

Ulster Bank Irish Franchise Association **EXPO & Awards 2010**

February 19th and 20th 2010
Croke Park, Dublin



Ulster Bank Irish Franchise Association EXPO & Awards 2010



It's certainly exciting times for the franchise sector in Ireland as we proudly present the Ulster Bank Irish Franchise Association EXPO & Awards 2010 event.

The board of the Irish Franchise Association is delighted to be spearheading 2010's main franchising event in Ireland, as it confirms the franchise sector as a real and vibrant player in the small business arena. Most importantly, it provides franchisors with the perfect platform from which to promote their franchise and also gives prospective franchisees the chance to see what exciting business opportunities franchising can provide.

We are really looking forward to an exciting Franchise Awards Gala Evening on Friday, February 19th which acknowledges and celebrates the various franchise industry successes. After the great success of last year's awards ceremony, we are expecting an early sell out, so get your tickets booked soon! We have a perfect venue at Croke Park for both the EXPO and the Awards, and are looking forward to a successful and enjoyable two days on February 19th and 20th. Of course, none of it would be possible without the very valuable support from our

sponsors and we would like to especially thank Ulster Bank for their title sponsorship again this year. We would also like to thank our media partners, The Sunday Business Post and Newstalk and all of our awards sponsors and supporters.

This has been a brave decision by our board to take on the organisation and the management of such an event. We firmly believe that by doing so we can add significant value to your sector, the franchise sector. None of this could come about without the support and dedication of our hardworking EXPO Committee, established by the board to oversee the success of the event.

The members of this committee have been working tirelessly to create an event which I am confident will be phenomenal success. So thank you, all committee members for your continued help and support.

This initiative has been undertaken to highlight and promote your sector so please give it your full support.

*Colette Pennick
Chairperson, EXPO Committee,
Irish Franchise Association*



Ulster Bank Irish Franchise Association
EXPO & Awards 2010

Venue: Croke Park, Dublin

Date: Friday and Saturday February 19th and 20th 2010

EXPO 2010: 10am to 6pm each day

Awards 2010: February 19th 2010 at 7.30pm

ABOUT THE SHOW

The purpose of EXPO 2010 is to act as a showcase for Irish franchisors and the franchising sector. The Irish Franchise Association will manage both the EXPO and the Irish Franchise Awards 2009/2010 exclusively through the EXPO committee which was put together for this purpose and is chaired by Collette Pennick, director of The STREAT Franchise and a Board Member of the Irish Franchise Association.

KEY SHOW FEATURES

- Franchise Seminars with Industry Experts Business Q&As
- Franchise your business Master Classes
- Business Start-Up Clinic
- One2One Franchise Advice Clinic
- Business Lounge

ABOUT THE AWARDS

The Irish Franchise Awards, which will be run in conjunction with EXPO 2010, recognise excellence in franchising. These prestigious awards identify and reward the outstanding achievements of businesses and individuals in the franchise industry.

AWARD CATEGORIES:

| | |
|---------------------------------|----------------------------------|
| Franchise of the Year – Retail | Franchise of the Year – Service |
| Franchisee of the Year – Retail | Franchisee of the Year - Service |
| Best Emerging Franchise | Franchise Person of the Year |

MARKETING & PROMOTION

A high profile visitor promotion campaign will be undertaken 4 weeks prior to the exhibition through media partners Newstalk and the Sunday Business Post, direct mail, advertising, public relations, and high impact promotional materials such as the exhibition catalogue/showguide and informative media packs

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STAND SIZE AND PRICE:

3m x 2m (6sqm)

Stand includes: Shell Scheme including divider walls (Optional), Carpet, Lighting, Electricity, Broadband (if required), Name Panel, Show Guide Entry, Online Exhibitor Listing

Price for Members: €1,750

Price for Non-members: €2,500

Larger stands or double space can be arranged if required

DELEGATE BAG INSERTS

Delegate Bags are distributed to all visitors of the show upon entry. Have your marketing material inserted into each delegate bag: supply a minimum of 5,000 product samples, flyers or promotional items in our delegate bags: €250.

SHOW GUIDE / EXHIBITION CATALOGUE

Ulster Bank Irish Franchise Association EXPO and Awards 2010 Magazine is produced as an (A4 Size) Show Guide and is exclusively distributed to all visitors attending the show over the two days. Our full colour magazine is packed with editorial featuring articles on running your business, franchising and business technology. In addition, all exhibitors are profiled in the magazine acting as a guide for visitors as well as a reference point for information long after the show is finished. The excellent quality and finish of the publication will ensure its shelf-life and should prove a useful business tool for those seeking key contacts after the show finishes.

ADVERTISING & EDITORIAL OPPORTUNITIES

Advertisers in the Show Guide will receive supporting editorial equivalent to the size of their advertisement. This is an excellent opportunity to advertise your products/services supported by editorial, photos or case studies explaining a little more about your business.

Exhibition Booking Form

Company name: _____

 Invoicing Address: _____

 Name of Stand: _____
 (For Fascia and Catalogue)

Telephone: _____ Fax: _____

Contact Name: _____ Direct Tel: _____

Job Title: _____ Web Address: _____

Email: _____

 Member: Non-Member:

Total amount payable: _____

Deposit (50% payable upon booking) _____

Purchase Order Number _____

We have read, understood and agree to abide by all the terms and conditions governing this exhibition. Acceptance of this application by the Irish Franchise Association constitutes a contract.

Authorised by _____

Date: _____ Name (please print): _____

Stand Booking Procedure

Stand Number you wish to book: _____

Please complete this booking form and fax to + 353 1 8134575 or scan the booking form and email it to: expo@irishfranchiseassociation.com or or post to:

Tom Shanahan, Irish Franchise Association, Kandoy House, 2 Fairview Strand, Dublin 3.

A full invoice will be issued upon receipt of completed booking form and a deposit of €500 per stand.

The remainder will be required 30 days before the commencement of the show.

Payment can be made by cheque, Credit Card, or Bank transfer

Cheque Please make cheque payable to: Irish Franchise Exhibition Services Ltd

Credit Card Credit card Type (Visa / Mastercard)

Name on credit card

Credit card number

Expiry Date / CV (security code)

Bank Transfer

Please transfer funds to: Irish Franchise Exhibition Services Ltd

Ulster Bank, Dorset St, Dublin 1 • Sort Code: 98 50 90 Account Number: 10471087

• IBAN: IE07ULSB98509010471087 • Swift Code: ULSBIE2D

EXHIBITION REGULATIONS AND CONDITIONS

SPACE BOOKING

Completing this booking form is a firm commitment on the part of the Exhibitor to take part in the Exhibition. However, in exceptional circumstances the organisers will be prepared to consider cancellation of their contract with any exhibitor, but only if the following conditions are complied with:

- a. That the request for cancellation is submitted by registered post
- b. That the request is received at least six weeks prior to the opening of the Exhibition.
- c. That the Organisers are able to re-let the cancelled space in its entirety.
- d. That the reason given for the request for cancellation is, in the opinion of the Organisers, well founded.

SUB-LETTING

No Exhibitor will be allowed to sub-let any space allotted to them unless consent in writing from the Organisers has been previously obtained.

SELLING AND ADVERTISING

Giving away goods, samples, advertising material or selling, except on Exhibitor's own stands, is prohibited.

ERECTION OF STANDS & DISPLAY

No Exhibitor will be permitted to erect their display goods in such a manner as, in the opinion of the Organisers, obstructs the light or impedes the view along the open spaces or gangways, or to occasion inconvenience or otherwise affect the display of other Exhibitors. No Exhibitor shall display their exhibits in such a manner as to endanger visitors or other exhibitors passing near to or entering on to their stand.

DANGEROUS MATERIAL

The following are excluded from the Exhibition: explosives, detonating or fulminating compounds, and all dangerous or harmful substances including primings, fireworks, matches, etc., Primings, fireworks, matches and similar objects can only be exhibited in the form of limitations and on condition that they contain no inflammable matter. Only goods described at the time of application may be displayed on stands, and any goods not approved by the Organisers must be removed from the building.

LIMITATION OF LIABILITY

The Organisers will not be responsible for the safety of any exhibit or property of any Exhibitor, its staff, contractors or agents or any other persons, or for the loss or damage or destruction to the same, by theft, fire or other cause whatsoever, or for any loss or damage whatsoever sustained by and Exhibitor by reason of any defect in the building, fire, storm, tempest, lightning, national emergency, labour disputes, strikes, lockout, civil disturbances, explosion, inevitable accident, force majeure or any other cause not within the control of the Organisers, or for any other loss or damage whatsoever, or if by reason of the happenings of any such events the opening of the Exhibition is prevented, postponed or abandoned or the building becomes wholly or partially unavailable for the holding of the Exhibition or if the Exhibitor suffers any other damage whatsoever. As the Organisers will accept no responsibility for any loss or damage suffered by the Exhibitor, Exhibitors should cover themselves by insurance in respect thereof. The Exhibitor shall be responsible for any loss, damage or other liability caused by themselves, their employees, sub-contractors, agents or the equipment, samples or display equipment on their stand, to third parties, and must arrange public liability insurance to cover their participation in the exhibition in this regard with an indemnity of €2,000,000. Furthermore Exhibitors must provide the Organisers with sight of said Insurance Certificate on request.

FIRE PRECAUTIONS AND SAFETY REGULATIONS

All materials used for building, decorating or covering stands must be of non-flammable materials. Exhibitors must comply with any reasonable instructions given by the Organisers, or the owners of the Exhibition Halls, or any Local or other Authority. Notwithstanding anything in these Regulations the Exhibitor shall in all respects comply with the Local Authority, Fire and Police, and Landlord regulations relating to Exhibitions and the Exhibition premises.

STAND FITTING

Exhibitors may not fix any exhibits, literature of products to the stand-fitting provided, except through the use of the approved fixing equipment provided. Any damage caused by exhibitors to stand-fitting, furniture, carpet or other hired items will be the responsibility of the exhibitor. Exhibitors are particularly reminded not to fix literature to the stand-fitting by means of double sided tape or double sided adhesive pads. Blue tac is acceptable.

OPENING, CLOSING AND STAFFING OF STANDS

Exhibitors must take occupation of their respective spaces not later than twenty-four hours before the opening day of the Exhibition as stated in the official brochures for the Exhibition. The Exhibitor shall, during the continuance of the Exhibition, keep their stand and exhibits attended by a competent and adequate staff, and shall keep their stand adequately stocked with their exhibits and display material properly arranged and on view during the opening hours of the Exhibition. In the event of any Exhibitor or their representative or employee conducting or having conducted themselves upon the Exhibition premises in such a manner as may be considered by the Organisers or any of their duly authorised officers to be objectionable or likely to cause obstruction they shall be liable, at the discretion of such officers, to be expelled forthwith from the Exhibition and shall not be permitted to return during the remainder of the Exhibition. The Organisers reserve the right to stop the demonstration, display or the running of machine or engine which by causing noise, vibration, smell, smoke or any of them may be considered a nuisance. At the request of the Organisers the Exhibitors shall stop the use of microphones, amplifiers, musical instruments, tape players, radios, loud-speakers, film equipment or any of them. The Exhibitor shall, at their own expense, keep and maintain their stand in a good and clean condition to the satisfaction of the Organisers. No cartons or rubbish may be deposited in the gangways later than one hour before the official opening of the Exhibition. Exhibitors must deposit all rubbish (in cartons or containers whenever possible) in the gangways at the closure of the Exhibition for the day, after visitors have left the Exhibition Hall.

GENERAL

Should unforeseen circumstances arise the Organisers reserve the right to postpone the Exhibition to another date or transfer it to another site/venue without affecting the Exhibitor's liability under the contract. The Organisers reserve the right to alter the Exhibition plan and the Exhibitor's site without incurring any liability to the Exhibitor thereby. Nothing in the Exhibition may be photographed, drawn, written or copied without written permission from the Organisers. Exhibitors shall be responsible for the removal and storage of their own packing case and packing material. Where storage facilities are provided, neither the organisers, stand-fitting contractors nor venue take any responsibility with regard to these items or for any consequential loss which might occur. Where payment for stand space rental, stand-fitting or other services is not received by the agreed date, interest on overdue accounts shall be charged at 1.5% per month or part thereof from the date of the exhibition until payment is received. Any payment made less than one week before an exhibition opens must be by way of bank draft.

JURISDICTION

This agreement shall be deemed to have been made in the Republic of Ireland and shall be construed with the laws of Ireland