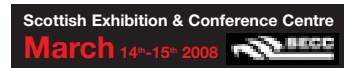


Spring Exhibition Upgrade Offer



Franchise Exhibition Promotion at **One Life Live and New Start Scotland** February and March 2008



What we at Totalfranchise.co.uk can offer you

Totalfranchise Clients who have subscribed to our Gold or Platinum Packages, or who purchase this special offer upgrade shall receive:

- Leaflet distribution on exhibition stand and within branded carrier bags available at stand
- Professionally presented display poster featuring only the franchisors described above
- Qualification of Exhibition Attendees and Full Enquiry Details taken from serious and genuine prospects only

We will be promoting only the clients who have subscribed and our exhibition staff shall have an understanding of your services, franchise offering and selection needs to ensure your opportunity is promoted with focus and professionalism to maximise your return

Our experience – why you can trust us to promote you on your behalf

Our core exhibition team have around 30 years experience in franchising between them, mostly in franchise recruitment and marketing. Our experience in exhibiting totals over 100 Franchise and Business Exhibitions alone!

The offer

If you were to exhibit directly at these two events, the total cost of stand fees, staff, hotels, travel, advertising, mailings and signage etc would likely cost around £6,000 to £10,000 plus around 10 days of your time alone in exhibition days, set-up days, organisation and post-show administration. Multiply this by each of your staff attending and involved with the event too!

We can provide our marketing service for both of these events for just £500 (+VAT) with a minimal impact on your time and your budget, yet still giving you most of the benefits.

Just £500 for complete exhibition promotion service at two events expecting a combined visitor attendance of around 30,000 people!

Interested?

Call **0845 869 3855** now for more information. Respond before 1st February to ensure your brand is also included in our main exhibition brochure to be used at all events and occasions that we participate in throughout 2008!





At One Life Live 2008 you'll meet between 20-25,000 people who are ready to do something different with their lives.



Now in its third successful year, One Life Live brings together all the options in one place, providing the perfect opportunity to promote your business to an affluent audience who are ready to invest in making a change to their lives, but need the inspiration, advice and practical guidance to make it happen.

Totalfranchise, focussing on it's Femalefranchise brand have a prominent stand location within the 'Be Your Own Boss Zone' to ensure maximum penetration of visitors as well as a large stand area to ensure our staff can communicate with as many visitors as possible over the event.



16,210 visitors attended One Life Live 2007

85% ABC1

87% wanted to start a business

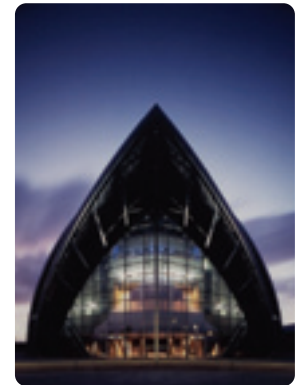
63% planned to work from a home based office

£60 - £70k average household income

75% attended from London and the South East



NEW START SCOTLAND unites thousands of dynamic SMEs with suppliers, support organisations, entrepreneurs, successful business owners and countless others who can help them grow.



Established in 2005, NEW START SCOTLAND has helped more than **22,000** visitors with advice, guidance, products and services from **200** free seminars and over **300** exhibitors. The 2007 event was the biggest yet with nearly **8,000** visitors.

Totalfranchise will be exhibiting with a proactive involvement including Seminars raising awareness of franchising, Poster Displays, Website Sponsorship and, of course, full exhibition stand Lead Generation services for clients subscribing to this level of service.

A complete franchise marketing service that's all about Quality