

The BUSINESS GROWTH SHOW

Inspire, Learn, Seek, **Grow!**



Franchise Prospectus

⁷⁶**BUSINESS GROWTH SHOW**

**Would you like to run your own successful
Exhibition and Networking Events Business with the
potential to earn up to £128,000 + per annum?**

Mark Linton, Managing Director		<p>"We will teach you everything you need to know to build a very profitable Exhibition and Networking Events Business. You can run the business from home and on a part time basis to begin with, using our proven methods and systems".</p>
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Hello,

My name is Mark Linton and I am delighted that you have taken the time to investigate this fantastic Exhibition and Events Franchise Opportunity. We believe this is a unique opportunity because it offers you the potential to build a significant business working part time and from home initially.

We have put together an excellent franchise package which will enable you to build your own successful Exhibition and Events Business and earn a sizeable income at the same time.

We have divided the UK into sizeable exclusive territories so this franchise opportunity gives individuals who meet our strict entrance requirements the potential to build a sizeable business.

The Business Growth Show - Brief Overview

The Business Growth Show is a highly successful Exhibition and Networking event. The purpose of the shows are to bring businesses together to help them grow through networking, gaining advice from the exhibitors, and learning from expert speakers. The shows generate huge amounts of lead generation and in effect, huge amounts of revenue.

The Business Growth Show is now an established brand that reaches tens of thousands of businesses nationwide.

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Our **experience and expertise** together with our proven lead generation strategies is one of the main reasons for our continued growth. **Huge demand for our services and products** means that we are now in a position to expand our operation further through a franchise network of high performing individuals.

Prospectus

This prospectus will tell you exactly what this opportunity is all about – a little bit of our history, about the business as it is now and the key benefits you will enjoy as a franchisee. We will also provide details of how much you can earn and what your initial investment will be.

The prospectus should provide you with all the information that you need to help you decide whether this opportunity is one you would like to take further.

Next steps

The next step in the process is to fill in the form at the back of this prospectus and then arrange a visit to our head office. This will give us both the opportunity to meet each other, give you the chance to see the business first hand – and provide you with the chance to ask any questions that you may have.

Who are we looking for?

We are looking for hard working individuals with drive, determination to succeed and who enjoy dealing with people. This is a business where you have to be able to go the extra mile to provide the level of service that our customers have come to expect.

We will only accept people who will be able to meet the level of quality and service that we have set; who want to provide an experience that is second to none.

If having read through the Prospectus you believe you have the necessary skills and desire to become a Business Growth Show Franchisee, then I will be delighted to meet you.

Best regards,

Mark Linton

Managing Director

PS. This really is a once in a lifetime opportunity to transform your life and build a successful business and lifestyle for yourself!

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Franchise Prospectus

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Why choose a Business Growth Show Franchise?

Below we have highlighted the main benefits of being a Business Growth Show franchisee which should help you answer the above question.

(1) High income potential and saleable business

As a Business Growth Show franchisee you will have the opportunity to build a successful business and earn a high income, working for yourself, but with the training, support and experience of an established business behind you. The group has a proven business formula which will form the basis on which every franchise operates. Demand for our services is very high and you will have a large exclusive area to work within.

The earning potential for a Business Growth Show franchisee can be seen in the earning potential section of this prospectus.

The other great benefit to owning a successful business is that you will have a valuable asset that you can sell in the future. Not only are you earning a high income, you are building a nest egg too.

(2) Large exclusive territory

Each franchisee is given an exclusive large territory to work within. This means that only you can operate and market within your chosen area.

The size of your area means that you have the opportunity to build a sizeable business over the coming years without being restricted by a small territory which would limit your potential.

(3) Low overheads and part time

Each franchise is designed to operate from home initially with the main equipment requirements being a computer, printer, fax, mobile phone, telephone, digital camera and internet access. As your business grows you will then have the option to continue working from home or moving into business premises.

You also have the opportunity to begin running this business on a part time basis. If required, we will take enquiries and handle calls on your behalf and set up your appointments to meet your availability.

(4) Credibility and use of company brand

As part of the franchise agreement you get to use the "⁷⁶**BUSINESS GROWTH SHOW**" processes, systems, name, logo, website, history and stationery. This gives you credibility and confidence to go out into the market place and get off to a good start. It also enhances your position in the mind of potential clients that they are dealing with an established and reputable company.

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(5) Training and ongoing support

Ongoing comprehensive training and support will be given to franchisees which combine on the job and office based training.

Support and assistance is continually available to franchisees as part of the franchise offering. See the training section of this prospectus for more details.

Experts from The Business Growth Show are in place to support franchisees on a day to day basis. There is also a highly skilled and experienced management team in place to offer support and guidance in the running of the business. Best practice sharing takes place and helps to keep all the 'The Business Growth Show' franchisees operating effectively and efficiently.

(6) Assistance with raising finance

Finance packages are available for prospective franchisees if required. A business plan template has been developed which is then amended to suit your particular circumstances. This can then be shown to any High Street Bank or Lender either by yourself or with our assistance. This approach helps secure the lowest finance rates available.

(7) Additional products and services to sell

We will also train you in selling additional products and services which will further boost your turnover and profitability.

(8) Proven lead generation

The Business Growth Show has a proven business formula for generating leads and business for franchisees. This is arguably the most important part for any franchisee in order to maximise their earning potential.

The key area which covers this is contained within your training and operations manual, maximising earnings which cover target markets, sales activity, lead generation tools and techniques, lead conversion and maximising the amount of money in the deal. This also includes backend income too.

The Business Growth Show website is focused on the customer's need and is a source of information as well as directing them towards enquiries and bookings.

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The Business Growth Show - Market opportunity

Company background and marketplace

The Business Growth Show is a highly successful Exhibition and Networking event. The purpose of the shows are to bring businesses together to help them grow through networking, gaining advice from the exhibitors, and learning from expert speakers. The shows generate huge amounts of lead generation and in effect, huge amounts of revenue.

The Business Growth Show is designed by a growing business, for growing businesses. We strongly believe in the power of networking as a proven method for business growth.

The Business Growth Show was established in 2008 and is already present in 8 regions across the UK. Corkscrew Events have built a solid reputation on providing valuable and cost effective events and are notorious for their fast and furious Speed Networking sessions with the Sergeant Major - one of the main features of the events.

Mark Linton, managing director of Corkscrew Events, confirms that "it is all about the learn, seek, inspire and grow philosophy of good business practice. Businesses can learn a lot from each other, the seminars and speakers. They can be inspired through each other. They can seek advice from the expert exhibitors at the show who are all there to help. And they can grow their own businesses by reaping the rewards weeks and even months, possibly years, after the show through the contacts that they can make there."

Products and Services

- Exhibition Packages
- Seminars for Growth
- Speed Networking
- Sponsorship Opportunities

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Why franchising?

Franchising is a fantastic way to start and run your own business – it provides you with an opportunity to earn a high income but with the support and backup of the franchisor behind you.

A franchise reduces the risk of failure

Starting a new business always carries a risk – new businesses are vulnerable. The degrees of vulnerability vary depending on:

- Knowledge
- Skill
- Financial resources
- Relevant abilities

Many who start up their own business lack some or all of these qualities. Many fail because they cannot learn quickly enough – before the money runs out. 80% of new businesses starting today will fail within the first five years.

With a franchise this risk is substantially reduced – because you are buying the experience and expertise of the franchisor. This will also stop you making the same mistakes that they have made during their trading life.

And because you become part of a successful business, you will be able to take advantage of their knowledge and link into the strong relationships that they have developed over the years.

Other franchise benefits

As we said right at the beginning of this section, a franchise provides the opportunity to earn a high income working for yourself but with the training, support and experience of an established business behind you.

You are selling an established product or service with a turnkey business plan and format for you to operate. This includes the brand, systems and processes, lead generation and marketing assistance plus help with raising finance if required.

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The training process and ongoing support

The Business Growth Show have spent several months developing their franchisee training programme and operations manual.

It has been designed to consider somebody with some or no Exhibition and Events experience and give them the required skills and knowledge to operate their own Business Growth Show Franchise.

Initial training

Initial Training – “The initial training takes place over two full days at The Business Growth Show” Head Office.

- (1) The Business Growth Show overview and the market place
- (2) Setting up your The Business Growth Show business
- (3) Running your The Business Growth Show business
- (4) Sales and marketing for your The Business Growth Show business
- (5) Maximising income for you The Business Growth Show business.
- (6) Administration for your The Business Growth Show business
- (7) Reporting for your The Business Growth Show business
- (8) On the job training for your The Business Growth Show business

This training gives you sufficient knowledge to confidently begin trading as The Business Growth Show within your exclusive territory.

Ongoing bespoke training

Once you have had your initial training from The Business Growth Show it doesn't stop there. Ongoing bespoke training is available to you at any time if you want more advanced training or just some refresher training to go over anything again.

We are committed to the success of all our franchisees and feel that our training, support and backup are key features of our franchise offering.

Ongoing support

As mentioned above ongoing training is available at any time. The Business Growth Show also provides comprehensive telephone and e-mail support too. This ensures you are never left on your own and support is available whenever you need it.

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Pre Event Support

Training and support will be provided throughout the trial period along with contact details and leads already generated by The Business Growth Show. You will be allocated a Franchise Manager who shall liaise with you on a regular basis to ensure that you are satisfied with all training and information provided.

The Business Growth Show will provide you with the event management and support with the marketing for The Business Growth Show, allowing you to focus on your bottom line.

Pre Event Support to include:

- Marketing for the event:
 - Minimum 200 delegates registered (including exhibitors x 2 delegates)
 - Data Management
 - Viral marketing campaigns for each show
 - Telemarketing
 - Lead Generation
 - Marketing on the website, including exhibitor profiles and floor plans
 - Search Engine Optimisation
 - Network of partners to support the event
 - Marketing proposals and support materials
 - PR
 - Branding
 - Design and layout
 - Research Speakers

- Event Management:
 - Delegate Packs
 - Venue Finding & Management
 - Set up and run the event
 - Registration Management
 - AV Hire and Equipment
 - Speed Networking
 - Banners
 - Event & Technical Staff

- Sales Support:
 - Dedicated Franchisee Manager
 - Training and support
 - Sales proposals and support materials
 - Transfer of existing accounts
 - 4Networking passports
 - The opportunity to exhibit at partner events

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- Admin Support:
 - Design and layout for business cards, uniforms and any additional banners
 - Email accounts
 - Web updates
 - Head Quarters to receive enquiries
 - Negotiate deals for franchisees
 - Mapping Territory

Event:

- Event Management
 - Minimum Staff of 3 x Event Coordinators and 1 x Event Manager
 - Venue Management and room set up
 - AV Hire
 - PA Equipment
 - Technician
 - Coordination on the day
 - Speed Networking
 - Signage
 - Seminars
 - Catering

Post Event:

- Delegate feedback
- Delegate List
- Statistics Reports
- Web Updates

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The Business Growth Show – Franchise earning potential

The potential earning figures for a The Business Growth Show franchisee can be seen below. Each show has the potential to generate a minimum of £32,000* a quarter which equates to a minimum of £128,000 *per annum. After Corkscrew Events management and marketing fees and 7% turnover commission have been charged this will leave the franchisee with a Gross Profit of at least £77,040* per annum.

Year	Sales £	Gross Profit £	Profit £
1	128,000	77,040	65,000*
2	150,000	90,000	78,000*
3	180,000	110,000	91,000*

The above table shows the potential earning figures that we would expect you to achieve in the first three years*. As you can see this is a tremendous opportunity for you to earn a substantial income.

Beyond Year 3 we would expect the figures to continue to grow and expand.

* These figures are potential earning figures. No guarantee of actual earnings can be given.

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The Franchise Package

The cost of The Business Growth Show Franchise is £15,000 (+vat)

NB. All VAT is reclaimable

The Business Growth Show franchise includes the following:

- Full training which is both office based and on the job. This covers all aspects of running a The Business Growth Show Franchise.
- Trading under The Business Growth Show brand name.
- An exclusive territory for you to trade in.
- Permanent ongoing head office support in all aspects of running your business.
- Complete start-up package – including stationary and sales literature.
- Full training – on our company, operations, products and all aspects of running your own The Business Growth Show franchise.
- Operations and resource manual which will be developed with you.
- A dedicated & integrated web presence and e-mail.
- 250 letterheads
- 250 business cards
- 5000 Flyers
- Call answering and support
- 4 Networking Free Membership
- Newsletter Launch
- 2 White shirts with neck tie and scarf
- Negotiated rates for back end services needed

Ongoing fees

- There is an ongoing fee of 7% of turnover payable monthly, after management/event fees have been taken out.
- A monthly management fee will become payable if you require additional head office support, dealing with enquires and call handling, this will be negotiated separately, if required.

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Franchise Area's

- North Scotland: Aberdeen or Dundee
- Scotland South & East: Edinburgh
- Scotland West: Glasgow
- Northumbria: Newcastle
- Durham & Cumbria: Middlesbrough
- North Yorkshire: Harrogate
- Lancashire: Lancaster
- West Yorkshire: Leeds
- South Pennines: Oldham/Stockport
- Greater Manchester: Manchester
- Merseyside: Liverpool
- South Yorkshire & Derbyshire: Sheffield
- Notts & Lincs: Nottingham
- Cheshire & North Wales: Chester
- Staffordshire & Shropshire: Shrewsbury/Telford
- West Midlands: Birmingham
- Black Country & South Derbyshire: Wolverhampton/ Derby
- Coventry/Warwickshire
- South Midlands: Gloucester/ Cheltenham
- Avon & Monmouth: Bristol
- South West: Swindon
- Devon & Cornwall: Exeter/ Plymouth
- Thames Valley: Reading/ Newbury
- Northants & Leicestershire: Leicester
- Hampshire: Southampton
- East Anglia: Norwich/ Cambridge
- Essex: Chelmsford
- Hertfordshire & Bedfordshire: Luton/ Hemel Hempstead
- Greater London: London
- Surry: Guildford/ Croydon
- Kent: Maidstone
- Sussex: Brighton

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Next steps

Who are we looking for to join us at The Business Growth Show?

We are looking for hard working individuals with drive, determination to succeed and who enjoy dealing with people. This is a business where you have to be able to go the extra mile to provide the level of service and performance that our clients have come to expect.

We will only accept people who will be able to meet the level of quality and service that we have set; who want to provide an experience that is second to none. The characteristics we are looking for are as follows:

- Hard working
- Ambitious
- Professional
- Good at dealing with people
- Attention to detail and committed to customer service
- Looking to build a valuable business
- Target driven

Taking your application further

If having read through the prospectus you believe you have the necessary skills and desire to become a Business Growth Show franchisee then you are ready to take your application further.

The next steps are to answer any questions you may have regarding the franchise and then arrange for you to come and view The Business Growth Show operation first hand.

Please fill in the brief form on the next page or do it online at The Business Growth Show Franchise website at www.thebusinessgrowthshowfranchise.co.uk The quickest way is to fill it in is online but if you decide to fill in the form on the next page please post it back to:

Mark Linton
The Business Growth Show
Branston Court
Branston Street
Birmingham
B18 6BA

Alternatively please ring Mark Linton on 0121 551 0792 . You can also e-mail him at franchise@corkscrewevents.com

Further Enquiry Form

Personal Details

Name :

Address :

Post Code :

Home Phone Number :

Mobile Number :

Fax Number :

E-Mail :

Date of birth :

Nationality :

Marital Status :

Are you in good health? :

Where did you hear about the franchise? :

Ideal franchise location :

Best time to call :

Home Office Equipment

Computer :

Laptop :

Fax :

Printer :

Software Packages :

Brief Career Summary (last five years)

Current Occupation :

If in business how long have you been trading? :

Have you got a criminal record? : YES NO

(if yes please expand on)

Have you ever been bankrupt? : YES NO

(if yes please expand on)

Have you sufficient capital to invest in the franchise

and working capital? : YES NO

Would you need additional finance to invest in the

franchise? YES NO

How many hours a week are you willing to work in

the business? :