

2021 EDITION

1 & 2
OCT
EXCEL
LONDON



INTERNATIONAL FRANCHISE SHOW LONDON

POST SHOW REPORT

WHAT HAPPENED AT *Britain's Biggest & Busiest* INTERNATIONAL FRANCHISE SHOW

This year's International Franchise Show saw a host of exciting brands, keynote speakers, seminars and masterclasses.

After a troubling eighteen months in which the event industry was not able to perform, it is great that we were able to get back face-to-face to talk business! We witnessed business opportunities being offered, deals made, and tonnes of networking.

8,703
VISITORS
THROUGH
THE DOOR

61%
OF EXHIBITORS RE-
BOOKED AT THE
SHOW



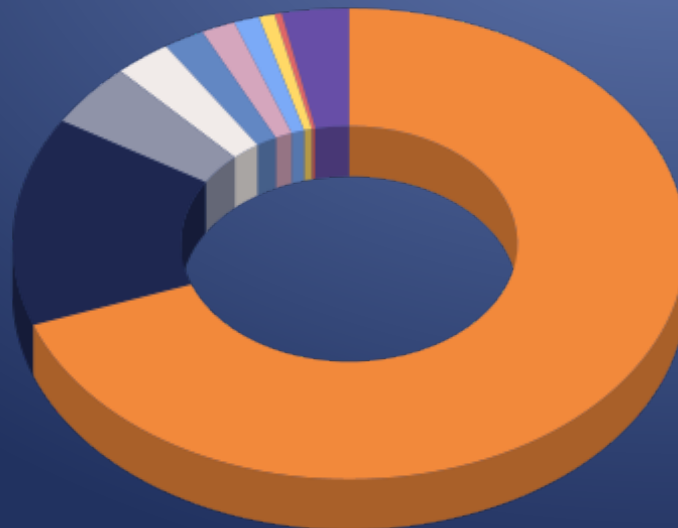
SHOW STATISTICS

Here you can view our show statistics, with a review of the most popular reasons for attending the show. We can see that almost 70% of our visitors chose to come to the show to become a potential franchisee, with the second highest demographic being potential franchisors at 14.4%

73%
WANT TO
INVEST IN A
SINGLE UNIT
FRANCHISE



VISITOR REASONS FOR ATTENDING THE SHOW



69.4%	POTENTIAL FRANCHISEE
14.4%	POTENTIAL FRANCHISOR
4.5%	FRANCHISE CONSULTANT
3%	POTENTIAL MULTI-UNIT OWNER
2%	CURRENT FRANCHISOR
1.7%	CURRENT FRANCHISEE
1.3%	POTENTIAL MASTER LICENSEE
0.8%	CURRENT MULTI-UNIT OWNER
0.4%	CURRENT MASTER LICENSEE
3.3%	OTHER

SHOW STATISTICS CONTINUED

30%

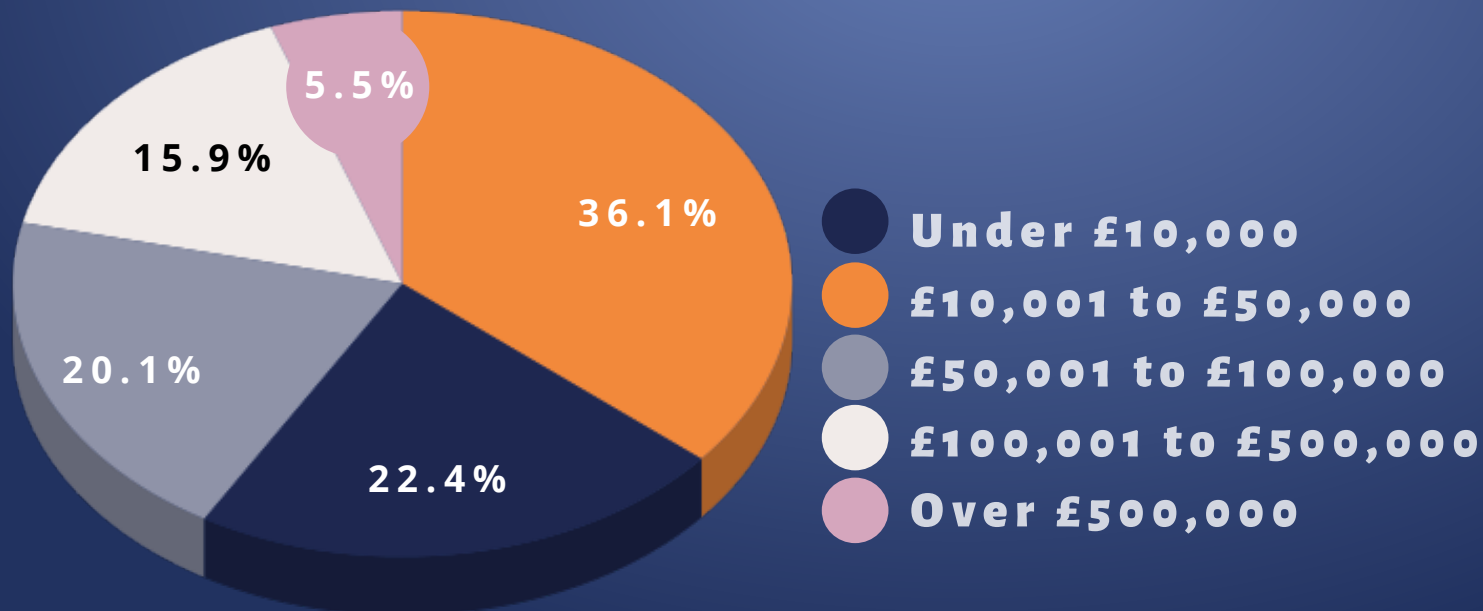
OF VISITORS WANT
TO START THEIR
BUSINESS AS
EARLY AS 2022

64%

OF VISITORS
PREVIOUSLY
OWNED A
BUSINESS



ATTENDEE MAXIMUM INVESTMENT LEVELS



TESTIMONIALS

Today has been absolutely amazing ... the buzz is unreal, you can't beat that, you can't match it. The way you are able to network with people and follow up those conversations is absolutely one of a kind.

We had a presentation and we were able to get across a lot of our information but actually there was so many people that wanted to follow up with us in person and were able to come to our stand and speak with us directly. There were so many of us [McDonald's franchisors] here that loads of people could be catered to.

We're really happy to be here.



- Priya Sawh
McDonald's Restaurants Ltd

This is our first franchise show and I can only say it's been fantastic. For the whole of the last two days, we've been packed out on our stand and I cannot believe the number of enquiries we've had. Thank you to everybody at the Franchise Show for giving us this opportunity.



MOSTROPIZZA
- Lee Putner
CEO at Mostro Group Ltd

It's been really busy, the organisers have got lot's of visitors in... We've been really busy all round. On Friday, we didn't have [a] chance to stop until the last half hour, we're really pleased.



- Andy Cheetham
Lime Licensing Group

This is our second year at the Franchise Show. It's been really awesome, it gets better every year. We've had some awesome leads this year [and] we've had some really good conversations with not only other businesses but with people coming through, were super excited for day two!



- Bianca Van Elteren
F45 Training

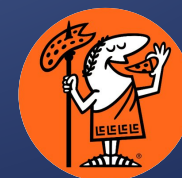
This is our first show and it has been really encouraging, we've had loads of leads today and I would say the quality of them seem to be really good. We are looking forward to chasing those up when we get back to the office next week.



- Carl Trail
Managing Director
Miss Miss Millie's Fried Chicken Ltd

There is some really good delegates who have come by and learnt more about the brand...

... After not being able to operate face-to-face due to COVID, it is great to get back out to the show.



- Michael Therrian
Little Caesars Pizza

Terrific start for the Concept Team at the International Franchise Show - Excel. We've met some great people, with interest in both our franchise and partner opportunities, along with keen discussions about all things leasing and electric

Concept Vehicle Leasing

Great to see businesses looking positively to the future at ExCeL London for the Franchise Show!

Hyped Marketing

Day 1 at the International Franchise Show is BUSY!

Mobile Outfitters

DID YOU CHECK OUT SOCIAL MEDIA?

Celebrating a fantastic first day of the International Franchise Show. What a day of incredible conversation with amazing like-minded women, passionate about supporting and empowering one another. A day of nurturing strategic partnerships, putting faces to names after over a year of online connections.'

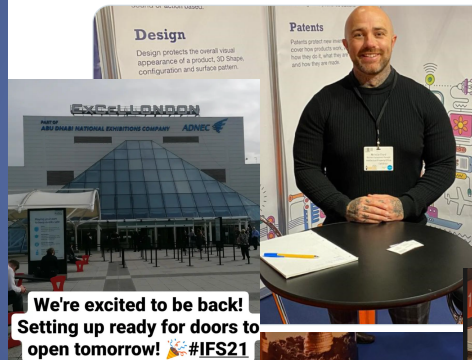
Women's Business Club



IPO.GOV.UK @The_IPO · Oct 1
We're at the International Franchise Show this weekend!

Nick & the team are at Stand 1316 to answer any [#intellectualproperty](#) questions you may have. Come and say Hi! 🙋

[@FranchiseShowUK](#)



Visit them at stand #51

[@MOSTROPOLITANAUK](#)



ElectroCleanUK @uk_electro · Oct 4

We had a fantastic time at the [@FranchiseShowUK](#) this weekend. Thank you to our wonderful team for your hard work and to everyone who visited our stand. Exciting times lie ahead for ElectroClean

[#IFS21](#) [#IFSUK](#) [#ElectroClean](#)



What's On London (TicketSource) @tixLondon · Oct 1

"International Franchise Show London", ExCeL London, London on Fri 1 Oct 2021 10.00AM, [#networking](#) tickets: [etix.to/wVDb4](#) [@FranchiseShowUK](#)



International Franchise Show London at ExCeL Lo... Tickets are now available for International Franchise Show London at ExCeL London, London on Fri 1 O... [ticketsource.co.uk](#)



[@MCDONALDSUK](#)

[cloudworkz_uk](#)

Come & join us on Stand 56 at [@internationalfranchiseshow](#) until 4pm today! [#IFS21](#)



What Franchise @whatfranchise · Sep 28

The [@FranchiseShowUK](#) (1st and 2nd October 2021) will play host to over 10,000 entrepreneurs and potential franchisees looking to purchase franchise brands or franchise their existing enterprise [bit.ly/3CSSA8F](#)



THE INTERNATIONAL FRANCHISE SHOW 2022

Following the success of our 2021 exhibition and our return to live events, our 2022 show will be hosted on the 8th and 9th April at the ExCeL yet again!

To be part of the UK's biggest and busiest franchise exhibition... get in touch.

GET IN TOUCH TODAY!

Simon Chicken, Event Director

+44 (0) 7834 022995 | simon.chicken@comexposium.com

COMING TO YOU FOR APRIL 2022

**250+
EXHIBITORS**

**Networking
Opportunities**



**1-2-1
CONSULTATION**



**LIVE
PANEL DEBATES**

Masterclasses



**GET IN TOUCH
TO FIND OUT
HOW IFS CAN
HELP YOU
TODAY!**



**60+
SPEAKERS**

**Exciting
Business
Opportunities**



8 & 9
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GET IN TOUCH

TO FIND OUT ABOUT IFS22 APRIL

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