FRANCHISE SHOW

EMEA
THE EUROPE, MIDDLE EAST AND AFRICA FRANCHISE EXHIBITION ONLINE 2011

18 FEBRUARY - 31 MARCH 2011

A powerful, interactive online event.

ORGANIZED BY:
IMC Expo Online

POWERED BY:
BusinessGlobal.com
Are you ready to expand your franchise in Europe, the Middle East and Africa?

THE INTERNATIONAL ONLINE FRANCHISE SHOW  18 FEBRUARY - 31 MARCH, 2011

Expand your franchise

Explore possibilities and make connections with potential partners throughout Europe, the Middle East and Africa (EMEA) with an emphasis on the important markets of central Europe, the Balkans, the Middle East and Mediterranean.

The EMEA Franchise Show offers a viable method to reach a vast international business audience with your franchise plan. Franchises are under-represented in these regions, despite many franchises reporting extraordinary per-capita sales. This unique online event is designed to connect entrepreneurs to exploit this opportunity for growth.

Major opportunities

There are major opportunities available in many sectors of the economy including food and beverage, building and construction, financial services, education, advertising, automotive, cleaning and maintenance, consumer electronics, fitness, health and beauty, home improvement, lodging and tourism and retail services, etc.

Powerful Advantages for Exhibitors

Interactive online company booths utilizing an advanced platform.

The EMEA Franchise Show will be hosted on ExpoPark™ a powerful virtual event platform designed and run by BusinessGlobal.com to offer interactive features to a vast global audience. Attractive company booths display products and services and show promotional videos to visitors; but more than this, all information is downloadable to a visitor’s virtual briefcase.

Exhibitors can interact real time with visitors, exchange business cards, live chat and send instant messages. Visitors can email directly, visit your web site without leaving the pavilion and call you directly. We recreate the trade show experience online to encourage real interaction with visitors.

The basic Pavilion package includes all these exciting features:

• Company Profile
• Link to Exhibitor’s Website
• 4 Banners placements
• Company Logo placement
• 10 Brochures (.pdf)
• 30 Product Descriptions
• In-platform Email messaging
• Notice Board for Exhibitors
• Briefcase for Visitors
• Business Cards
• Business Card Exchange
• Instant text messaging (chat)
Interactive Exhibition Hall

The EMEA Franchise Show is housed in a unique exhibition hall, with a theatre showing informative videos, such as infomercials, pre-recorded webinars, sponsor’s promotional material and keynote speeches. The visitor lounge allows visitors to exchange business cards and live chat with each other. Information is available about our partners and sponsors.

Convenient and cost-Effective

The EMEA Franchise Show is affordable even to firms just beginning to expand. The beautiful booths are easily set up in minimal time and it is possible to interact with visitors from the comfort of your desk. There are no additional costs associated with setting up a booth, travel expenses or lost office time.

VISITOR FOCUS

Impressively High Internet Visibility
The provider of the platform is BusinessGlobal.com, a pioneer online exhibition centre, highly ranked in search engines in all key markets. The EMEA Franchise Show is focused on attracting visitors from Europe, The Middle East and Africa, but will be highly visible worldwide.

24/7 for 6 weeks
Your booth will be available to visitors 24 hours a day, seven days a week, for a full six weeks. And everything is free to visitors.

In co-operation with BusinessGlobal’s Internet marketing team, our visitor attraction campaign will be targeted to attract entrepreneurs interested in franchises with a comprehensive campaign including a wide range of internet and traditional marketing techniques that includes the use of search engine optimization, social media and press events as well as direct invitations to regional business associations and chambers of commerce.

Designing your booth

Basic interactive company booths offer all the features listed on the previous page. In addition powerful add-ons can make your booth even more impressive and effective. The registration process can be accomplished online, beginning 15 October 2010. Booths can also be reserved by contacting us at info@IMCExpoOnline.com. We will be pleased to discuss details with you.

<table>
<thead>
<tr>
<th>Powerful Add-Ons</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Video &amp; Audio</strong></td>
</tr>
<tr>
<td>Pavilion Video Display with a play-list of up to three different videos.</td>
</tr>
<tr>
<td>Real Voice Company Profile. In the Basic Pavilion package, the Company Profile of the Exhibitor is presented in text format. This add-on includes the narration in English of the Company Profile by a real voice actor.</td>
</tr>
<tr>
<td>Real Actor. Video of a Real Actor can be played within the Pavilion. The Exhibitor can supply English-language scripts for the actor’s storyline.</td>
</tr>
<tr>
<td><strong>Communication &amp; Interaction</strong></td>
</tr>
<tr>
<td>Voice chat and Video conferencing chat. The Basic Pavilion package includes only text chat. This add-on enables the VoIP module, which lets visitors and exhibitors use voice and video to communicate with each other.</td>
</tr>
<tr>
<td><strong>Pavilion Presentation &amp; Promotion</strong></td>
</tr>
<tr>
<td>Background Music. Exhibitor-supplied music plays during the visit.</td>
</tr>
<tr>
<td>Exhibition Hall Banner. Exhibitors have the option to include their logo banner in one of the Show’s Hall’s with a link to their Pavilion.</td>
</tr>
</tbody>
</table>

Request More Information

To reserve a booth in the EMEA Franchise Show, or to receive further information, please contact us. Our regional representatives will be happy to discuss details with you and answer any of your questions. Simply send us an expression of interest to info@IMCExpoOnline.com.

The Exhibition goes live and interactive 18 February, 2011. Be sure to have your company there! Reserve today and begin customizing your booth.

info@IMCExpoOnline.com
The EMEA Franchise Show enjoys the strong support of government and business organizations.

www.IMCExpoOnline.com

Organizers

IMC ExpoGlobal.com
A: 16 Griva Digheni Avenue P.O.Box 24512, 1300 Nicosia, Cyprus
T: +357 22581444
W: www.IMCExpoOnline.com
F: +357 22581464
E: info@ExpoGlobalOnline.com