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THE UK'S LEADING

# FRANCHISE & BUSINESS OPPORTUNITY EXHIBITION

THAT'S COMPLETELY ONLINE!

**4<sup>TH</sup> - 6<sup>TH</sup> MAY 2021**

[www.virtualfranchiseshow.co.uk](http://www.virtualfranchiseshow.co.uk)



# After a successful first year of events, the Virtual Franchise & Business Opportunity Show returns once again for 2021.

Whilst all 'live' franchise events remain cancelled for the foreseeable future, the Virtual Franchise Show continues to provide franchisors with a unique exhibition experience, that's completely online.

An opportunity to exhibit your franchise in-front of a large audience of genuine business seekers and still be able to connect & engage with visitors..... all from the comfort of your home or office!

Combining the most effective features that digital marketing has to offer, together with the real-time, human interaction of a physical show, this truly is a unique event unlike any other found in the franchise market.



## We're offline

Click here to contact us



Video



Information



Contact



Website



Documents



Wall



Twitter



Facebook



LinkedIn



Who's Here

## How Does It Work?



### Exhibiting

As an exhibitor, you will showcase your opportunity through your customised branded stand (which our design team will create for you).

Your stand will display the best of your franchise marketing materials that visitors can view, link to or download. This includes your Website, Social Media Channels, News Articles, Case Studies, Videos, Brochures/ Prospectus' and anything else that you think might help attract new prospects.

Browsers of your stand will have unlimited access to this content which will allow them to quickly and easily establish whether your opportunity might be suitable and of real interest to them.



### Engaging

Like any physical show, our visitors are free to connect and engage with any of our exhibitors where they might want to ask questions or explore the opportunity further.

Your stand will include a variety of contact methods for visitors to be able to get in touch with you in a way that feels most comfortable to them.

As well as telephone and email contact, your stand will also include a flexible 'live-chat' feature and video call option, should someone wish to engage with you there and then with any further questions.

A 'Who's Here' feature will tell you who is on your stand at any one time. Feel free to connect with these visitors to make sure they have found the information they need or to see if they have any queries.



### Reporting

Here's the best bit! As your stand can present a lot of information to visitors, naturally some may just want to take this away with them to digest further, without engaging in conversation. And these are the prospects that you want to be following up on.

However, unlike a physical exhibition where you are desperately trying to obtain contact details off each visitor passing through, your virtual stand will do this for you.

You will have access to your own reporting system that will tell you exactly who has visited your stand, how many times and for how long. It will also show you who has interacted with your content, (i.e. viewed a video or downloaded your brochure) to give you a quick and simple overview on which visitors were more seriously interested in your opportunity. An easy way to identify your more 'hot' leads' over general browsers.

This also means that managing your stand is completely flexible as all visitor details are recorded for you automatically. You choose if, when and for how long you 'man your stand'.

# Exhibiting Options

## Silver Package

- Welcome Pack (including Branded Promotional Images)
- Custom Design Branded Stand
- Listing on the Show Website with Link
- Social Media Introduction Post
- Complete Admin Panel and Reporting System

Total cost  
**£450**

## Gold Package

- Welcome Pack (including Branded Promotional Images)
- Custom Design Branded Stand
- Listing on the Show Website with Link
- Social Media Introduction Post
- Complete Admin Panel and Reporting System
- On-going Social Media Promotion
- Email Newsletter Inclusions to Pre-Registered Visitors
- Dedicated Announcements in the Visitor Chat
- Article Feature with Link in the 'Resource Centre'
- Brand Placement on the Visitor Registration Page



Total cost

~~£750~~

**£599**

(\* we can create your stand and add all of your content for you at NO ADDITIONAL COST!)

**Safe, Secure &  
Convenient for  
Exhibitors &  
Visitors**

**A Fraction of  
the Cost of a  
Physical Show**

**All Lead Data  
Captured  
for you**

## FAQ's

### How do you attract visitors to the show?

The show organisers have many years' experience in franchise recruitment marketing. Operating the UK's leading low-cost franchise/ business opportunity directory, we already have a large and continually growing following of active business seekers.

We also have a number of recognised media partners sponsoring the show, including our headline sponsors the Quality Franchise Association who all help to support the event to help maximise visitor numbers.

Added to a number of marketing campaigns leading up to and during the event, including Directory Listings, Social Media, PPC Advertising and much more, we have a great mix of activity to encourage visitors to attend.

### Should we expect the same from this event as a live show?

Not completely. Whilst the Virtual Franchise Show offers you the opportunity to exhibit and connect with visitors, being online means that we can be a bit more targeted in our approach of who we get through the door and onto your stand.

So, whilst volume is of course important, our focus is also very much on quality enquiries and attracting serious business seekers - not the numerous speculative browsers that you often find at a live show.

Therefore, lead numbers may be less than a large-scale physical exhibition but quality of enquiry (with all details recorded for you) will be much better.

### Do I have to 'man the stand'?

One of the great benefits of our platform is the flexibility it offers exhibitors. You can of course be 'active' on your stand for the whole event, which essentially means logged-in whilst the event runs and are available to respond to real time enquiries such as your live-chat.

You can carry on about your usual business and will receive an audio or email notification (depending on the contact method) when someone contacts you.

You can however choose to be completely 'hands-off' in the running of your stand. You can set your interactive features to on or off depending on your availability and if you aren't there, visitors will be promoted to leave you a message with any queries.

Remember, all visitor data is recorded for you anyway so you may not log in for the whole event.

Visitors still have complete access to your stand and content and you still have all of their details at the end of the show to follow up on.





**02380 970 683**

[info@virtualfranchiseshow.co.uk](mailto:info@virtualfranchiseshow.co.uk)

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This year, we know there will be a large number of people across the UK who will have sadly fallen victim to redundancy and who are now out of work.

With increased competition in the employment markets, this will naturally lead to many having to assess new career options, with franchising being a perfect alternative.

So, don't miss out on this fantastic opportunity to showcase your business at the newest and most innovative Franchise Exhibition on the market.

Discover a much more cost-effective way to start attracting the types of franchisees you are really looking for.... at a fraction of the cost of a physical show!

**Contact us today to book your virtual stand or if you have any questions.**



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