franchising expo & business opportunities

the 'be your own boss' show

Melbourne
Sydney
Brisbane
Perth

2022 New World New Opportunities

Connecting people again

After so long with no live events we are excited to announce the return of the Franchising & Business Opportunities Expo in 2022. Now is the time to get back to business and reconnect.

2022 will see a transformation in the way people work and the desire to 'be your own boss' will be stronger than ever. There is no better place to meet these people at the start of their journey than the Franchising & Business Opportunities Expo.

This is the o cial industry event that provides franchising brands with the opportunity to promote their business to potential franchisees.

Make the Franchising & Business Opportunities Expo an integral part of your recruitment process. Stand bookings are now open. Contact us today and start planning for success.

Fiona Stacey
Exhibition Manager

The Franchising and Business Opportunities Expo is the largest industry event in Australia. Exclusively endorsed by the FCA (Franchising Council of Australia) the expo is staged annually in Sydney, Brisbane, Melbourne and Perth.

Running for over thirty years these live events have helped thousands of everyday Australians achieve their dream. It is the place where people start their journey and discover how easy it is to work for themselves. There is no better way to connect face to face.

RECONNECT
with the industry

- Meet thousands of prospects
- Increase company awareness
- Network with industry leaders
- Grow credibility
- Launch new business opportunities
- Year round online promotion

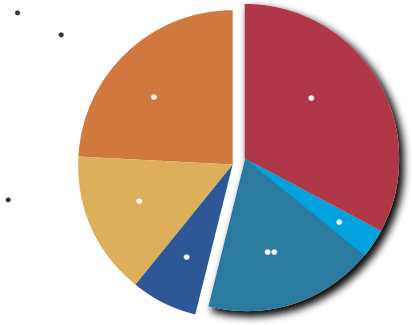
RECRUIT
in a new world

"Fantastic show, best quality leads of any show I have participated in."
Doug Downer, Franchise Ready

"Great event, a must if you are serious about franchising. We've already taken 35 registrations to our follow up event on Tuesday."
Venice Phan, Roll'd

"Getting into your own business is a big decision. These events give everyday Australians a chance to take those rst steps. Franchising can be a very e ective way to make this happen with a support structure around you."
Mary Aldred, Franchise Council of Australia

9000
motivated prospects



Why they are coming

What they can spend

Running inside the show is an action packed program of seminars and workshops to educate and inform visitors. Wherever they are on their journey helpful tips are available to them. You can talk to our visitors knowing they have access to information and advice from industry experts.

- Franchisee success panels
- Keynote speakers
- Business advice
- Start Your Own Business workshop
- Franchisee Success Summit

Inspire, educate and GROW

"This Expo is a big part of our marketing plan, it is good for our brand and the most e cient way to capture leads."
Dirk Heinert, Aramex

Comprehensive Marketing Campaign

Our visitor campaign in 2022 will be larger than ever to attract thousands of genuine prospects who want to talk to you. The show now has an expanded online platform giving you year round promotion and exposure.

Direct Mail
Social Media
Digital Marketing
Direct Emails
Search Engines
Radio Advertising
Industry Magazines
Industry Associations