

**AS A FRANCHISOR,  
YOU HAVE A CHOICE:**

Take advantage of years of experience, training, networking and advice from hundreds of the most well respected franchise companies in the world...

**OR**

Go it alone.

To introduce you to the value of membership in the International Franchise Association, we invite you to take advantage of IFA's Two-Year Introductory Membership Offer.

This one-time special offer is available to you for only \$3,150 for your two-year membership. That's just \$1,575 a year! (This offer is available to franchisors with less than 200 franchised units.)

Take a look at the enclosed benefits inside to see how plugging into the resources of IFA will help you achieve your system goals into the future...



**FRANCHISING®**  
Building local businesses,  
one opportunity at a time.

TWO-YEAR INTRODUCTORY

**IFA**



**\$10,000 +**

# VALUE BENEFITS PACKAGE

Take advantage of these benefits when your company accepts IFA's Two-Year Introductory Membership offer....all for \$3,150! (Only \$1,575 per year!)

## DIRECT BENEFITS

### Franchise Development

2 Listings* in IFA's semi-annual <i>Franchise Opportunities Guide</i> (2 years of exposure) .....	\$2,600
Standard online company profile highlighting your opportunity (2 years of exposure) .....	\$2,600
IFA Member Discount on Exhibits–International Franchise Expo (single booth, 2 expos over 2 years).....	\$880
IFA Member Discounts on Exhibits–Franchise Expo West (single booth, 2 expos over 2 years) .....	\$635
IFA Member Discounts on Exhibits–Franchise Expo South (single booth, 2 expos over 2 years).....	\$635

### Education and Publications

IFA International Franchise Annual Convention Registration (2 total–1 each year).....	\$1,980
IFA Franchise Development Seminar .....	\$325
Subscriptions to <i>Franchising World</i> for you and your corporate staff (12 @ \$50 each).....	\$600
Subscription to <i>IFA Insider</i> .....	\$120
Subscription to <i>IFA SmartBrief E-Newsletter</i> .....	\$120

\*Up to 6 Listings if purchasing Advertising Package

**SUB TOTAL: \$10,495**

## IN-DIRECT BENEFITS

### Research/Education

Unlimited research available through IFA's Research Department and the *Franchising World* Digital Archive ..... (You estimate the value) \$ \_\_\_\_\_

### Government Relations and Public Policy

Government relations professionals devoted to protecting your business interests making sure you can continue to utilize franchising to expand your business..... (You estimate the value) \$ \_\_\_\_\_

### Media Relations

Public relations professionals devoted to building your brand - promoting franchising as a way for thousands of people to be in business for themselves, but not by themselves. Educating the legislators, media and general public on your method of expanding your business..... (You estimate the value) \$ \_\_\_\_\_

**(You estimate the total value): \$ \_\_\_\_\_**

You'll receive more than \$10,000 in direct benefits PLUS all the indirect benefit from IFA's government relations and public policy, media relations and research/education functions. So take the next step and join together with your peers to build the largest trade association in the world representing franchising. Complete the application enclosed and return it today. We'll get your new member kit to you immediately!



This IFA offer will help you market your franchise system more effectively with:



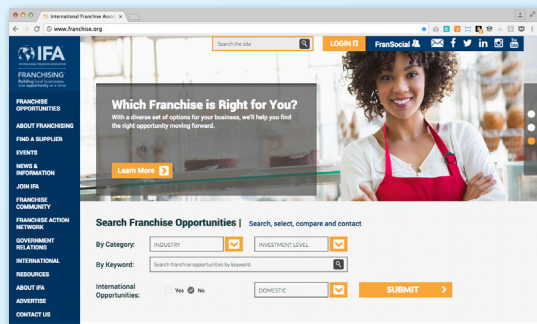
### FREE Listings in IFA's Franchise Opportunities Guide

Readership of more than 30,000 - reaches more qualified buyers for your franchise. Distributed through 2,000 newsstands/bookstores

in the US, Canada, & select international markets. Distributed at many franchise shows a year including MFV Franchise Shows—the International Franchise Expo (IFE), Franchise Expo West (FEW), and Franchise Expo South (FES).

### FREE Listings from IFA's Franchise Opportunities Online

150,000 unique visitors a month delivering you qualified domestic and international prospects!



This IFA offer will help educate you and your staff on operating your franchise system more effectively by:

### Networking with other franchisors at IFA's local, regional and national meetings such as:

- Franchise Business Network Meetings
- Regional Educational Seminars
- IFA's Annual Convention
- Annual Legal Symposium



### Reading and learning from IFA's informative publications which are included in your membership. Your key management staff will receive FREE subscriptions to:

- Monthly *Franchising World*, IFA's news magazine
- *IFA Insider*, IFA's weekly e-newsletter
- *Franchise Opportunities Guide*, IFA's semi-annual franchise directory
- *SmartBrief*, IFA's three times a week e-newsletter



### Building professionalism within your organization through the Institute of Certified Franchise Executives Program, sponsored by the Franchise Education and Research Foundation



INSTITUTE OF CERTIFIED FRANCHISE EXECUTIVES

**This is a very unusual offer made to gain your participation in IFA!**

We know the benefits you receive during your introductory membership will prove that the value of membership in IFA is a must for your company just as it is for our more than 1,300 franchisor members.

# FRANCHISOR MEMBERSHIP

## ORGANIZATION INFORMATION

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ Country \_\_\_\_\_ Postal/Zip Code \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_ Website \_\_\_\_\_

Trading Name(s), if different \_\_\_\_\_ Division/Subsidiary or Parent of \_\_\_\_\_

## PERSONNEL INFORMATION

Primary Contact \_\_\_\_\_ Title \_\_\_\_\_ Email \_\_\_\_\_

Contact \_\_\_\_\_ Title \_\_\_\_\_ Email \_\_\_\_\_

Contact \_\_\_\_\_ Title \_\_\_\_\_ Email \_\_\_\_\_

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## OPERATIONS INFORMATION

Type of Business \_\_\_\_\_ In Business Since \_\_\_\_\_ Franchising Since \_\_\_\_\_

Number of Units: Franchised \_\_\_\_\_ Company-Owned \_\_\_\_\_ Other \_\_\_\_\_

## MEMBERSHIP CATEGORIES (check one)

- FULL (Franchisor)  
Companies with more than 10 Franchised Units  
Net worth above U.S. \$100,000  
Franchising for at least two years

- ASSOCIATE (Franchisor)  
0-9 Franchised Units  
Net worth below U.S. \$100,000  
Franchising for less than two years

**Two-Year Introductory Membership Offer: \$3,150**

## PAYMENT OPTIONS (see reverse side for payment options):

- One payment of \$3,150
- Two annual payments of \$1,575



## FRANCHISOR MEMBERSHIP

## LITIGATION HISTORY

Has your company, or any officer, director or other company official been:

	YES	NO
1. Convicted of a felony, or been held liable in a civil action by final judgement if such felony or civil action involved fraud, embezzlement, fraudulent conversion or misappropriation of property?	<input type="checkbox"/>	<input type="checkbox"/>
2. Subject to any order of the Securities and Exchange Commission of the securities administrator of any state denying, revoking or suspending the registration or sale of any securities?	<input type="checkbox"/>	<input type="checkbox"/>
3. Subject to any order issued under any federal or state law regulating the sale of franchises or distributorships which denies, revokes or suspends the registration or sales of franchises or distributorships within any jurisdiction or requires the posting of a bond, the escrow of monies to be paid by franchisees or distributorships or any similar action as a pre-condition of the registration or sale of franchises or distributorships?	<input type="checkbox"/>	<input type="checkbox"/>
4. Subject to any order or ruling of the Federal Trade Commission?	<input type="checkbox"/>	<input type="checkbox"/>
5. Subject to an injunctive or restrictive order relating to business activity as a result of any action brought by any public agency or department?	<input type="checkbox"/>	<input type="checkbox"/>

If you answered "yes" to any of the above questions, please attach specific information as to nature and disposition. Please call IFA's Membership Department with any questions: 202-628-8000

## CERTIFICATION

In making application I hereby certify by a duly authorized signature that the information submitted is current, accurate and complete to my best knowledge and belief and that I have read and understand the IFA Code of Ethics and the business of the applicant is conducted in accordance with the Code. I understand that membership in the IFA is conditional upon adherence to the Code and membership may be either suspended or terminated by the IFA Board of Directors for failure to comply with the Code, or false statement or representation made in this application or in the attachments.

Signature \_\_\_\_\_ Printed Name \_\_\_\_\_

Title \_\_\_\_\_ Date \_\_\_\_\_

IFA's membership services include periodic email and fax communications to alert you about future events and issues of interest. If you do not wish to receive these communications, IFA's privacy policy permits you to opt out of these communications by contacting the IFA.

*Dues payments to the International Franchise Association are not deductible as charitable contributions for U.S. Federal Income Tax purposes. Dues may be deductible as an ordinary business expense, subject to restrictions pertaining to lobbying activities. IFA estimates that the non-deductible portion of your payment due to lobbying is 15%. \$50 of your dues is allocated for each subscription to Franchising World magazine you receive as part of membership and may not be used to reduce annual dues.*

## CHECKLIST OF NECESSARY DOCUMENTS FOR COMPLETED APPLICATION

- Completed Application Form Enter amount enclosed \$ \_\_\_\_\_
- Dues Payment:
- Check, in U.S dollars, made payable to: IFA (Federal Tax ID # 36-6108621)
- Credit Card:  American Express  Discover  MasterCard  Visa
- Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_
- Cardholders Name \_\_\_\_\_
- Cardholders Billing Address \_\_\_\_\_
- Signature \_\_\_\_\_
- For wire transfer information, please contact IFA.

- Financial Statement
- Franchise Disclosure Document

## International Franchise Association

1900 K Street, NW, Suite 700  
 Washington, DC 20006  
 Phone: (202) 628-8000 Fax: (202) 628-0812  
[www.franchise.org](http://www.franchise.org)  
[membership@franchise.org](mailto:membership@franchise.org)



Membership in the IFA is one of the best investments that you can make in the future of your company and franchising. Complete the attached application and return it today!

**This IFA offer will provide you with an unlimited source of studies, statistics, articles and custom research on hundreds of topics within franchising.**

**This IFA offer gives you credibility on an international level.**

All members of IFA must abide by a stringent Code of Ethics assuring a commitment to integrity and fair business practices.

**Your membership in IFA helps support legislative & public relations initiatives to grow the business of franchising.**

**Plus, you'll receive:**

- 30% discounts on advertising in IFA's *Franchise Opportunities Guide* and *Franchising World* magazine.
- 7% discount on exhibit fees at the International Franchise Expo, Franchise Expo West and Franchise Expo South.



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