



# 7<sup>th</sup> ENTREPRENEUR & FRANCHISE EXPO

## JULY 3-5, 2020

MEGATRADE HALL 2, SM MEGAMALL,  
MANDALUYONG CITY, METRO MANILA

ORGANIZED BY  
**MediaCom**  
SOLUTIONS INC.

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### EVENT INFORMATION SHEET

The **Entrepreneur and Franchise Expo (EFE)** is known as the Philippines' No. 1 Trade & Consumer Exhibition and Networking Event happening on July 3-5, 2020 at the Megatrade Hall 2, SM Megamall, Mandaluyong City.

EFE is dedicated to empower Franchise Businesses, Small and Medium Enterprises (SMEs), and promote Entrepreneurship in the center of Metro Manila. It has been the preferred marketing platform to over 500 businesses and has attracted more than 60,000 visitors in the last 7 years.

Its goal is to give aspiring entrepreneurs an overview of the franchising industry in the Philippines and to connect franchisors with interested franchisees. The expo is also set to showcase various business suppliers catering to small and medium-sized businesses that can help them grow.

Exhibitors <b>100</b>	Brands <b>150</b>	Event Area <b>1,610</b> sqm	Expected Visitors <b>8,000 - 10,000</b>
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Built new business relationships



Overwhelmed with the quality of visitors

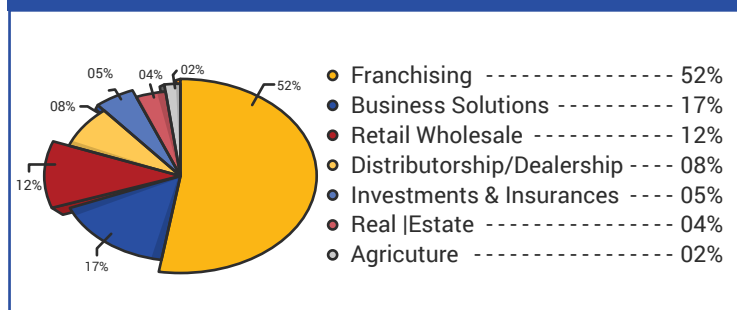


Generated quality leads



Happy with the visitors' traffic

### 2019 EXHIBITORS INDUSTRY BREAKDOWN



### PAST EXHIBITING BRANDS



### EVENT BENEFITS

- Find new franchisees, distributors, and retailers
- Reach thousands of qualified leads in a short period of time
- Showcase your brand to a highly targeted market
- Develop new business networks and build long lasting relationships
- Market your brand directly to 8,000 to 10,000 expo visitors
- Accelerate your brand in the business and franchising industry
- Increase sales and generate new leads
- Join our educational talks to grow your business

### VISITORS PROFILE

- Aspiring Entrepreneurs
- Business Owners
- Directors
- Managers
- Business Professionals
- Executives
- Interested Franchisees
- Investors
- Academics
- Returning OFWs
- Retirees
- Media and Press
- Trade Association Members
- Government Officers

### BOOK YOUR SPACE NOW!

#### Booth Inclusions

Booth space, wall panels, fascia with company's name and booth number, fluorescent light, 300W electricity socket, 1 table, 2 chairs, and carpet



Corner Booth - 2 Sides Open



Regular Booth - 1 Side Open

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