

# NFC26

NATIONAL FRANCHISE  
CONVENTION

CANBERRA | 18-20 OCTOBER

FCA   
Franchise Council of Australia

SPONSORSHIP  
PROSPECTUS



**evolve**

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Franchise Operations Network	
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All prices listed for sponsorships are **including GST**.

## CONTACT US TODAY

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03 9508 0888 | events@franchise.org.au

**BOOK NOW**

The National Franchise Convention will be held over three days, 18 - 20 October 2026 in Canberra

**NEFC26**

**evolve**

# NFC26

## WELCOME MESSAGE



The NFC brings everyone from the franchising eco-system together as franchising is set to **Evolve**.

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 investment.

So as you consider getting on-board with this 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 NFC26.

Jay Westbury CEO



# evolve



# 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,

NFC26 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 Canberra to celebrate NFC26

Come and support the small businesses and franchises in Australia by sponsoring the NFC26 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.

600+ ATTENDEES  
SESSIONS 25+  
125+ SPEAKERS  
EXHIBITORS 40+

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.

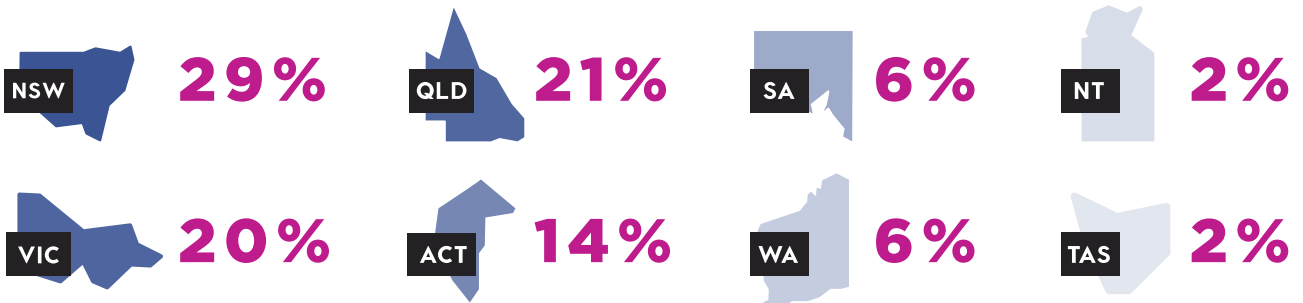
Joel Kleber  
CMO  
Jim's Group



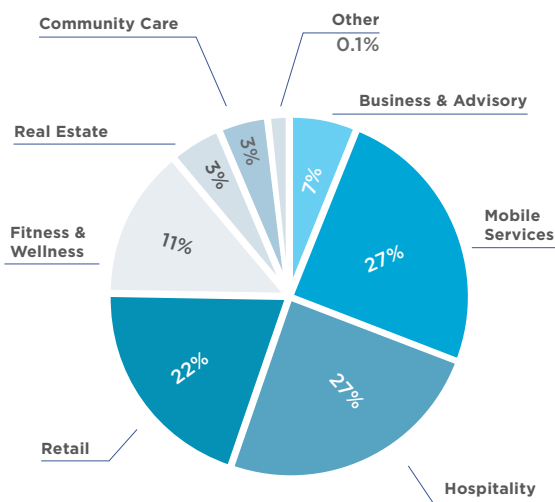
# GET TO KNOW OUR DELEGATES



## THE FORUM ATTRACTS A NATIONAL AUDIENCE



## ATTENDEES WORK ACROSS ALL SECTORS OF FRANCHISING



## NFC25 EXHIBITOR TESTIMONIALS

### Rest

"I can't thank you and your team enough for all the support that you guys provided us and also all the planning that went behind it for it to run so smoothly, we are very appreciative from Rest Super and we look forward to supporting the Canberra event."

### perandio

"Was a great event - we got a lot out of it. Thanks for all your efforts!"

### Induction App

"Loved the vibe of the conference, our fellow vendors, all the Franchisor participants, and our NZ compatriots. See you next year!"

# 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.

**PROGRAM:** distributed to all NFC26 delegates upon registration and used as a reference point for planning session attendance and a guide to exploring the exhibition.

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

**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.

**NFC26:** For tailored opportunities please chat with our sponsorship team.

**NFC26 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.

## NFC26 Speaker

**Josh Cairns**  
Founder & CEO  
Minke

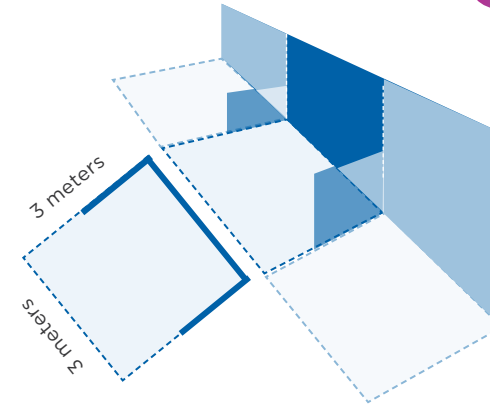


# NFC26 FLOORPLAN

Held at the National Convention Centre Canberra's spectacular Exhibition Hall, the **NFC26** expo boasts **over 2,000 square meters of space**.

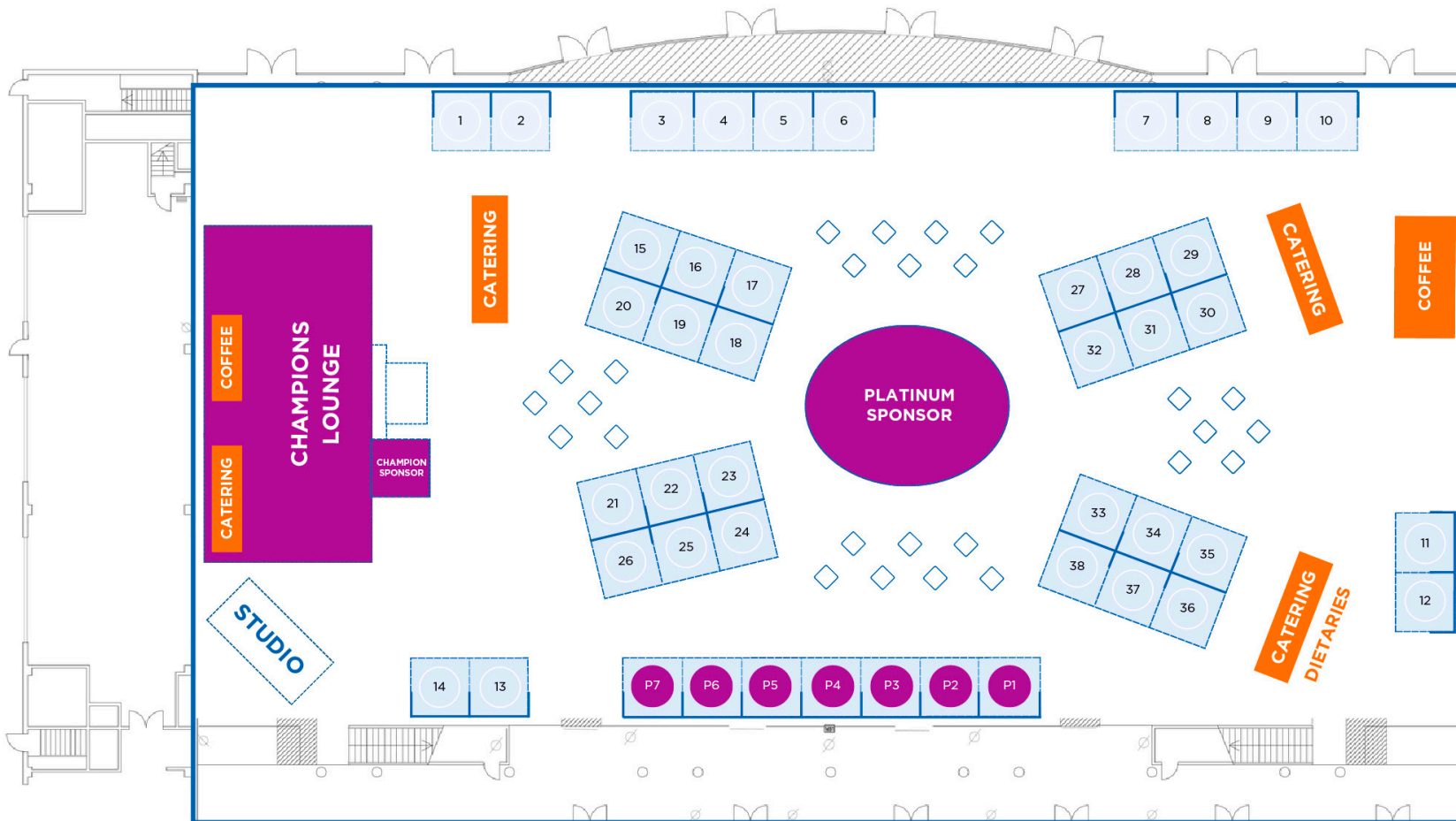
In 2026 the expo has evolved to accommodate the full breadth of the franchising community with an exciting layout which allows for each exhibitor to be situated in a position which primes them to make the most out of conversations, collaboration and connection with delegates and other exhibitors. **Be part of this exciting Evolution in Franchising.**

## BOOTH INFO



### Each booth includes:

- Printing
  - TV
  - High Table
  - 2 Chairs
- Premium booths and upgrades available



## LEGEND

- Available
- Sold
- Food/ Coffee
- Tables/ Seating

# DESTINATION



## The Nation's Capital.

Delight in a foodie wonderland with a side of world-class art, breathtaking nature and family fun all within easy reach. Take a heart-pumping hike or cycle the trails through one of the world's most sustainable cities. Top it off with a taste of the thriving cool-climate wine region. It's more than you expect and it's waiting for you.

The city is home to 12 of Australia's most iconic cultural attractions, museums and galleries. Each showcases a unique perspective of Australia's story from First Nations history to contemporary times.

See the largest collection of Aboriginal and Torres Strait Islander art at the National Gallery of Australia and discover where the big decisions are made at Australian Parliament House. Pay your respects to those we lost at a Last Post Ceremony at the Australian War Memorial and explore the treasure trove of rare books, maps, manuscripts and photographs at the National Library of Australia.

Many attractions offer free entry to their impressive permanent exhibitions. Make time to refuel at their cafes and pick up a souvenir to remember your trip at their beautifully curated stores.

# VENUE



## National Convention Centre

The National Convention Centre Canberra (NCCC) is the capital's largest, purpose-built conference, meeting and events venue. Offering 15 flexible spaces over two floors, we're unrivalled in facilities, size and scope.

With an abundance of natural sunlight, pillarless space, onsite car parking facilities and a central location, the NCCC is a business events venue leader, in the heart of the nation's capital.

# PLATINUM SPONSOR

\$40,000  
INCL. GST

**SOLD**

## EXCLUSIVE BENEFITS

- » Platinum Sponsor acknowledgment in NFC26 promotions.
- » Joint branding with FCA on the front cover of the NFC26 Delegate Book.
- » Five-minute speaking opportunity during NFC26 (Monday session).
- » Panel speaking opportunity during a concurrent NFC26 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 NFC26 website and all pre-event marketing.
- » Use of “Proud Sponsor of NFC26” logo (subject to FCA approval).

# minke

## POST-EVENT BENEFITS

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



# GOLD SPONSOR

**\$33,000**  
INCL. GST

## EXCLUSIVE BENEFITS

- » Gold Sponsor acknowledgment in NFC26 promotions.
- » Panel speaking opportunity during a concurrent NFC26 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 NFC26 website and all pre-event marketing.
- » Use of “Proud Sponsor of NFC26” logo (subject to FCA approval).
- » Includes Welcome Network Drinks – Sunday Night

## POST-EVENT BENEFITS

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



# CHAMPIONS LOUNGE

**\$33,000**  
INCL. GST

**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 NFC26.

## PRE & POST-EVENT EXPOSURE

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



# FCA HALL OF FAME GALA SPONSOR

**\$27,500**  
INCL. GST

**SOLD**

## EXCLUSIVE BENEFITS

- » FCA Hall of Fame Gala Sponsor acknowledgement in NFC26 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 NFC26.

## PRE & POST-EVENT EXPOSURE

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

# Cotchy



# EXHIBITOR 3M X 2M BOOTHS

**\$9,900**

FCA MEMBER

**\$14,900**

NON-FCA MEMBER

INCL. GST

## EXCLUSIVE BENEFITS

- » Exhibitor name, logo, and 50-word profile inclusion on NFC26 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 NFC26.

## PRE & POST-EVENT EXPOSURE

- » Use of the “Proud Exhibitor of NFC26” logo.
- » Logo, profile, and hyperlink in NFC26 promotions, website, and marketing.
- » Listing remains on the NFC26 website until the end of 2026.



# 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 \$8,600 inc GST as an add-on to their sponsorship.



## EVENT APP

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

Exclusive branding on the NFC26 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 NFC26 program, including a full-page ad in the Delegate Booklet.



## KEYNOTE SPEAKER

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

Introduce the keynote speaker with exclusive branding during their session.

## SPONSOR A STREAM

### LEGAL SYMPOSIUM

**\$8,000**

### FRANCHISE PEOPLE & LEARNING

**\$8,000**

### FRANCHISE FINANCE NETWORK

**\$8,000**

### FRANCHISE OPERATIONS NETWORK

**\$8,000**

### FRANCHISE MARKETERS NETWORK

**\$8,000**



## CONFERENCE NOTEBOOK

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

Sponsor the official NFC26 conference notebooks with your branding.



## COFFEE CART SPONSOR

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

Sponsor the official NFC26 conference coffee cart with your branding.



### Service Provider Membership:

**\$3,350 inc GST.** Contact us today to discuss your membership.



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## CONTACT US

### Baxter Newbegin

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