRE-CONVENTION

- Acknowledgement as the Networking Night Sponsor for the NFC24 - **Exclusive.**
- Sponsor acknowledgement and colour logo inclusion on the NFC24 website.
- Sponsor colour logo on all pre-event marketing for the national conference.
- Organisation name, logo and a 150-word company profile with hyperlink on the NFC24 website.
- Sponsor will be provided with the Franchise Council of Australia proud sponsor of NFC24 logo which can be used for their own marketing purposes (subject to approval from the FCA).

## CONVENTION

- Joint naming rights with the NFC24 Networking Event - **Exclusive.**
- Five minute welcome speech to address the delegates at the networking night - **Exclusive.**
- Opportunity to place banners in the networking event room (sponsor to provide) - **Exclusive.**
- Opportunity to distribute collateral at the entrance to the Networking Event (sponsor to provide FCA to approve) - **Exclusive.**
- One full page colour advertisement in conference delegate booklet.
- Organisation name, logo and 200 word company profile in the conference delegate booklet.
- Opportunity to place one A4 promotional insert in conference delegate satchels (inserts provided by Sponsor).
- 8 registrations to the networking event.
- Two registrations to the NFC24.
- Complimentary Premium exhibition booth including:
  - » Fascia board on each exposed aisle
  - » 2 x armlights
  - » 1 x power point
  - » Complimentary breakfasts at the breakfast sessions for 2 attendees per day (must pre-register for the breakfasts)
  - » Morning tea for 2 attendees per day
  - » Lunches for 2 attendees per day
  - » Afternoon teas for 2 attendees per day
  - » Opening Cocktail Reception for 2 attendees
- Two registrations to the Business Essential, FCA Excellence in Franchising Awards Gala Dinner.
- Sponsor acknowledgements during the conference.
- Sponsor logo on presentation slides at the conference (where available).

## POST-CONVENTION

- Photos of the event will be displayed on the conference website until the end of 2024.
- Organisation name, logo and 150-word company profile on the NFC24 website until the end of 2024.
- Company hyperlink on the NFC24 website until the end of 2024
- Conference delegate booklet will be available as an e-book on the NFC24 website.
- First right of refusal for the Networking Night sponsor at NFC25.





# DELEGATE BAG SPONSOR

**\$15,500**  
ex GST

## PRE-CONVENTION

- Acknowledgement as the Delegate Bag Sponsor for NFC24 - **Exclusive**.
- Sponsor acknowledgement and colour logo inclusion on the NFC24 website.
- Sponsor colour logo on all pre-event marketing for the national conference.
- Organisation name, logo and a 200 word company profile with hyperlink on the NFC24 website.
- Sponsor will be provided with the Franchise Council of Australia proud sponsor of NFC24 logo which can be used for their own marketing purposes (subject to approval from the FCA).

## CONVENTION

- Logo inclusion on delegate bag co-branded with FCA - **Exclusive**.
- One full page colour advertisement in conference delegate booklet.
- Organisation name, logo and 200 word company profile in the conference delegate booklet.
- Opportunity to place one A4 promotional insert in conference delegate satchels (inserts provided by sponsor).
- Complimentary Premium exhibition booth including:
  - » Fascia board on each exposed aisle
  - » 2 x armlights
  - » 1 x power point
  - » Complimentary breakfast at the breakfast sessions for 2 attendees per day (must pre-register for the breakfasts)
  - » Morning tea for 2 attendees per day
  - » Lunch for 2 attendees per day
  - » Afternoon tea for 2 attendees per day
  - » Opening cocktail Reception for 2 attendees
  - » Networking night for 2 attendees
- Two registrations to the Business Essential, FCA Excellence in Franchising Awards Gala Dinner.
- Sponsor acknowledgements during the conference.
- Sponsor logo on presentation slides at the conference (where available).

## POST-CONVENTION

- Photos of the event will be displayed on the NFC24 website until the end of 2024.
- Organisation name, logo and 200-word company profile on the NFC24 website until the end of 2024.
- Company hyperlink on the NFC24 website until the end of 2024.
- Conference delegate booklet will be available as an e-book on the NFC24 website.
- First right of refusal for the Delegate Bag sponsorship at NFC25.



# LANYARD SPONSOR

**\$11,500**  
ex GST

## PRE-CONVENTION

- Acknowledgement as the Lanyard Sponsor for NFC24 - **Exclusive.**
- Sponsor acknowledgement and colour logo inclusion on the NFC24 website.
- Sponsor colour logo on all pre-event marketing for the national conference.
- Organisation name, logo and a 100 word company profile with hyperlink on the NFC24 website.
- Sponsor will be provided with the Franchise Council of Australia proud sponsor of NFC24 logo which can be used for their own marketing purposes (subject to approval from the FCA).

## CONVENTION

- Joint branding with the FCA on the convention lanyards - **Exclusive.**
- One full page colour advertisement in conference delegate booklet.
- Organisation name, logo and 100 word company profile in the conference delegate booklet.
- Opportunity to place one A4 promotional insert in conference delegate satchels (inserts provided by Sponsor).
- Complimentary premium exhibition booth including:
  - » Fascia board on each exposed aisle
  - » 2 x armlights
  - » 1 x power point
  - » Complimentary breakfasts at the breakfast sessions for 2 attendees per day (must pre-register for the breakfasts)
  - » Morning Tea for 2 attendees per day
  - » Lunches for 2 attendees per day
  - » Afternoon teas for 2 attendees per day
  - » Opening Cocktail Reception for 2 attendees
  - » Networking night for 2 attendees
- Two registrations to the Business Essential, FCA Excellence in Franchising Awards Gala Dinner.
- Sponsor acknowledgements during the conference.
- Sponsor logo on presentation slides at the conference (where available).

## POST-CONVENTION

- Photos of the event will be displayed on the conference website until the end of 2024.
- Organisation name, logo and 100-word company profile on the NFC24 website until the end of 2024.
- Company hyperlink on the NFC24 website until the end of 2024.
- Conference delegate booklet will be available as an e-book on the NFC24 website.
- First right of refusal for the Lanyard sponsorship at NFC25.



# WELCOME RECEPTION SPONSOR

**\$8,500**  
FCA MEMBER  
**\$10,500**  
NON-FCA MEMBER  
ex GST

## PRE-CONVENTION

- Acknowledgement as the Welcome Reception Sponsor for NFC24 - **Exclusive.**
- Sponsor acknowledgement and colour logo inclusion on the NFC24 website.
- Sponsor colour logo on all pre- event marketing for NFC24.
- Organisation name, logo and a 100 word company profile with hyperlink on the NFC24 website.
- Sponsor will be provided with the Franchise Council of Australia proud sponsor of NFC24 logo which can be used for their own marketing purposes (subject to approval from the FCA).

## CONVENTION

- Opportunity to provide a five minute welcome speech at the opening of the Welcome Reception - **Exclusive.**
- Opportunity to place banners where the Welcome Reception is being held (sponsor to provide) - **Exclusive.**
- Opportunity to distribute collateral at the entrance to the reception (sponsor to provide FCA to approve) - **Exclusive.**
- One half page colour advertisement in conference delegate booklet.
- Organisation name, logo and 100 word company profile in the conference delegate booklet.
- Opportunity to place one A4 promotional insert in conference delegate satchels (inserts provided by Sponsor).
- Complimentary exhibition booth including:
  - » Fascia board on each exposed aisle
  - » 2 x armlights
  - » 1 x power point
  - » Complimentary breakfast at the breakfast sessions for 2 attendees per day (must pre-register for the breakfasts)
  - » Morning tea for 2 attendees per day
  - » Lunch for 2 attendees per day
  - » Afternoon tea for 2 attendees per day
  - » Welcome Reception for 6 attendees
  - » Networking night for 2 attendees
- Two registrations to FCA Excellence in Franchising Awards 2024 gala dinner.
- Sponsor acknowledgements during the conference.
- Sponsor logo on presentation slides at the conference (where available).

## POST-CONVENTION

- Photos of the event will be displayed on the NFC24 website until the end of 2024.
- Organisation name, logo and 100-word company profile on the conference website until the end of 2024.
- Company hyperlink on the NFC24 website until the end of 2024.
- Conference delegate booklet will be available as an e-book on the NFC24 website.
- First right of refusal for the Welcome Reception sponsorship at NFC25.



# ESPRESSO CAFÉ SPONSOR

**\$11,000**  
FCA MEMBER  
**\$13,000**  
NON-FCA MEMBER  
ex GST

## PRE-CONVENTION

- Acknowledgement as the Espresso Café Sponsor for the NFC24 - **Exclusive.**
- Sponsor acknowledgement and colour logo inclusion on the NFC24 website.
- Sponsor colour logo on all pre-event marketing for the national conference.
- Organisation name, logo and a 100-word company profile with hyperlink on the NFC24 website.
- Sponsor will be provided with the Franchise Council of Australia proud sponsor of NFC24 logo which can be used for their own marketing purposes (subject to approval from the FCA).

## CONVENTION

- Exclusive rights to run the Espresso Café. Coffee machine and distribution must comply with venue policies (coffee cart, staff and costs to be organised and supplied by the sponsor) - **Exclusive.**
- Opportunity to brand seating area opposite the Espresso Café (banners, signage and seating to be supplied by the sponsor) - **Exclusive.**
- Opportunity to brand coffee cups with the sponsor's logo (to be supplied by the sponsor) - **Exclusive.**
- The sponsors exhibition booth will be placed alongside the café cart.
- One half page colour advertisement in conference delegate booklet.
- Organisation name, logo and 100 word company profile in the conference delegate booklet.
- Opportunity to place one A4 promotional insert in conference delegate satchels (inserts provided by sponsor).
- Complimentary premium exhibition booth including:
  - » Fascia board on each exposed aisle
  - » 2 x armlights
  - » 1 x power point
  - » Complimentary breakfast at the breakfast sessions for 2 attendees per day (must pre-register for the breakfasts)
  - » Morning tea for 2 attendees per day
  - » Lunch for 2 attendees per day
  - » Afternoon tea for 2 attendees per day
  - » Opening cocktail Reception for 2 attendees Networking night for 2 attendees
- Two registrations to the Business Essential, FCA Excellence in Franchising Awards Gala Dinner.
- Sponsor acknowledgements during the conference.
- Sponsor logo on presentation slides at the conference (where available).

## POST-CONVENTION

- Photos of the event will be displayed on the conference website until the end of 2024.
- Organisation name, logo and 100-word company profile on the NFC24 website until the end of 2024.
- Company hyperlink on the NFC24 website until the end of 2024.
- Conference delegate booklet will be available as an e-book on the NFC24 website.
- First right of refusal for the Espresso Café Sponsor sponsorship at NFC25.





# KEYNOTE SPEAKER SPONSOR X 4

**\$8,800**  
FCA MEMBER

**\$10,800**  
NON-FCA MEMBER  
ex GST

## PRE-CONVENTION

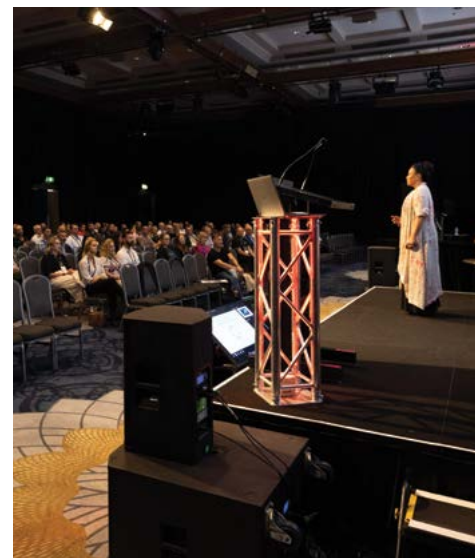
- Acknowledgement as a Keynote Speaker Sponsor for the NFC24 (keynote speakers will be chosen by FCA)
- Sponsor acknowledgement and colour logo inclusion on the NFC24 website.
- Sponsor colour logo on all pre-event marketing for the national conference.
- Organisation name, logo and a 100 word company profile with hyperlink on the NFC24 website.
- Sponsor will be provided with the Franchise Council of Australia proud sponsor of NFC24 logo which can be used for their own marketing purposes (subject to approval from the FCA).

## CONVENTION

- Opportunity to introduce the keynote speaker.
- Opportunity to place banners on stage with the sponsored keynote speaker (sponsor to provide).
- One half page colour advertisement in conference delegate booklet.
- Organisation name, logo and 100 word company profile in the conference delegate booklet.
- Opportunity to place one A4 promotional insert in conference delegate satchels (inserts provided by sponsor).
- Complimentary 3 x 2 exhibition booth including:
  - » Fascia board on each exposed aisle
  - » 2 x armlights
  - » 1 x power point
  - » Complimentary breakfast at the breakfast sessions for 2 attendees per day (must pre-register for the breakfasts)
  - » Morning tea for 2 attendees per day
  - » Lunch for 2 attendees per day-
  - » Afternoon tea for 2 attendees per day
  - » Opening cocktail Reception for 2 attendees
  - » Networking night for 2 attendees
- Two registrations to the Business Essential, FCA Excellence in Franchising Awards Gala Dinner.
- Sponsor acknowledgements during the conference.
- Sponsor logo on presentation slides at the conference (where available).

## POST-CONVENTION

- Photos of the event will be displayed on the NFC24 website until the end of 2024.
- Organisation name, logo and 100-word company profile on the conference website until the end of 2024.
- Company hyperlink on the NFC24 website until the end of 2024.
- Conference delegate booklet will be available as an e-book on the NFC24 website.
- First right of refusal for the Keynote Speaker sponsorship at NFC25.



# BREAKFAST SPONSOR

**\$15,000**  
ex GST

## PRE-CONVENTION

- Acknowledgement as the Breakfast Sponsor for NFC24.
- Sponsor acknowledgement and colour logo inclusion on the NFC24 website.
- Sponsor colour logo on all pre-event marketing for the national conference.
- Organisation name, logo and a 100 word company profile with hyperlink on the NFC24 website.
- Sponsor will be provided with the Franchise Council of Australia proud sponsor of NFC24 logo which can be used for their own marketing purposes (subject to approval from the FCA).

## CONVENTION

- Sponsor acknowledgement at the Breakfast.
- Joint opportunity with FCA to place banners on the stage at the breakfast (sponsor to provide) - **Exclusive.**
- Opportunity to distribute collateral at the entrance to the Breakfast (sponsor to provide FCA to approve).
- Five minute speaking opportunity at the breakfast - **Exclusive.**
- One half page colour advertisement in conference delegate booklet.
- Organisation name, logo and 100 word company profile in the conference delegate booklet.
- Opportunity to place one A4 promotional insert in conference delegate satchels (inserts provided by sponsor).
- Complimentary premium exhibition booth including:
  - » Fascia board on each exposed aisle
  - » 2 x armlights
  - » 1 x power point
  - » Complimentary breakfast at the breakfast sessions for 6 attendees per day (must pre-register for the breakfasts)
  - » Morning tea for 2 attendees per day
  - » Lunch for 2 attendees per day
  - » Afternoon tea for 2 attendees per day
  - » Opening cocktail Reception for 2 attendees
  - » Networking night for 2 attendees
- Two registrations to the Business Essential, FCA Excellence in Franchising Awards Gala Dinner.
- Sponsor acknowledgements during the conference.
- Sponsor logo on presentation slides at the conference (where available).

## POST-CONVENTION

- Photos of the event will be displayed on the conference website until the end of 2024.
- Organisation name, logo and 100-word company profile on the NFC24 website until the end of 2024.
- Company hyperlink on the state conference website until the end of 2024.
- Conference delegate booklet will be available as an e-book on the NFC24 website.
- First right of refusal for the Breakfast sponsorship at NFC25.



# EVENT APP SPONSOR

**\$11,000**  
ex GST

## PRE-CONVENTION

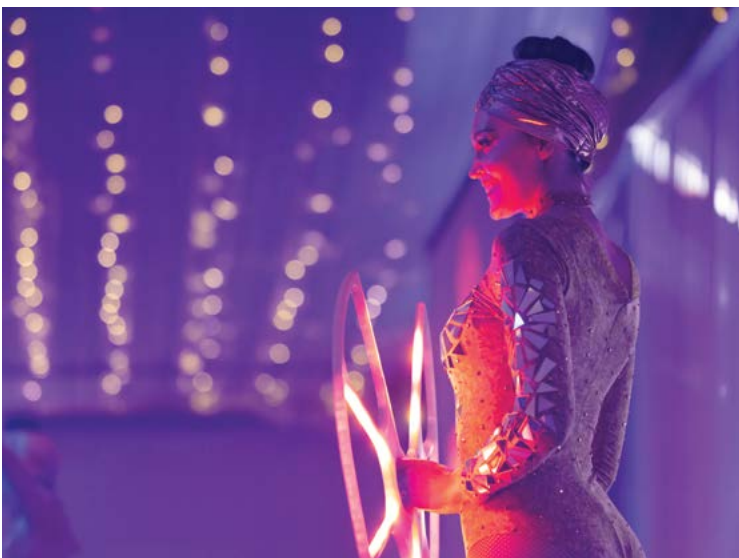
- Acknowledgement as the Event App Sponsor for NFC24 - **Exclusive.**
- Sponsor acknowledgement and colour logo inclusion on the NFC24 website.
- Sponsor colour logo on all pre-event marketing for the national conference.
- Organisation name, logo and a 100-word company profile with hyperlink on the NFC24 website.
- Sponsor will be provided with the Franchise Council of Australia proud sponsor of NFC24 logo which can be used for their own marketing purposes (subject to approval from the FCA).

## CONVENTION

- Joint naming rights with the FCA to the Event App - **Exclusive.**
- Sponsor branding on opening page of app - **Exclusive.**
- Dedicated button for the sponsor to link back to their homepage - **Exclusive.**
- One half page colour advertisement in conference delegate booklet.
- Organisation name, logo and 100-word company profile in the conference delegate booklet.
- Opportunity to place one A4 promotional insert in conference delegate satchels (inserts provided by sponsor).
- Sponsor acknowledgements during the conference.
- Sponsor logo on presentation slides at the conference (where available).

## POST-CONVENTION

- Photos of the event will be displayed on the conference website until the end of 2024.
- Organisation name, logo and 100-word company profile on the NFC24 website until the end of 2024.
- Company hyperlink on the NFC24 website until the end of 2024.
- Conference delegate booklet will be available as an e-book on the NFC24 website.
- First right of refusal for the Event App sponsorship at NFC25.



# REGISTRATION DESK SPONSOR

WITHOUT EXHIBITION BOOTH	WITH EXHIBITION BOOTH
\$9,500 ex GST	\$11,500 FCA MEMBER ex GST
	\$13,500 NON-MEMBER ex GST

## PRE-CONVENTION

- Acknowledgement as the Registration Desk Sponsor for NFC24 - **Exclusive**.
- Sponsor acknowledgement and colour logo inclusion on the NFC24 website.
- Sponsor colour logo on all pre-event marketing for the national conference.
- Organisation name, logo and a 100 word company profile with hyperlink on the NFC24 website.
- Sponsor will be provided with the Franchise Council of Australia proud sponsor of NFC24 logo which can be used for their own marketing purposes (subject to approval from the FCA).

## CONVENTION

- Opportunity to provide artwork for the registration Desk (subject to FCA approval) - **Exclusive**.
- Sponsor has the opportunity to position their logo at the 2 x front panels of the registration desk - **Exclusive**.
- Opportunity to provide a banner to sit alongside the registration desk - **Exclusive**.
- One half page colour advertisement in conference delegate booklet.
- Organisation name, logo and 100 word company profile in the conference delegate booklet.
- Opportunity to place one A4 promotional insert in conference delegate satchels (inserts provided by sponsor).
- Sponsor acknowledgements during the conference.
- Sponsor logo on presentation slides at the conference (where available).
- Complimentary premium exhibition booth including:
  - » Fascia board on each exposed aisle
  - » 2 x armlights
  - » 1 x power point
  - » Complimentary breakfast at the breakfast sessions for 2 attendees per day (must pre-register for the breakfasts)
  - » Morning tea for 2 attendees per day
  - » Lunch for 2 attendees per day
  - » Afternoon tea for 2 attendees per day
  - » Opening cocktail Reception for 2 attendees
  - » Networking night for 2 attendees
- Two registrations to the Business Essential, FCA Excellence in Franchising Awards Gala Dinner.
- Sponsor acknowledgements during the conference.

## POST-CONVENTION

- Photos of the event will be displayed on the conference website until the end of 2024.
- Organisation name, logo and 100-word company profile on the NFC24 website until the end of 2024.
- Company hyperlink on the NFC24 website until the end of 2024.
- Conference delegate booklet will be available as an e-book on the NFC24 website.
- First right of refusal for the Registration Desk sponsorship at NFC25.





# CONFERENCE NOTEBOOK SPONSOR

Let the world take note of your brand by placing it on the cover and on every page of the NFC24 conference notebook. The notebook sponsor also has the opportunity to include a full-colour, inside front-cover page ad for increased messaging and an opportunity to drive booth traffic. Every time attendees use this popular item to record or review sessions and meeting notes, they see your company logo, not just on site, but back at the office too.

**\$9,500**  
FCA MEMBER  
ex GST  
**\$11,500**  
NON-MEMBER  
ex GST

## PRE-CONVENTION

- Acknowledgement as the Conference Notebook Sponsor for NFC24.
- Sponsor to provide the notebooks and printing at their own cost.
- Sponsor acknowledgement and colour logo inclusion on the NFC24 website.
- Sponsor colour logo on all pre-event marketing for the national conference.
- Organisation name, logo and a 100 word company profile with hyperlink on the NFC24 website.
- Sponsor will be provided with the Franchise Council of Australia proud sponsor of NFC24 logo which can be used for their own marketing purposes (subject to approval from the FCA).

## CONVENTION

- One half page colour advertisement in conference delegate booklet.
- Organisation name, logo and 100-word company profile in the conference delegate booklet.
- Complimentary premium exhibition booth including:
  - » Fascia board on each exposed aisle
  - » 2 x armlights
  - » 1 x power point
  - » Complimentary breakfast at the breakfast sessions for 2 attendees per day (must pre-register for the breakfasts)
  - » Morning tea for 2 attendees per day
  - » Lunch for 2 attendees per day
  - » Afternoon tea for 2 attendees per day
  - » Opening cocktail Reception for 2 attendees
  - » Networking night for 2 attendees
- Two registrations to the Business Essential, FCA Excellence in Franchising Awards Gala Dinner.
- Sponsor acknowledgements during the conference.
- Sponsor logo on presentation slides at the conference (where available).



## POST-CONVENTION

- Photos of the event will be displayed on the conference website until the end of 2024.
- Organisation name, logo and 100-word company profile on the NFC24 website until the end of 2024.
- Company hyperlink on the state conference website until the end of 2024.
- Conference delegate booklet will be available as an e-book on the NFC24 website.
- First right of refusal for the Notebook sponsorship at NFC25.



# EXHIBITOR 3M X 2M BOOTHS

**\$6,800**  
FCA MEMBER  
**\$8,800**  
NON-FCA MEMBER  
ex GST

## PRE-CONVENTION

- Acknowledgement as an exhibitor for NFC24.
- Exhibitor colour logo inclusion on the NFC24 website.
- Organisation name, logo and a 50 word company profile with hyperlink on the NFC24 website.
- Exhibitors can attend the NFC24 Conference Gala Dinner and will receive a 10% discount off the ticket cost if they pre-register before the convention.

## CONVENTION

- Organisation name, logo and 50 word company profile in the conference delegate booklet.
- Complimentary 3 x 2m exhibition booth including:
  - » Fascia board on each exposed aisle
  - » 2 x armlights
  - » 1 x power point
  - » Morning tea for 2 attendees per day
  - » Lunch for 2 attendees per day
  - » Afternoon tea for 2 attendees per day
  - » Opening cocktail Reception for 2 attendees
  - » Networking night for 2 attendees
- Exhibitor logo on presentation slides at the conference (where available).

## POST-CONVENTION

- Photos of the event will be displayed on the NFC24 website until the end of 2024.
- Organisation name, logo and 50-word company profile on the conference website until the end of 2024.
- Company hyperlink on the NFC24 website until the end of 2024
- Conference delegate booklet will be available as an e-book on the NFC24 website.



# EXHIBITOR POD

**\$5,200**  
FCA MEMBER  
**\$7,200**  
NON-FCA MEMBER  
ex GST

## PRE-CONVENTION

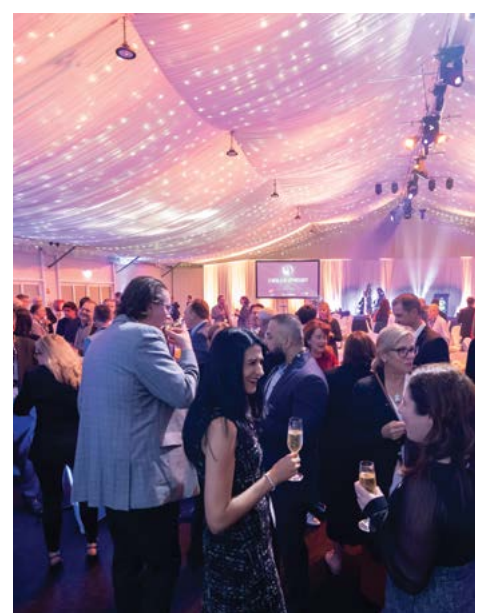
- Acknowledgement as an exhibitor for NFC24.
- Exhibitor colour logo inclusion on the NFC24 website.
- Organisation name, logo and a 50 word company profile with hyperlink on the NFC24 website.
- Exhibitors can attend the NFC24 Conference Gala Dinner and will receive a 10% discount off the ticket cost if they pre-register before the convention.

## CONVENTION

- Organisation name, logo and 50 word company profile in the conference delegate booklet.
- Complimentary exhibition Pod including:
  - » 1 x 43" 4K TV, mounted on the wall
  - » Small graphic on the wall – 1100mm x 300mm
  - » Morning tea for 2 attendees per day
  - » Lunch for 2 attendees per day
  - » Afternoon tea for 2 attendees per day
  - » Opening cocktail Reception for 2 attendees
  - » Networking night for 2 attendees

## POST-CONVENTION

- Photos of the event will be displayed on the NFC24 website until the end of 2024.
- Organisation name, logo and 50-word company profile on the conference website until the end of 2024.
- Company hyperlink on the NFC24 website until the end of 2024.
- Conference delegate booklet will be available as an e-book on the NFC24 website.





# HEALTH & WELLNESS SPONSOR

**\$11,500**  
ex GST

## PRE-CONVENTION

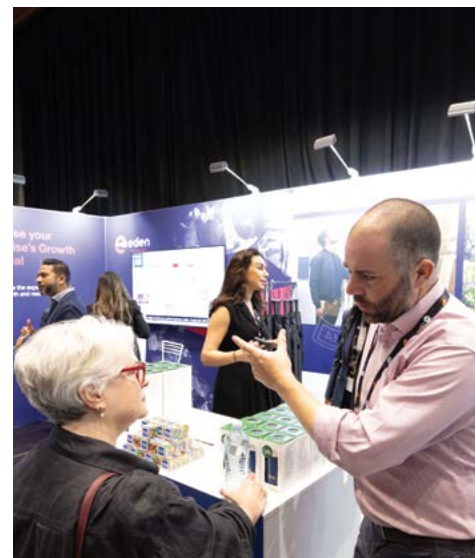
- Acknowledgement as the Health and Wellness sponsor for NFC24 - **Exclusive.**
- Sponsor acknowledgement and colour logo inclusion on the NFC24 website.
- Sponsor colour logo on all pre-event marketing for the national conference.
- Organisation name, logo and a 100-word company profile with hyperlink on the NFC24 website.
- Sponsor will be provided with the Franchise Council of Australia proud sponsor of NFC24 logo which can be used for their own marketing purposes (subject to approval from the FCA).

## CONVENTION

- Opportunity to provide complementary services and information to assist with day-to-day health and wellness in the workplace - **Exclusive.**
- One full page colour advertisement in conference delegate booklet.
- Organisation name, logo and 100-word company profile in the conference delegate booklet.
- Opportunity to place one A4 promotional insert in conference delegate satchels (inserts provided by sponsor).
- Complimentary premium exhibition booth including:
  - » Fascia board on each exposed aisle
  - » 2 x 150 watt spotlights
  - » 2 x power points
  - » Complimentary breakfast at the breakfast sessions for 2 attendees per day (must pre-register for the breakfasts)
  - » Morning tea for 2 attendees per day
  - » Lunch for 2 attendees per day
  - » Afternoon tea for 2 attendees per day
  - » Opening cocktail Reception for 2 attendees
  - » Networking night for 2 attendees
- Two registrations to FCA Excellence in Franchising Awards 2024 gala dinner.
- Sponsor acknowledgements during the conference.
- Sponsor logo on presentation slides at the conference (where available).

## POST-CONVENTION

- Photos of the event will be displayed on the conference website until the end of 2024.
- Organisation name, logo and 100-word company profile on the NFC24 website until the end of 2024.
- Company hyperlink on the NFC24 website until the end of 2024.
- Conference delegate booklet will be available as an e-book on the NFC24 website.
- First right of refusal for the Health and Wellness sponsorship at NFC25.





# BUSINESS ESSENTIAL FCA EXCELLENCE IN FRANCHISING AWARDS 2024

**\$3,000**  
ex GST

## PRE-CONVENTION

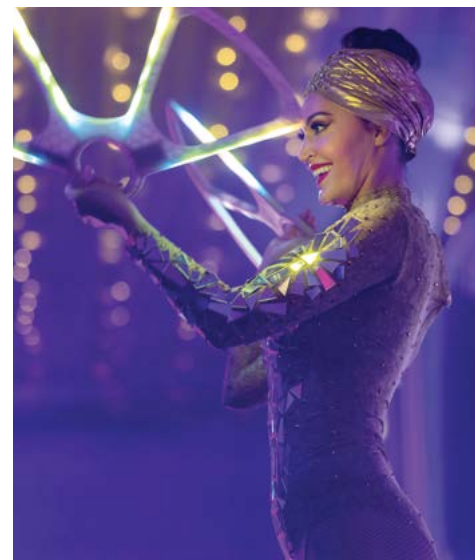
- Acknowledgement as the Business Essential FCA Excellence in Franchising Awards 2024 - **Exclusive**.
- Individual Award category sponsored.
- Sponsor acknowledgement and colour logo inclusion on the NFC24 website.
- Sponsor colour logo on all pre-event marketing for the national conference.
- Organisation name, logo and a 50-word company profile with hyperlink on the NFC24 website.
- Sponsor will be provided with the Franchise Council of Australia proud sponsor of NFC24 logo which can be used for their own marketing purposes (subject to approval from the FCA).

## CONVENTION

- Photo opportunity with the winner post the award.
- Opportunity to present the award to the winner onstage.
- Sponsor acknowledgement during the presentation of the award.
- Individual award category sponsorat Franchising Awards 2024.
- Organisation name, logo and 50 word company profile in the conference delegate booklet.
- Two registrations to Business Essential FCA Excellence in Franchising Awards 2024 gala dinner.
- Sponsor logo on presentation slides at the conference (where available).
- Organisation name, logo and 100 word company profile in the conference delegate booklet.
- Exhibitor booths.
- Exhibitors can work directly with the exhibition company to tailor their own furniture/upgrade package.
- Sponsor acknowledgements during the conference.

## POST-CONVENTION

- Photos of the event will be displayed on the conference website until the end of 2024.
- Organisation name, logo and 50-word company profile on the NFC24 website until the end of 2024.
- Company hyperlink on the state conference website until the end of 2024.
- Conference delegate booklet will be available as an e-book on the NFC24 website.
- First right of refusal for the 2025 Individual Award category sponsored at NFC25.





FCA NATIONAL CONVENTION

# Franchise

CAIRNS 2024

19<sup>th</sup> - 21<sup>st</sup> MAY

EXPLORE. EXPERIENCE. EXCEED.

## CONTACT US TODAY

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