



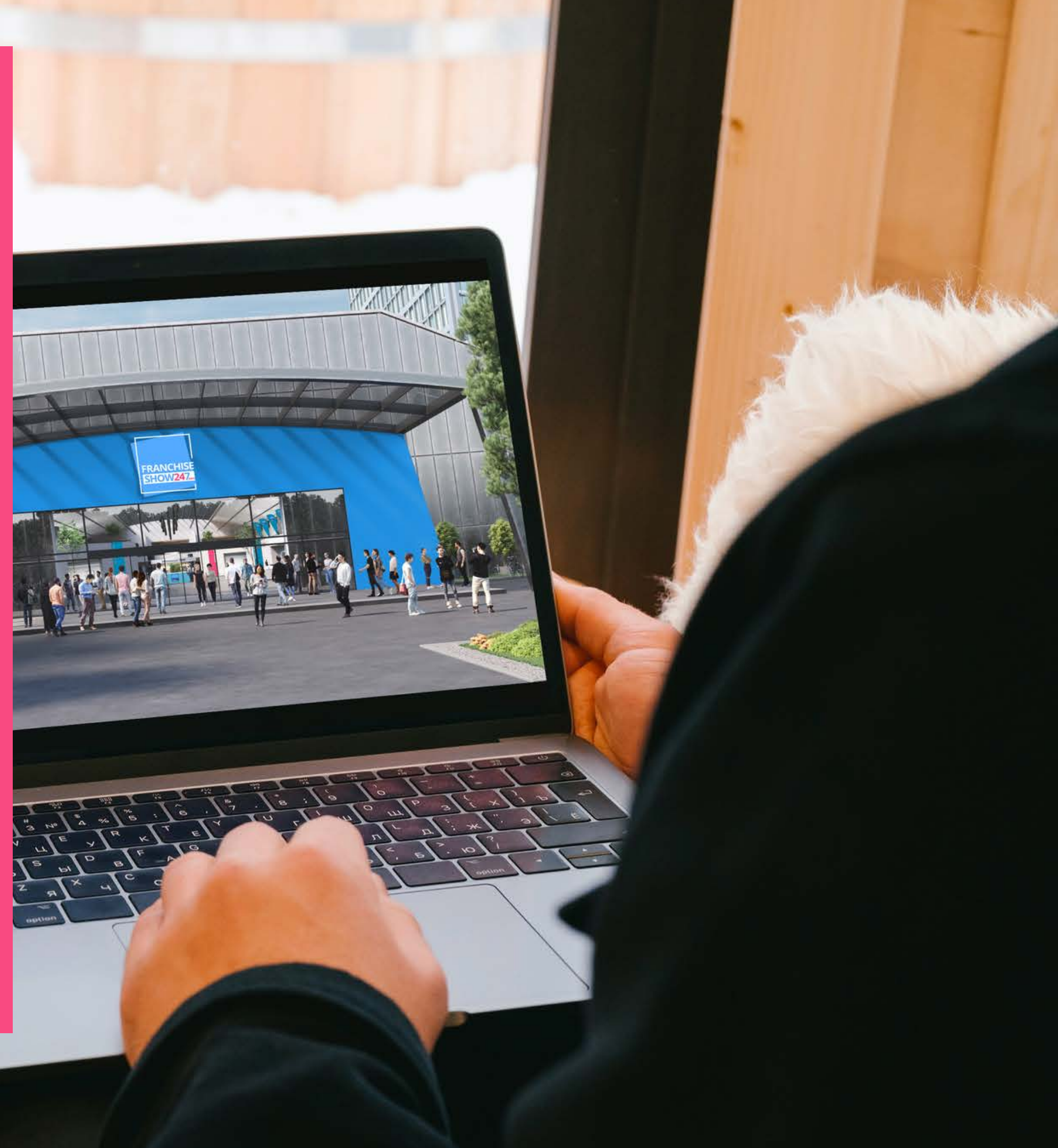
**An entrepreneurial chance awaits you to operate your very own virtual exhibition platform.**

# Overview

Introducing FranchiseShow247– an exciting opportunity to establish a national business. We've developed a successful blueprint that highlights exhibitors and services in an environmentally responsible and virtual manner. Our platform empowers exhibitors to design their personalized area, featuring content like information, videos, images, testimonials, and documents. Moreover, they can leverage various tools such as the events page, news section, seminar room, and blog area to engage with their audience effectively. Join us in revolutionizing the exhibition landscape sustainably and digitally.

All this creates exposure and brand awareness, allowing visitors to easily access exhibitor's advice, and services 24/7 from the comfort of their own home on any device.

Capitalizing on our established and triumphant approach, we're extending an invitation to individuals like you to take the reins of FranchiseShow247 as your personal venture. This unique opportunity allows you to manage your virtual business from the comfort of your home, accommodating family responsibilities or complementing your existing job while generating a steady income. Our proven model empowers you to embark on this journey with confidence and flexibility.





Seminar Room

Seminar Room

Information Desk

FRANCHISE SHOW 24/7

Conference Rooms

Conference Rooms

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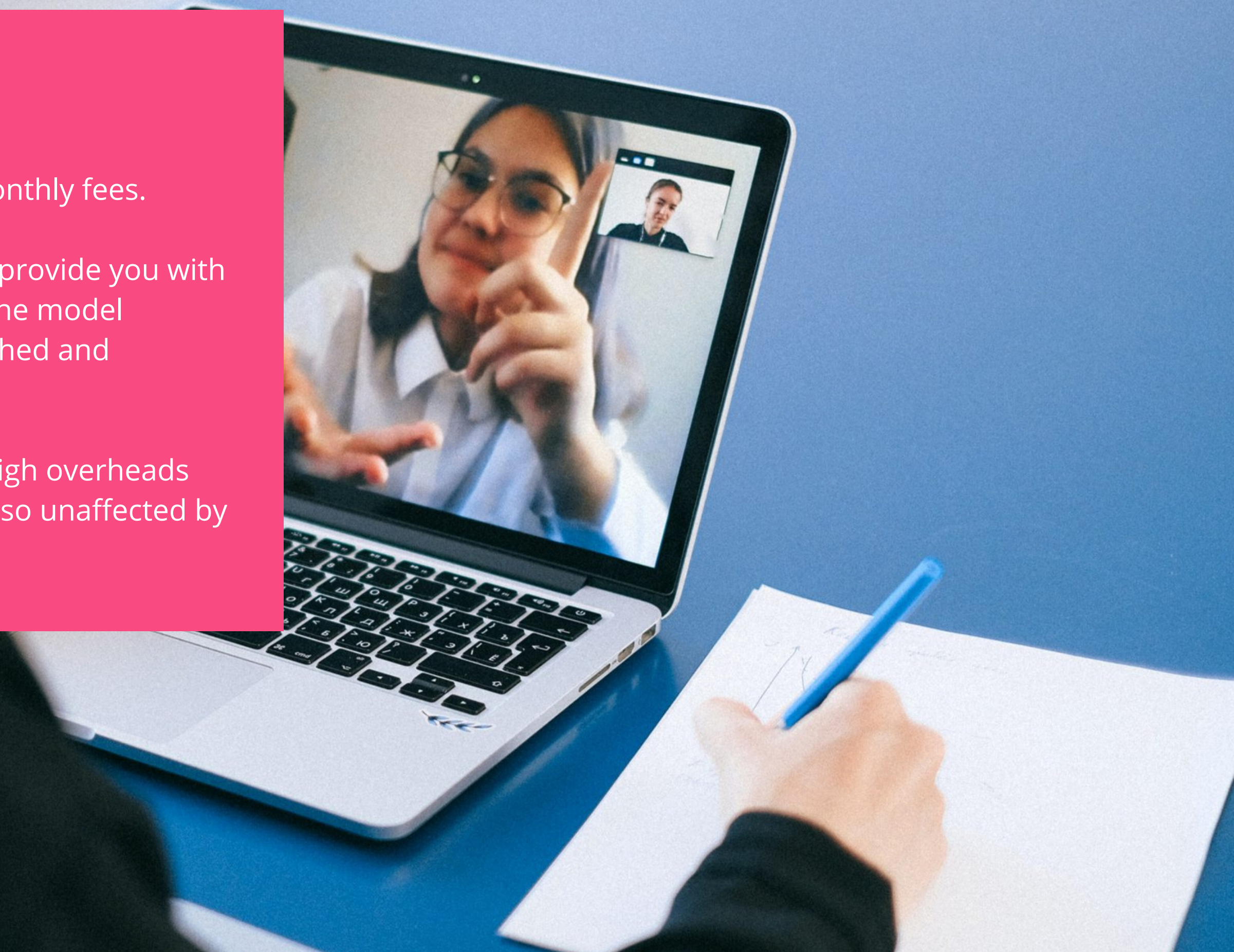
FRANCHISE SHOW 24/7

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FRANCHISE SHOW 24/7

# The benefits

- Low investment and low ongoing monthly fees.
- The founders and senior leadership provide you with the support that has already proven the model through successful trade shows launched and generating profit in Year One.
- Tech business means there are no high overheads and no need for additional staff. It's also unaffected by the pandemic or similar events.



# What you are responsible for?

(With our help through training and ongoing support)

- Find franchisors and services in your chosen country.
- Marketing to end users and exhibitors.
- Set up social media accounts.
- Contacting companies, arranging meetings, sending information on how they can become an exhibitor on the platform, and getting exhibitors onboard.
- Sending and receive contracts from clients.
- Invoicing clients.



# What we are responsible for?

- To give your business a kick-start, we'll set you up, help you with Business & Marketing plans and give you complete training on how to run your business.
- To support you each month with ongoing Coaching & Mentoring from our Senior Leadership team.
- To promote your platform on the main FranchiseShow247 website and social media channels on exciting news and announcements.
- Our content team is here to help you every step of the way with monthly service assistance to enable you to request amendments to the site, upload logos, along with uploading virtual spaces so you don't have to worry about the technical side of the platform.



# Commercials – High Level: Fixed Costs

One off Investments:

Initial licence fee – 5 years £10,000- (Pilot locations incentive offer available)

(renewal after 5 years at £5000 plus CPI for additional 5 years)

Regular operating expenses: Monthly  
Hosting and maintenance £ 100 + VAT





## Commercials – High Level: Operating Income

### Income Opportunities Annual

Year 1 – 100 stands @£250 £ 25,000

Year 2 – 100 new stands & renewals @80% £ 45,000

Year 3 – 100 new stands & renewals @80% £ 61,000

**Cost per sale – set up and support by VE247 team This cost is a direct cost on sales. i.e. no sales, no cost. charged at £35 +VAT per hour (Est 20%)**

Year 1 – 100 stands £5,000

Year 2 – 100 new stands & renewals @80% £9,000

Year 3 – 100 new stands & renewals @80% £ 12,200

### Estimated Gross Profit

Year 1 £ 20,000

Year 2 £ 36,000

Year 3 £ 48,800



# Commercials – High Level:

## Other costs for consideration: Monthly

Business Insurance £ 50

I.T. equipment £100

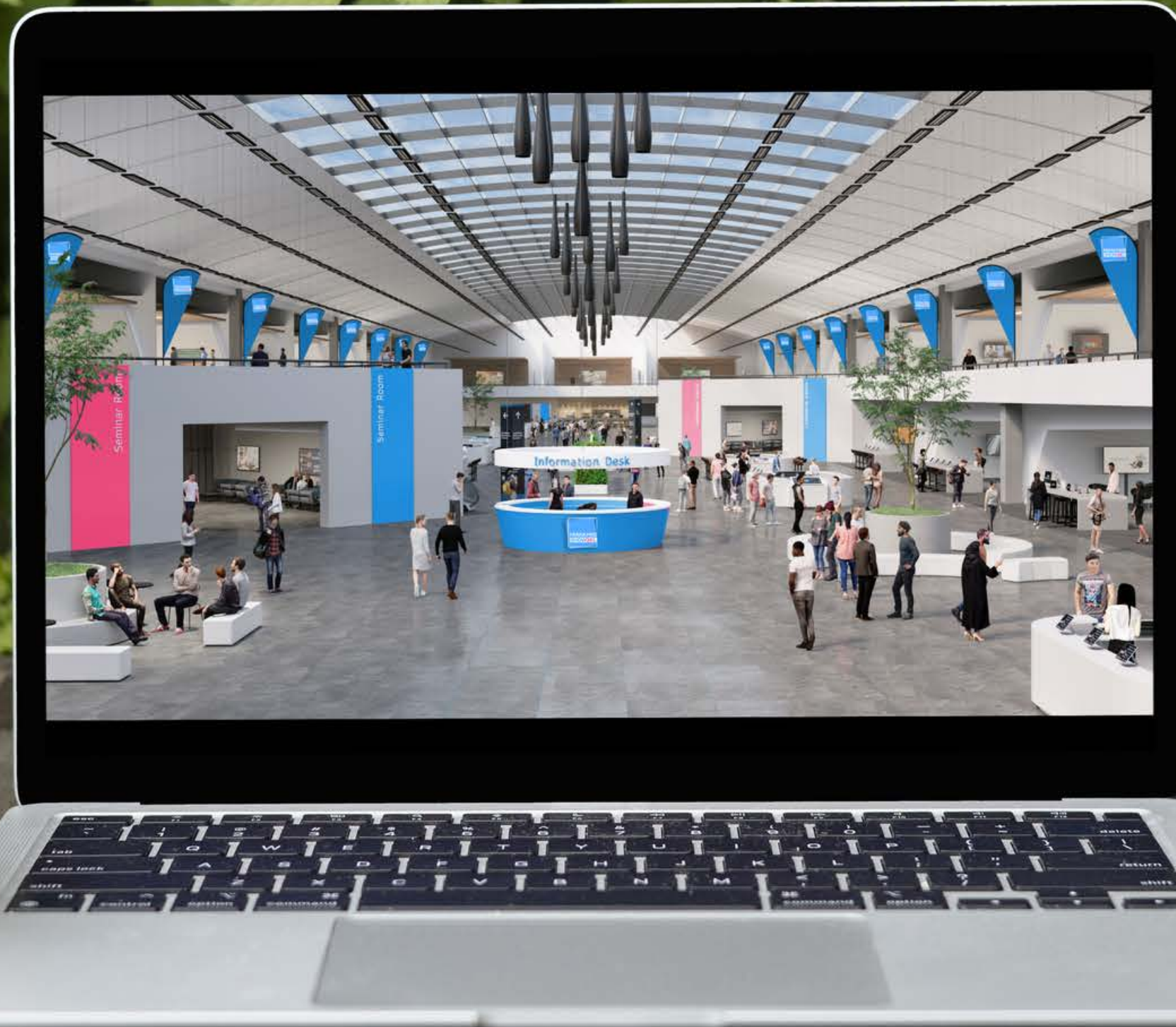
Office365 £20

Travel & expenses to customers & events £50

3rd party Social Media marketing £250



# Appendices



Seminar Room

# Information Desk

FRANCHISE  
SHOW247.com

Conference Rooms

FRANCHISE  
SHOW247

FRANCHISE  
SHOW247

Conference Room

Communication

Communication

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COMMUNITY  
SPONSOR  
●  
YOUR LOGO HERE



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**Stand Design Options - 1 –Minimalistic**



# Stand Design Options - 2 - Wooden



**Stand Design Options - 3 - Contemporary**



## Stand Design Options - 4 - Round