



Romy Duggal
Social Media & Content Marketing Executive
Business Show Media

The International Franchise Show 2024 Post-Show Press Release

Today marks two weeks since The International Franchise Show returned to the London ExCeL on the 12th and 13th of April 2024 for its milestone 15th edition. We are incredibly excited to share that we welcomed a record-breaking number of 11,474 attendees who utilised the resources on offer and celebrated with us. We also had 92% of our exhibitors rebook with us for next year which signifies how valuable the experience is for our suppliers. We were also honoured to partner with The International Franchise Association (IFA) where representatives attended the show and hosted riveting seminars on everything you'd need to know about franchising. We're so excited to see what the future holds with this partnership!

We're thrilled by the overwhelming positive feedback we've received from exhibitors, who have noted the exceptional quality of leads and genuine interest from attendees at The International Franchise Show 2024. Similarly, our attendees found the plethora of industries available inspiring which encouraged them in their quest to learn more about the franchise industry and seek out suitable organisations to invest in or collaborate with.

The feedback underscores our commitment to curating an event that brings together valued members of the franchising community. By uniting like-minded franchise professionals from around the world, we have established the UK's premier franchise event dedicated to sharing insights, creating networking opportunities, and facilitating collaborations that drive success and growth.

In partnership with Kindling Franchise Consultants, this year's show also introduced our brand-new feature, the Children's Activity Pavilion, which highlighted over 25 brands dedicated to children's learning, development, entertainment, and growth. It was a bustling and consistently busy section of the show, full of enthusiasm and friendly faces, inviting potential franchisees into the dynamic world of children's franchise opportunities.

We'd like to thank our sponsors, the IFA and Natwest, our exhibitors and all of the fantastic attendees for such a successful show. It was definitely one to remember and we cannot wait for next year!

Join us again next year on the 11th and 12th of April 2025 for another exciting edition of the International Franchise Show!