



» LEADING THE WAY «

NFC25

NATIONAL FRANCHISE
CONVENTION

MELBOURNE | 19-21 OCTOBER

SPONSORSHIP
& EXHIBITOR

PROSPECTUS

NFC25

» LEADING THE WAY «

WELCOME MESSAGE

The Franchise Council of Australia (FCA) is the peak body for the \$174 billion franchise business segment, which includes over 1,200 networks, with 90,000+ individual franchised outlets, employing more than half a million Australians.

Franchising runs deep into the Australian economy and has a backbone of small business. It is the supportive nature of franchise networks that enhances the opportunities for business success and this is forged by the important relationship fostered between the franchisee and the franchisor.

The NFC brings everyone from the franchising eco-system and this year will have a leadership focus in acknowledgment of the pathway franchising is taking in Australia and around the world.

Across the entire convention those who choose to join with us and participate in bringing forward leadership, franchise values, ethical behaviour, future thinking and engagement will get a great return for their efforts.

So as you consider getting on-board with this major franchise industry event, please know that your involvement and engagement will make a difference and we look forward to having you as an important part of the NFC25.

“Leading the way”



Jay Westbury CEO

The National Franchise Convention will be held over three days, 19th - 21st October 2025 at the Pullman Albert Park, Melbourne.

FCA OBJECTIVES

- » To establish standards of international best practice for Australian franchise systems.
- » To provide information and education to existing and potential franchisees and franchisors.
- » To inform State and Federal Governments on issues relevant to the sector.
- » To develop a vital, strong and financially viable franchising sector.
- » To advance the interests of members in Australia, the international franchise community, franchise advisory councils, small business forums, and property leasing organisations.
- » To provide an extensive networking and events program for the benefit of members.

SUPPORT THE FRANCHISES SUPPORTING YOU!

At the FCA, we are passionate about advancing the leadership qualities of franchisors by supporting and connecting the Australian Franchising Community by helping them grow through education and advocacy.

Bringing together business owners and franchising professionals from across the country,

NFC25 is our annual signature event that informs and inspires delegates through an exceptional lineup of local and international speakers, networking opportunities and entertainment.

Join us in Melbourne to celebrate NFC25

Come and support the small businesses and franchises in Australia by sponsoring the NFC25 National Franchise Council Conference!

We have a diverse selection of sponsorship packages available for organisations interested in supporting, in addition, you will have the unique opportunity to form valuable relationships, build strong partnerships and raise your profile within the Australian franchising community.

97%

Of sponsors and exhibitors found that the National Conference attracted their target

100%

Said they would consider being involved in the national conference again.

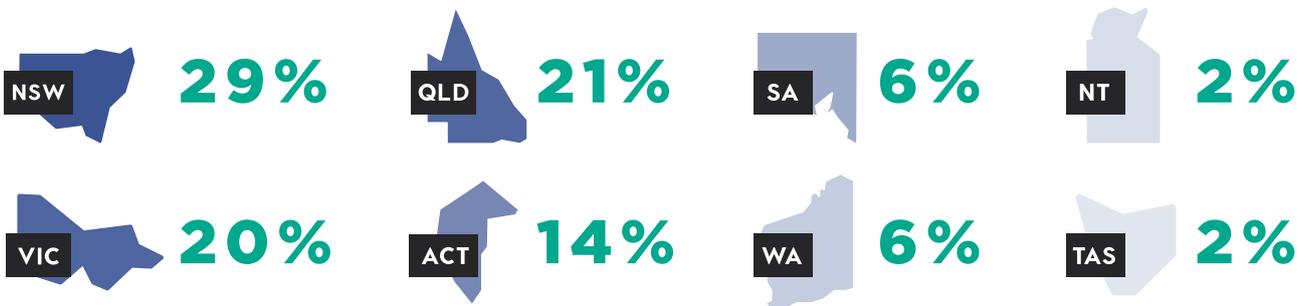




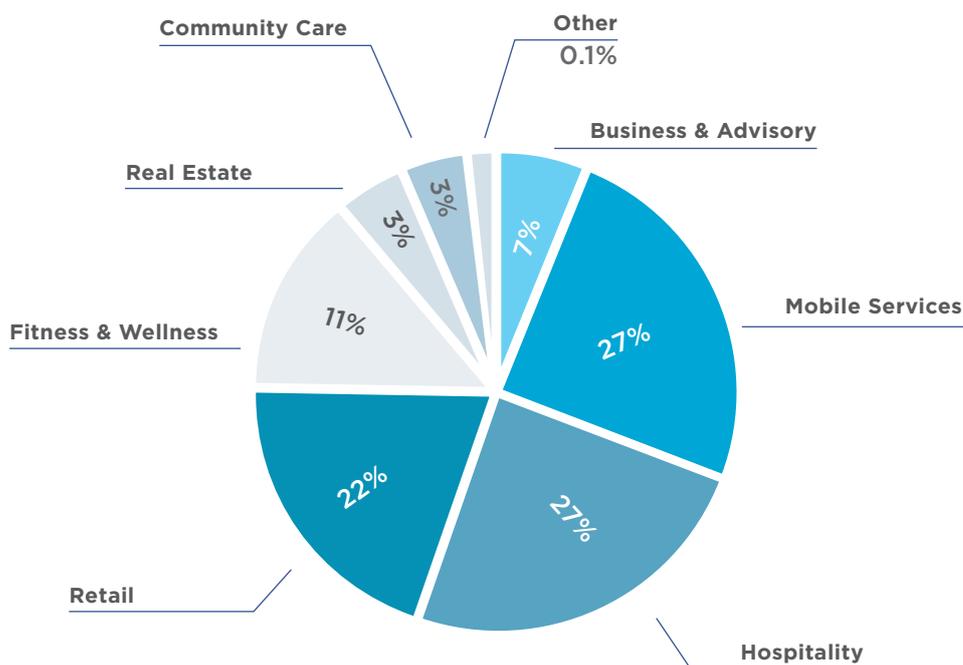
GET TO KNOW OUR DELEGATES

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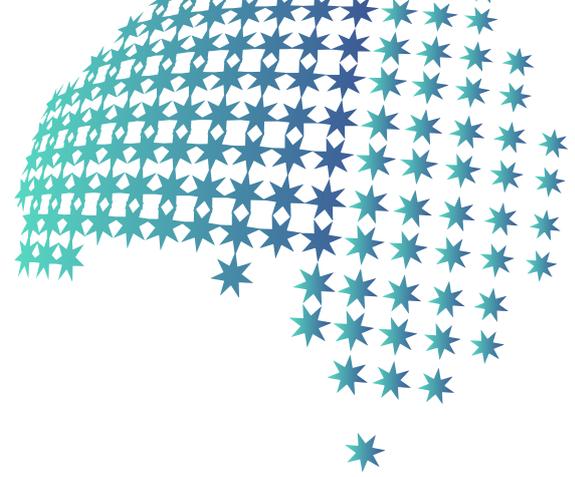
THE FORUM ATTRACTS A NATIONAL AUDIENCE



ATTENDEES WORK ACROSS ALL SECTORS OF FRANCHISING



MARKETING YOUR PARTICIPATION



SOME OF THE AVENUES WE USE ARE:

EMAIL BLASTS: regular email blasts promoting program updates, key dates, featured speakers and our sponsors and exhibitors. **Over 11,160 member subscribers.**

SOCIAL MEDIA: via our Facebook (over 2000 followers) and LinkedIn page (over 6300 followers) which promote interaction and discussion amongst delegates and stakeholders.

ADVERTISEMENTS: including flyers and advertisements to be used at FCA events and publications to stimulate interest and provide key information. Digital and printed formats available.

ONSITE SIGNAGE: logo acknowledgement at high traffic areas such as registration desk, plenary room screens and directional signage points.

PROGRAM: distributed to all NFC25 delegates upon registration and used as a reference point for planning session attendance and a guide to exploring the exhibition.

NFC25: For tailored opportunities please chat with our sponsorship team.

NFC25 APP: will once again be available to all registered delegates. A number of sponsorship packages offer exposure on the App giving

a highly valuable on-site tool, the App will be actively used by delegates who have the option to customise their own Forum program, view speakers' details, read detailed information about individual sessions, and opt-in for peer-to-peer contact to facilitate networking onsite.

SESSION SLIDES: reinforcing your commitment and support to all delegates during sessions.



DESTINATION & VENUE

The National Franchise Convention will be held over three days, 19 - 21 October 2025 at the Pullman Albert Park, Melbourne.

[BOOK NOW](#)



Melbourne is widely regarded as the country's culture capital and one of the world's most livable cities.

Victoria's capital is as famous for its sports, café-culture, and parks as it is for being a business hub. From Federation Square to the Docklands, St Kilda to Southbank, the city is flush with conference centres and event spaces. Combining an easy-to-find central location with one of the largest green spaces in the city, the suburb of Albert Park is the perfect conference location in Melbourne. Explore the wide streets and hidden laneways, the historic trees and heritage buildings, and the beaches and cafés – it's the best of Melbourne

without the busy-ness of the CBD. The area is well served by public transport, and with the hotel's access to 500 parking spaces, it's equally convenient to arrive by car. In between conferencing you can get to trendy St Kilda, arty Southbank, and the famous beachfront in just ten minutes.

From boardroom to ballroom, the 32 adaptable venues at Pullman Melbourne Albert Park Conference Centre opens almost unlimited event potential. On the more intimate side of things, the

Boardroom is a 15-person private space equipped with everything you need for a high-level meeting. If you need some more out-of-the-box thinking, the Park Room is an 84-person capacity space filled with natural light and park views through a wall of windows.

And for when only the best will do, the Grand Ballroom is a pillarless marvel with a ceiling of contemporary chandeliers, 6m high floor to ceiling windows, and space for 1600 guests - there's nowhere else quite like it.

SPONSORSHIPS AT A GLANCE

SPONSORSHIP PACKAGES	PAGE
FIA26 Bundle Deals	9
Platinum Sponsor 	10
Gold Sponsor	11
Silver Sponsor	12
Champion's Lounge Sponsor 	13
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Premium Exhibitor Booths	15
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Other Sponsorships	17
Merchandise	
Industry Segment Dinner	
Welcome Reception	
Keynote Speaker (4 remaining)	
Business Lounge	
Conference Notebook 	
Event App	
Lanyard	
Registration Desk	
Program 	
Bathroom Coiffeur	

All prices listed for sponsorships are **including GST**.

CONTACT US TODAY

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General Enquiries
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EXHIBITION FLOORPLAN

LEGEND



Booth number



Single booth



Sold booth



Catering/Coffee



Premium/double booth



Floor plan subject to change.

Last updated 21.08.25

BUNDLE DEALS

NFC25 & FIA26

Franchise Industry Awards 2026

Honour the achievements of franchisees, franchisors, suppliers, service providers, and heroes in our industry.

1 June 2026 | Brisbane

Nationally recognised signature Franchising Industry Awards.

The FCA is pleased to present a significant opportunity for your brand to play a pivotal part in celebrating the Franchise Industry as a sponsor of the Franchise Industry Awards, the FIA.

The FIA is an industry owned and operated awards process that enables companies and people from across the sector to enter, be judged, become a finalist, and ultimately win a prestigious industry award across a range of categories. This is the pinnacle franchise industry wide awards for excellence and by becoming a sponsor you demonstrate your commitment to franchising across the entire franchise industry.

We invite you to come on board with the FCA to ensure that the FIA becomes an aspirational, trusted, respected and desired award that finalists and winners can be very proud of across their business, network, staffing, customers and more broadly the industry.

To make an investment in franchising we are offering discounted rates when sponsorship of the NFC25 and FIA26 are bundled together to maximise your brand exposure across the two significant FCA signature events. A range of bundles are outlined below and we are ready to arrange **Bespoke Bundles**, that meet your budget for the financial year end June 2026. By packaging both the NFC25 and FIA26 you get optimal exposure and engagement, which will get you noticed even more by the franchising industry.

Prices below inc GST.

Non-member prices include 12-months of FCA membership.

BUNDLE OPTIONS	20% OFF	10% OFF	5% OFF
	DIAMOND	RUBY	EMERALD
Premium Bundle NFC25 Premium Booth PLUS FIA26 Category Sponsorship	From \$47,300 Member \$38,280 Non-Member \$41,580	From \$36,300 Member \$33,165 Non-Member \$36,465	From \$28,050 Member \$27,170 Non-Member \$30,470
Booth Bundle NFC25 Booth PLUS FIA26 Category Sponsorship	From \$36,300 Member \$29,040 Non-Member \$32,340	From \$25,300 Member \$22,770 Non-Member \$26,070	From \$17,050 Member \$16,198 Non-Member \$19,498
Sponsorship Bundle FIA26 Category Sponsor discount PLUS 10% discount off chosen NFC sponsorship	From \$27,500 + Price \$22,000 + NFC Sponsorship	From \$16,500 + Price \$14,850 + NFC Sponsorship	From \$8,250 + Price \$7,838 + NFC Sponsorship

VENUE

Brisbane Convention & Exhibition Centre

Found amongst the city's cultural hub of South Bank, surrounded by green spaces, galleries and performing arts, eateries and bars at every turn and hotels all within walking distance.

PLATINUM SPONSOR

\$33,000

SOLD

EXCLUSIVE BENEFITS

- » Platinum Sponsor acknowledgment in NFC25 promotions.
- » Joint branding with FCA on the front cover of the NFC25 Delegate Book.
- » Five-minute speaking opportunity during NFC25 (Monday session).
- » Panel speaking opportunity during a concurrent NFC25 session (subject to approval).
- » Full-page advertisement on the inside back cover of the Delegate Booklet.
- » Company profile (300 words) featured in the Delegate Booklet.

EXHIBITION & ONSITE BENEFITS

- » Exhibition booth (fascia board branding, two arm lights, power point).
- » Six (6) complimentary delegate passes, including catering, networking events, and seats at the Gala Dinner.
- » Sponsor recognition throughout the event, including logos on session slides.

PRE-EVENT BENEFITS

- » Logo, profile, and hyperlink on the NFC25 website and all pre-event marketing.
- » Use of “Proud Sponsor of NFC25” logo (subject to FCA approval).

POST-EVENT BENEFITS

- » Use of the “Proud Sponsor of NFC25” logo.
- » Logo, profile, and hyperlink in NFC25 promotions, website, and marketing.
- » Listing remains on the NFC25 website until the end of 2025.
- » First right of refusal for NFC26 Platinum Sponsorship.



GOLD SPONSOR

\$27,500

EXCLUSIVE BENEFITS

- » Gold Sponsor acknowledgment in NFC25 promotions.
- » Panel speaking opportunity during a concurrent NFC25 session (subject to approval).
- » Five-minute speaking opportunity (Tuesday session).
- » Full-page advertisement in the Delegate Booklet.
- » Company profile (200 words) in the Delegate Booklet.

EXHIBITION & ONSITE BENEFITS

- » Exhibition booth (fascia board branding, two arm lights, power point).
- » Four (4) complimentary delegate passes, including catering, networking events, and seats at the Gala Dinner.
- » Sponsor recognition throughout the event, including logos on session slides.

PRE-EVENT BENEFITS

- » Logo, profile, and hyperlink on the NFC25 website and all pre-event marketing.
- » Use of “Proud Sponsor of NFC25” logo (subject to FCA approval).

POST-EVENT BENEFITS

- » Use of the “Proud Sponsor of NFC25” logo.
- » Logo, profile, and hyperlink in NFC25 promotions, website, and marketing.
- » Listing remains on the NFC25 website until the end of 2025.
- » First right of refusal for NFC26 Gold Sponsorship.



SILVER SPONSOR

\$22,000

EXCLUSIVE BENEFITS

- » Silver Sponsor acknowledgment in NFC25 promotions.
- » Panel speaking opportunity during a concurrent NFC25 session (subject to approval).
- » Half-page advertisement in the Delegate Booklet.
- » Company profile (150 words) in the Delegate Booklet.

EXHIBITION & ONSITE BENEFITS

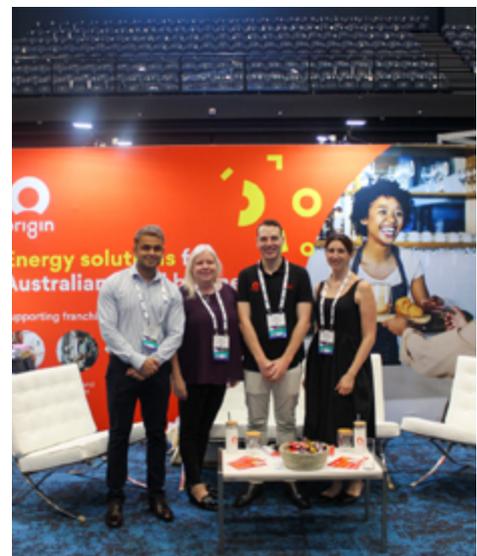
- » Exhibition booth (fascia board branding, two arm lights, power point).
- » Three (3) complimentary delegate passes, including catering, networking events, and seats at the Gala Dinner.
- » Sponsor recognition throughout the event, including logos on session slides.

PRE-EVENT BENEFITS

- » Logo, profile, and hyperlink on the NFC25 website and all pre-event marketing.
- » Use of “Proud Sponsor of NFC25” logo (subject to FCA approval).

POST-EVENT BENEFITS

- » Use of the “Proud Sponsor of NFC25” logo.
- » Logo, profile, and hyperlink in NFC25 promotions, website, and marketing.
- » Listing remains on the NFC25 website until the end of 2025.
- » First right of refusal for NFC26 Silver Sponsorship.



CHAMPIONS LOUNGE

\$33,000

SOLD

EXCLUSIVE BENEFITS

- » Exclusive naming rights as the Champions Lounge Sponsor.
- » Full branding of the Champions Lounge (private room) with sponsor's logo and messaging.
- » Opportunity to display promotional materials in the lounge.
- » Half-page ad and 100-word company profile in the Delegate Booklet.

EXHIBITION & ONSITE BENEFITS

- » Opportunity to showcase brand to industry leaders in an exclusive, private space.
- » Four (4) complimentary delegate passes, including catering, networking events, and two seats at the Gala Dinner.
- » Sponsor acknowledgments and logo display throughout NFC25.

PRE & POST-EVENT EXPOSURE

- » Use of the "Proud Sponsor of NFC25" logo.
- » Logo, profile, and hyperlink in NFC25 promotions, website, and marketing.
- » Listing remains on the NFC25 website until the end of 2025.
- » First right of refusal for Champions Lounge Sponsorship at NFC26.



FCA HALL OF FAME GALA SPONSOR

\$27,500

EXCLUSIVE BENEFITS

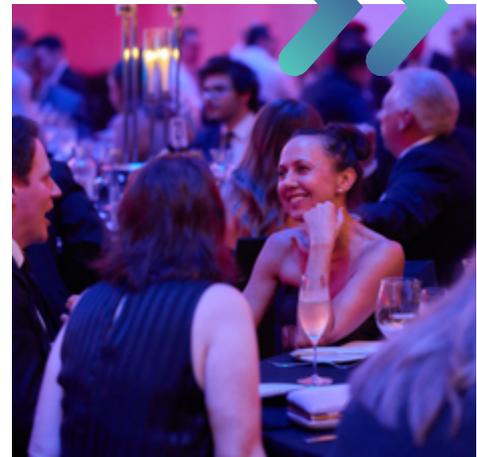
- » FCA Hall of Fame Gala Sponsor acknowledgment in NFC25 promotions.
- » Exclusive branding at the FCA Hall of Fame Gala, including signage and recognition during speeches.
- » Opportunity to address guests for up to 5 minutes at the Gala Night.
- » All awards named after the sponsor, including the newly introduced Young Hall of Famer of the Year Award.
- » Sponsor logo displayed on all Gala Night collateral and screens.
- » Half-page ad and 100-word company profile in the Delegate Booklet.
- » Present certificates to our Certified Franchise Executive (CFE) graduates.

EXHIBITION & ONSITE BENEFITS

- » Four (4) complimentary delegate passes, including catering, networking events, and seats at the Gala Dinner.
- » Sponsor acknowledgments and logo display throughout NFC25.

PRE & POST-EVENT EXPOSURE

- » Logo, profile, and hyperlink on the NFC25 website and all pre-event marketing.
- » Use of “Proud Sponsor of NFC25” logo (subject to FCA approval).
- » Listing remains on the NFC25 website until the end of 2025.
- » First right of refusal for FCA Gala Night Sponsorship at NFC26.



Only **4** available

PREMIUM EXHIBITOR

2 x (3M X 2M) **BOOTHS**

\$20,350

FCA MEMBER

\$23,650

NON-FCA MEMBER

EXCLUSIVE BENEFITS

- » Exhibitor name, logo, and 50-word profile inclusion on NFC25 Website and Conference Notebook.

ONSITE BENEFITS

- » 2 x (3m x 2m) exhibition booth (fascia board branding, two arm lights, power point).
- » Two full NFC25 tickets, including 3 days.
- » Two exhibition attendees, including breakfast, morning tea, lunch, and afternoon tea daily.
- » Sponsor acknowledgments and logo display throughout NFC25.

PRE & POST-EVENT EXPOSURE

- » Use of the “Proud Exhibitor of NFC25” logo.
- » Logo, profile, and hyperlink in NFC25 promotions, website, and marketing.
- » Listing remains on the NFC25 website until the end of 2025.



EXHIBITOR 3M X 2M BOOTHS

\$8,800

FCA MEMBER

\$12,100

NON-FCA MEMBER

EXCLUSIVE BENEFITS

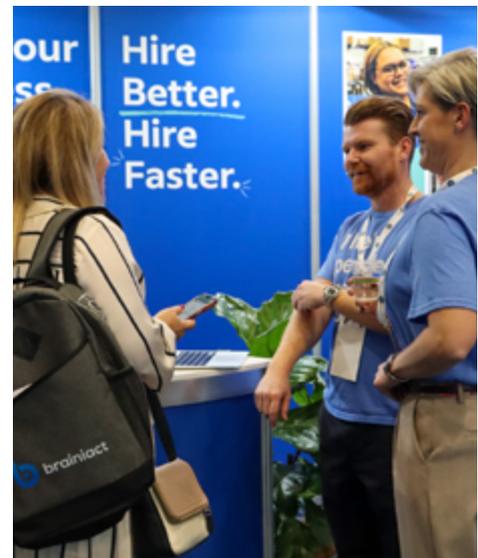
- » Exhibitor name, logo, and 50-word profile inclusion on NFC25 Website and Conference Notebook.

ONSITE BENEFITS

- » 3m x 2m exhibition booth (fascia board branding, two arm lights, power point).
- » Two exhibition attendees, including breakfast, morning tea, lunch, and afternoon tea daily.
- » Sponsor acknowledgments and logo display throughout NFC25.

PRE & POST-EVENT EXPOSURE

- » Use of the “Proud Exhibitor of NFC25” logo.
- » Logo, profile, and hyperlink in NFC25 promotions, website, and marketing.
- » Listing remains on the NFC25 website until the end of 2025.



OTHER SPONSORSHIPS

* The sponsorships listed below do not include an exhibition booth. However, sponsors have the option to secure a booth at a reduced rate of \$6,600 inc GST as an add-on to their sponsorship.



MERCHANDISE

\$11,000 (\$14,300 non-members)

Sponsor the official merchandise, including logo placement on delegate bags and giveaways.



INDUSTRY SEGMENT DINNER

\$11,000 (\$14,300 non-members)

Exclusive rights for branding and welcome to the Industry Segment Dinner.



NETWORKING RECEPTION

\$11,000 (\$14,300 non-members)

Sponsorship of the Networking Reception with branding and a speaking opportunity.



KEYNOTE SPEAKER

\$11,000 (\$14,300 non-members)

Introduce the keynote speaker with exclusive branding during their session.



BUSINESS LOUNGE

\$11,000 (\$14,300 non-members)

Brand the Business Lounge, a private space for meetings and quiet work.



CONFERENCE NOTEBOOK

\$11,000 (\$14,300 non-members)

Sponsor the official NFC25 conference notebooks with your branding.



EVENT APP

\$7,700 inc GST (\$11,000 non-members)

Exclusive branding on the NFC25 event app, with a dedicated button linking to the sponsor's homepage.



LANYARD

\$7,700 (\$9,900 non-members)

Branding on the attendee lanyards, with exclusive sponsor recognition.



REGISTRATION DESK

\$7,700 (\$9,900 non-members)

Exclusive branding on the registration desk with high visibility as delegates arrive.



PROGRAM

\$5,500 (\$8,800 non-members)

Sponsorship of the NFC25 program, including a full-page ad in the Delegate Booklet.



BATHROOM COIFFEUR

\$7,700 (\$9,900 non-members)

Branding in the event bathrooms and exclusive rights to hire a coiffeur for the bathrooms.



Service Provider Membership:

\$3,190 inc GST. Contact us today to discuss your membership.



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CONTACT US

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Franchise Council of Australia