



FRANCHISE
EXHIBITION
MOROCCO

Sponsorship & Exhibition Opportunities

24 | 26 March 2027

O FEC Casablanca, Morocco





FRANCHISE
EXHIBITION
MOROCCO

24 – 26

MARCH 2027

BOOK YOUR STAND TODAY

A word from **The president**

Franchise Exhibition Morocco 2027 is Africa's leading franchise event. 3 days where the continent's most ambitious brands, investors and decision-makers come together to build partnerships, enter new markets and shape the future of franchising across Morocco and Africa.

This is not just an exhibition. It is the strategic platform that connects international franchise brands with the Moroccan and **African markets a unique opportunity** to enter a continent of 1.4 billion consumers through the most connected and stable business hub in Africa.

Join in the event NOW !
#FEM2027 #FranchiseEcosystem



Mohamed Elfane

President — Fédération Marocaine de la Franchise

3rd Edition

THE AMBITION

- ✓ Bring together **the best Moroccan and international franchise** brands under one roof
- ✓ Connect franchisors with investors, master franchise candidates, malls, banks and institutions
- ✓ Position Morocco as the **strategic platform for franchise expansion** across Africa
- ✓ Accelerate the internationalisation of Moroccan franchise brands



FRANCHISE
EXHIBITION
MOROCCO

WHY MOROCCO ?

WHY CASABLANCA ?

Morocco is not just a location. It is the **strategic launchpad** for franchise expansion into 54 African markets.

Casablanca is Morocco's economic capital and the natural meeting point for investors, banks, malls, brands and institutions across the country and the wider region.



2 PREVIOUS SUCCESSFUL EDITIONS

2025 EDITION

16500+

Visitors

6+

Countries
represented

80+

Exhibitors

150+

Accredited
media

2026 EDITION

19,000+

Visitors

8+

Countries
represented

120+

Exhibitors

160+

Accredited
media

“ FEM is not starting from scratch. It is an event that has already proven itself across two successful editions and is growing stronger with each one.

WHAT THE PREVIOUS EDITIONS HAVE PROVEN

- ✓ A format that works
- ✓ A qualified audience
- ✓ National and international media coverage
- ✓ Partnerships and deals closing

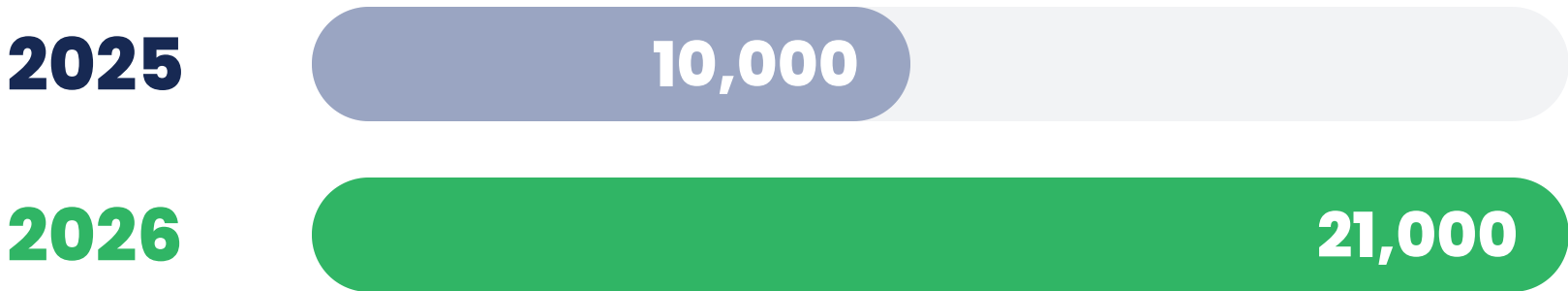
A DIGITAL AUDIENCE **THAT DOUBLED** IN 2026

Digital figures from the 2026 edition of Franchise Exhibition Morocco.

SOCIAL MEDIA COMMUNITY

21,000

followers: we passed the 20,000 mark with the second edition.



× 2 in one year

10M
people reached
during the 2026 edition

60M+
impressions
of overall visibility

600+
pieces of content produced by
visitors, influencers and media

150
media outlets
covered the show

LINKEDIN **5,000** followers | **150,000** people reached (approx.)

PLATFORM **3,600** users | **115,000** interactions

They've spoken at our **events**

Over the past two editions, Franchise Exhibition Morocco has welcomed leading voices from government, business, finance, diplomacy and entrepreneurship.

Their presence reflects the event's growing role as a trusted platform for dialogue, investment and franchise development in Morocco and beyond.



Younes Sekkouri

Minister of Economic Inclusion,
Small Business, Employment
and Skills



Ryad Mezzour

Minister of Industry &
Trade in Morocco



Moncef Belkhayat

Moroccan entrepreneur
The holding H&S



Anouar alaoui

Directeur Général de
Maroc PME



Fatim Sefrioui

DGA of Marjane Group in
charge of Marjane Reim



Marissa D. Scott

U.S. Consul General in
Casablanca



FRANCHISE EXHIBITION

MOROCCO



Network with 150+ exhibitors

FEM 2027 is addressed to brands that want to enter the Moroccan market, develop their network across Africa, or strengthen their local presence. Here are the exhibitor profiles we are targeting.

SPONSORS OF 2026 EDITION



SECTORS REPRESENTED

Food & Beverage | Beauty & Wellness | Fitness & Sport
Retail | Education & Training | Health



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MOROCCO

THEY TRUSTED US



Brands, partners and media present at previous editions of Franchise Exhibition Morocco.



WHY BECOME A SPONSOR ?

Brand Visibility & Credibility

Gain premium exposure before, during, and after FEM 2027 while aligning your brand with Africa's leading franchise event.

Access to Decision-Makers

Connect directly with investors, banks, institutions, mall operators, and master franchise candidates actively seeking opportunities.

Business Growth & Lead Generation

Generate qualified leads, schedule meetings through the Eventify app, and develop strategic partnerships in a business-focused environment.

Thought Leadership & Strategic Positioning

Take the stage, contribute to key industry discussions, and position your organization as a leading player in the franchise ecosystem across Morocco and Africa.



More than sponsorship - a strategic platform for visibility, influence, and business development

WHY BECOME AN EXHIBITOR ?

Increase Brand Visibility

Present your concept to thousands of entrepreneurs, investors, and franchise professionals.

Meet Qualified Prospects

Engage directly with potential franchisees, master franchise candidates, partners, and clients.

Generate Business Opportunities

Create new leads, secure meetings, and build partnerships that drive growth beyond the event.

Expand Across New Markets

Position your brand at the center of Africa's franchise ecosystem and explore regional expansion opportunities.



Exhibit.
Connect.
Expand



AN FEM EXHIBITOR IN THREE DAYS

What a stand generates on average.

REAL DATA - 2026 EDITION

70%

of 2025 exhibitors
re-signed for 2026

120+

exhibitors, 8+ countries

19,000+

visitors

3 days

at OFEC, Casablanca

200

conversations at the stand
around 70 per day

120

contacts recorded
business cards, forms

30

qualified prospects
project, budget and timeline identified

10

follow-up meetings
visit, file sent, meeting

2 to 3

signings within 12 months
franchisees or master franchise

COMMERCIAL OPPORTUNITIES

FEM 2027 helps international brands enter the Moroccan market by connecting them with local investors and qualified franchise partners over three days.



MARKET ACCESS

FEM 2027 helps international brands enter the Moroccan market by meeting qualified local investors and franchise partners in just 3 days.



MOROCCO AS AFRICA'S BUSINESS HUB

Morocco is a gateway to Africa. FEM 2027 allows brands to develop their presence on the continent from Casablanca.



MEETING DECISION-MAKERS

The event brings together key players in the sector: investors, franchisees, banks, institutions and experts to create strategic opportunities.



PREMIUM VISIBILITY

Sponsors benefit from visibility before, during and after the event through campaigns, communication materials and digital content.



THOUGHT LEADERSHIP & CONTENT

Partners can share their expertise through conferences, panels, and content to strengthen their market position.



BUSINESS DEVELOPMENT

FEM 2027 is a business platform that allows you to generate leads, find partners and conclude commercial agreements.

PROVISIONAL PROGRAMME 2027

Three days of conferences, exhibitions, strategic meetings and networking moments.

OPENING CEREMONY DAY 1

- ✓ Official opening ceremony in the presence of institutional partners.
- ✓ Opening speeches — FMF President + government representatives + Title Sponsor.
- ✓ Presentation of the 2027 edition and its key innovations.

FRANCHISE TALKS

- ✓ Thematic panels by sector — Food, Beauty, Retail, Education, Hospitality, Tech.
- ✓ Sponsor masterclasses — 45-minute sessions hosted by partners. Keynotes — addresses by invited personalities.
- ✓ Thought leadership sessions — franchise trends in Morocco and Africa.

COUNTRY FOCUS SESSIONS

- ✓ Thematic panels by sector — Food, Beauty, Retail, Education, Hospitality, Tech.
- ✓ Sponsor masterclasses — 45-minute sessions hosted by partners. Keynotes — addresses by invited personalities.
- ✓ Thought leadership sessions — franchise trends in Morocco and Africa.

B2B MEETINGS & INVESTOR FORUM

- ✓ Pre-organised B2B meetings — franchises with investors, malls, banks, master franchise candidates.
- ✓ Investor Forum — dedicated session for presentations to investors.
- ✓ Master Franchise Forum — sessions for master franchise candidates.
- ✓ Retail & Mall Sessions — meetings between franchise brands and mall directors.

FRANCHISE ACCELERATOR ZONE

- ✓ 7-minute live pitch to 300+ investors — for selected young brands only
- ✓ FEM Concept of the Year Award — public jury vote
Mentoring and advisory sessions

NETWORKING & CLOSING

- ✓ Networking Reception — official networking evening on Day 2.
- ✓ Awards & Recognition ceremony.
- ✓ Closing Ceremony — Day 3.



WHAT **FEM 2027** OFFERS INTERNATIONAL FRANCHISES

A platform for international franchise brands looking to enter Morocco or use Morocco as a base for African expansion.



KEY BENEFITS

It's the meeting of institutions and operators that support Foreign investors and entrepreneurs

- ✓ Amdie
- ✓ Cri
- ✓ Cciscs
- ✓ Ompic
- ✓ Minister
- ✓ Fmf

TARGET REGIONS

- ✓ South Korea
- ✓ Malaysia
- ✓ Europe
- ✓ United States
- ✓ Middle East
- ✓ Sub-Saharan Africa





STAND PACKAGES

Registration fee **€500 excl. VAT**

Includes: Daily stand cleaning | emptying bins | exhibitor badges | invitations | file processing





RAW SPACE

€190 excl. VAT
PER M²

18 m²

€3,420
excl. VAT

5 badges
10 invitations

36 m²

€6,840
excl. VAT

10 badges
20 invitations

54 m²

€10,260
excl. VAT

20 badges
30 invitations

72 m²

€13,680
excl. VAT

30 badges
50 invitations

RAW SPACE

Floor area only: the exhibitor builds and fits out the stand entirely. 220V electricity included; additional €500 excl. VAT for any 380V electricity request.

EQUIPPED STAND

€250 excl. VAT
PER M²

Standard
9 m²

€2,250
excl. VAT

2 badges
5 invitations

Comfort
12 m²

€3,000
excl. VAT

3 badges
10 invitations

Premium
18 m²

€4,500
excl. VAT

6 badges
15 invitations

Excellence
36 m²

€9,000
excl. VAT

10 badges
20 invitations

EQUIPPED STAND

Turnkey structure: partitions, signboard, basic furniture, electricity and lighting included.

STAND UP BOOTH

€1,000 excl. VAT
COMPLETE PACKAGE

6 m² | Limited to
10 stands



OPTION
CENTRAL AISLE

€420 excl. VAT per m²
Minimum 36 m²

DIGITAL COMMUNICATION PACKAGES



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Digital Communication Packages

Digital Package	€1,500 excl. VAT
Digital Plus Package	€4,500 excl. VAT

A La Carte Opportunities

VIP Lounge	Quote upon request
Official VIP Evening	€20,000 excl. VAT
Badge Lanyard	Quote upon request
Badge	Quote upon request
Official Bag	€500 excl. VAT per brand
Coffee Break Sponsor	€6,000 excl. VAT



SPONSORSHIP PACKAGES & PARTICIPATION OPPORTUNITIES



SPONSORSHIP & PARTICIPATION PACKAGES



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Sponsorship Packages & Participation Opportunities

Title Partner	€100,000 excl. VAT
Gold Partner	€40,000 excl. VAT
Silver Partner	€30,000 excl. VAT
Institutional Partner	€20,000 excl. VAT
Country Partner	€164,000 excl. VAT
Scientific Panel Package	€4,500 excl. VAT
Exclusive Expert Session Package	€7,000 excl. VAT

EARLY BIRD **15%** BEFORE NOVEMBER 30

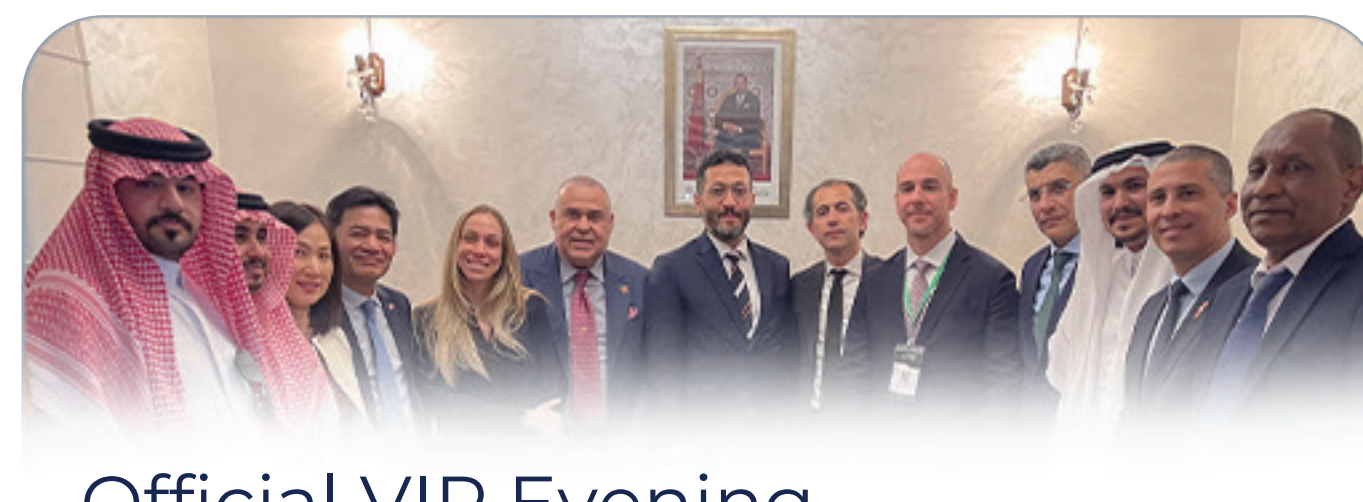
A LA CARTE OPPORTUNITIES



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VIP Lounge
Quote upon request



Official VIP Evening
€20,000 excl. VAT



Badge Lanyard
Quote upon request



Badge
Quote upon request



Official Bag
€500 excl. VAT per brand



Coffee Break Sponsor
€6,000 excl. VAT

TITLE PARTNER

1 EXCLUSIVE SLOT AVAILABLE

€100,000 excl. VAT

72 M² STAND

SPEAKING OPPORTUNITIES

- ✓ Mandatory CEO participation in the opening of the official launch panel
- ✓ Visit by ministers and officials to the stand during the event
- ✓ 1 panel with topic of your choice – theme, content and speakers to be submitted one month before the event
- ✓ 1 speaking slot by an executive from your organization in one of the official program panels
- ✓ 1 45-minute masterclass – conference room provided – theme to be submitted one month before the event

PASSES & INVITATIONS

- ✓ 10 VIP passes
- ✓ 3 VVIP passes



ONSITE VISIBILITY

- ✓ 6-second video capsule with your logo shown at the beginning and end of each conference and between sessions
- ✓ Display on the exhibition screens
- ✓ Official Wi-Fi sponsor of the event – Wi-Fi network named after your brand
- ✓ 4x3 advertising displays before the event around the city
- ✓ Stand-floor extension onto the exhibition carpet
- ✓ Activation in the exhibition common areas – mobile presence throughout the venue
- ✓ Logo displayed on FEM activations – photocall, flags, screens
- ✓ Conference-room chairs branded with your logo
- Single-color banner with your logo around the stage

- ✓ 300 visitor passes
- ✓ 30 exhibitor badges
- ✓ Access to the FEM 2027 networking evening – 6 VIP tickets with guests of honor

B2B & NETWORKING

- ✓ 5 B2B meetings with exhibitors, visitors and institutions organized by the FEM teams – profiles and objectives to be defined in advance
- ✓ Presence on the Eventify application – splash screen, banner and dedicated spaces



WEBSITE

- ✓ Exclusive logo on the homepage – clickable to your website with a presentation text and a message from your president or representative

MEDIA & COMMUNICATION

- ✓ 1 radio appearance with the organizers during the exhibition promotion campaign
- ✓ 1 television program appearance with the President of the Moroccan Franchise Federation
- ✓ 4 sponsored posts on official social networks – carousels and publications
- ✓ 3 reels – 1 signature video capsule for the Title pack + 1 promotional video capsule before the exhibition commitment of 2 million views + 1 post-exhibition video capsule
- ✓ 2 influencers dedicated to your activation

- ✓ Presence in all official event newsletters
- ✓ Logo and presence in the official press release launching Franchise Exhibition Morocco 2027

CEREMONY

- ✓ Presentation of the Morocco Franchise Awards with the FMF President during the closing ceremony

★ **Early bird – 15% discount if contract is signed before November 30**





BEFORE THE EVENT

- ✔ Official partnership announcement on the FEM website and social media channels
 - ✔ Dedicated post on the official Instagram, LinkedIn and Facebook accounts
 - ✔ Logo in official newsletters sent to the entire FEM database
 - ✔ Mention in press releases and media relations
 - ✔ Exclusive EDM: dedicated email sent to the entire FEM database in your name only — no sharing with other brands (according to pack level)
 - ✔ LinkedIn campaign with partner mention
- Integration across all official promotional campaign materials

DURING THE EVENT

- ✔ Logo on the main stage — backdrop and screens
- ✔ Onsite signage — banners, roll-ups, aisle signs
- ✔ Logo on all participant badges
- ✔ Logo on lanyards — badge cords worn by 100% of participants throughout the event
- ✔ Logo on official bags distributed to all participants on arrival
- ✔ Logo on digital screens and displays
- ✔ Presence on the official photocall media wall visible in all official photos
- ✔ Logo in the official programme
- ✔ Access to VIP spaces — Investor Lounge, Speaker Lounge, VIP Lounge
- ✔ Speaking rights — panels, masterclasses, thematic sessions

AFTER THE EVENT

- ✔ Presence in the official aftermovie the official recap video distributed across all FEM channels
- ✔ Official photo album with sponsor logo visible on the photocall
- ✔ Post-event report — official post-show document sent to all participants
- ✔ Thank you posts on social media with partner mention
- ✔ Post-show EDM sent to the entire FEM database (according to pack level)
- ✔ Press coverage — articles, interviews, mentions in partner media
- ✔ Logo maintained on the FEM website until the next edition

GOLD PARTNER

48 M² STAND

€40,000 excl. VAT

48 M²

SPEAKING OPPORTUNITIES

- ✓ Visit by ministers and officials to the stand during the event
- ✓ 1 speaking slot by an executive from your organization in one of the official program panels
- ✓ 6-second video capsule supplied by the sponsor – shown during a panel intervention

ONSITE VISIBILITY

- ✓ Logo displayed on FEM activations – photocall, flags, screens
- ✓ Branding of the rear of the conference room with your identity
- ✓ Your logo displayed on the side screens in the conference room
- ✓ Display on the exhibition screens
- ✓ 4x3 advertising displays before the event around the city
- ✓ Activation in the exhibition common areas – mobile presence throughout the venue



PASSES & INVITATIONS

- ✓ 6 VIP passes
- ✓ 2 VVIP passes
- ✓ 200 visitor passes
- ✓ 20 exhibitor badges
- ✓ 2 VIP tickets to the networking evening

B2B & NETWORKING

- ✓ 2 B2B meetings with exhibitors organized by the FEM teams
- ✓ Presence on the Eventify application

WEBSITE

- ✓ Featured logo on the official website – clickable to your website

MEDIA & COMMUNICATION

- ✓ 4 sponsored posts on official social networks with the option to highlight the product or service of your choice
 - ✓ 2 reels with the option to highlight the product or service of
 - ✓ your choice dedicated influencer
- Presence in the official event newsletters
- Logo included in the official press release

★ **Early bird – 15% discount if contract is signed before November 30**



SILVER PARTNER

36 M² STAND

€30,000 excl. VAT

36 M²

SPEAKING OPPORTUNITIES

- ✓ 1 speaking slot by an executive from your organization in one of the official program panels

ONSITE VISIBILITY

- ✓ Logo displayed on FEM activations – photocall, flags, screens
- ✓ Your logo displayed on the side screens in the conference room
- ✓ Display on the exhibition screens
- ✓ 4x3 advertising displays before the event around the city
- ✓ Activation in the exhibition common areas – mobile presence throughout the venue



PASSES & INVITATIONS

- ✓ 3 VIP passes
- ✓ 1 VVIP pass
- ✓ 100 visitor passes
- ✓ 20 exhibitor badges

B2B & NETWORKING

- ✓ Presence on the Eventify application

WEBSITE

- ✓ Featured logo on the official website – clickable to your website

MEDIA & COMMUNICATION

- ✓ 2 sponsored posts on official social networks with the option to highlight the product or service of your choice
- ✓ 1 reel with the option to highlight the product or service of your choice
- ✓ Presence in the official event newsletters
Logo included in the official press release

★ **Early bird – 15% discount if contract is signed before November 30**



INSTITUTIONAL PARTNER

18 M² EQUIPPED STAND

€20,000 excl. VAT

18 M²

✓ **Highlighting in the event protocol**

✓ **Emphasis on event protocols**

✓ **Dedicated video reels**

★ **Early bird – 15% discount if contract is signed before November 30**



COUNTRY PARTNER

200 M² SPACE (DIVISIBLE INTO) 9 M² ARAES

€164,000 excl. VAT

9 M² ARAES

SPEAKING OPPORTUNITIES

- ✓ Visit by ministers and officials to the stand during the event
- ✓ 1 speaking slot by an executive from your organization in one of the official program panels
- ✓ 6-second video capsule to be supplied – shown during a panel intervention

ONSITE VISIBILITY

- ✓ Logo displayed on FEM activations – photocall, flags, screens
- ✓ Branding of the rear of the conference room with your identity
- ✓ Your logo displayed on the side screens in the conference room
- ✓ Display on the exhibition screens
- ✓ 4x3 advertising displays before the event around the city
- ✓ Activation in the exhibition common areas – mobile presence throughout the venue



PASSES & INVITATIONS

- ✓ 6 VIP passes
- ✓ 2 VVIP passes
- ✓ 200 visitor passes
- ✓ 20 exhibitor badges

B2B & NETWORKING

- ✓ 2 B2B meetings organized by the FEM teams
- ✓ Presence on the Eventify application

WEBSITE

- ✓ Featured logo on the official website – clickable to your website

MEDIA & COMMUNICATION

- ✓ 4 sponsored posts on official social networks
- ✓ 2 reels
- ✓ 1 dedicated influencer
- ✓ Presence in the official newsletters
- ✓ Logo included in the official press release

★ **Early bird – 15% discount if contract is signed before November 30**



COUNTRY PAVILION

- ✓ 200 m² exhibition space
- ✓ Divisible into 9 m² areas
- ✓ Dedicated country branding

VISIBILITY

- ✓ Country highlighted as official partner
- ✓ Logo on official communication materials
- ✓ Visibility across event signage and digital channels

BUSINESS OPPORTUNITIES

- ✓ B2B meetings with investors, brands and institutions
- ✓ Dedicated networking opportunities
- ✓ Access to professional visitors and decision-makers

★ **Early bird - 15% discount if contract is signed before November 30**



EXCLUSIVE EXPERT SESSION PACKAGE

EXCLUSIVE CONFERENCE OR INTERVIEW

€7,000 excl. VAT

Benefit from an exclusive format allowing you to speak alone or with your guests, partners or clients, around a strategic theme related to your expertise.

OBJECTIVE

- ✓ *Offer your organization a privileged platform to demonstrate its expertise, build awareness and generate new business opportunities with a qualified audience.*

THIS PACKAGE INCLUDES

- ✓ Exclusive dedicated slot in the scientific program
- ✓ Option to invite up to 3 speakers of your choice
- ✓ Free format as a conference, interview, case study or expert discussion
- ✓ Enhanced visibility in the event communication materials
- ✓ Promotion of your brand, firm or company before the exhibition
- ✓ Showcasing of your know-how, achievements and solutions
- ✓ Photo and video recording of the intervention
- ✓ Priority access to networking with participants



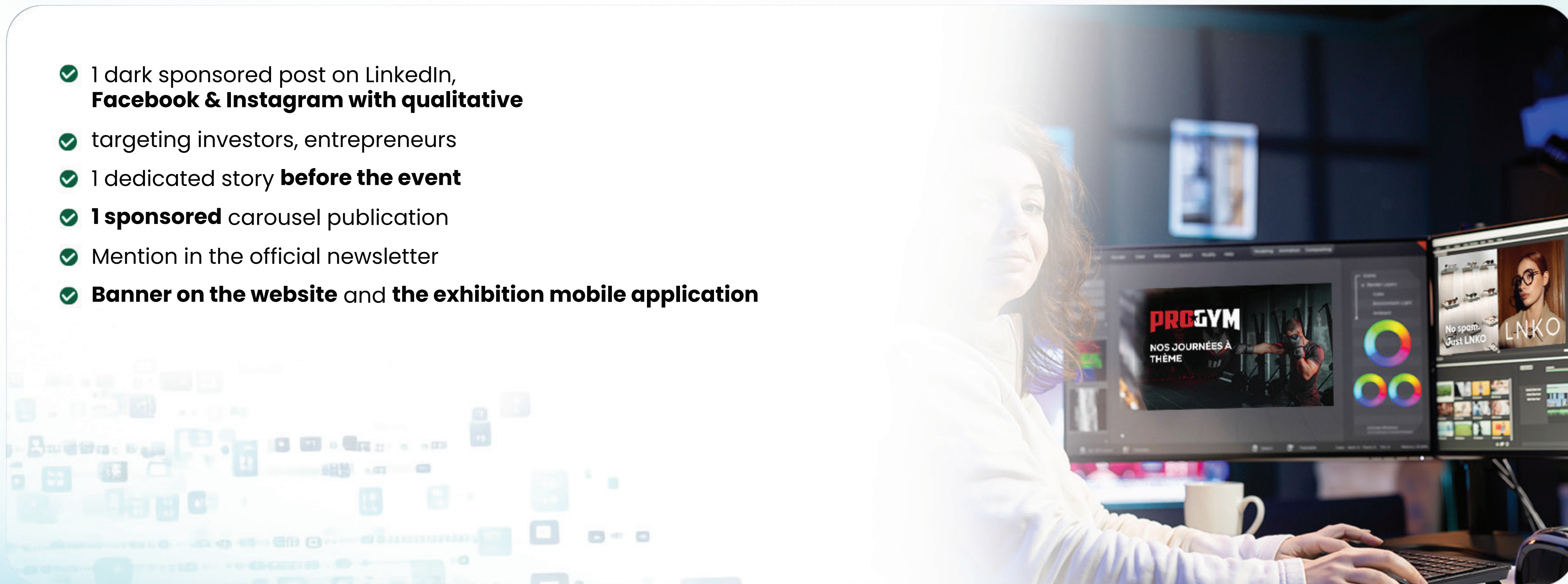
DIGITAL COMMUNICATION PACKAGES



DIGITAL PACKAGE

€1,500 excl. VAT

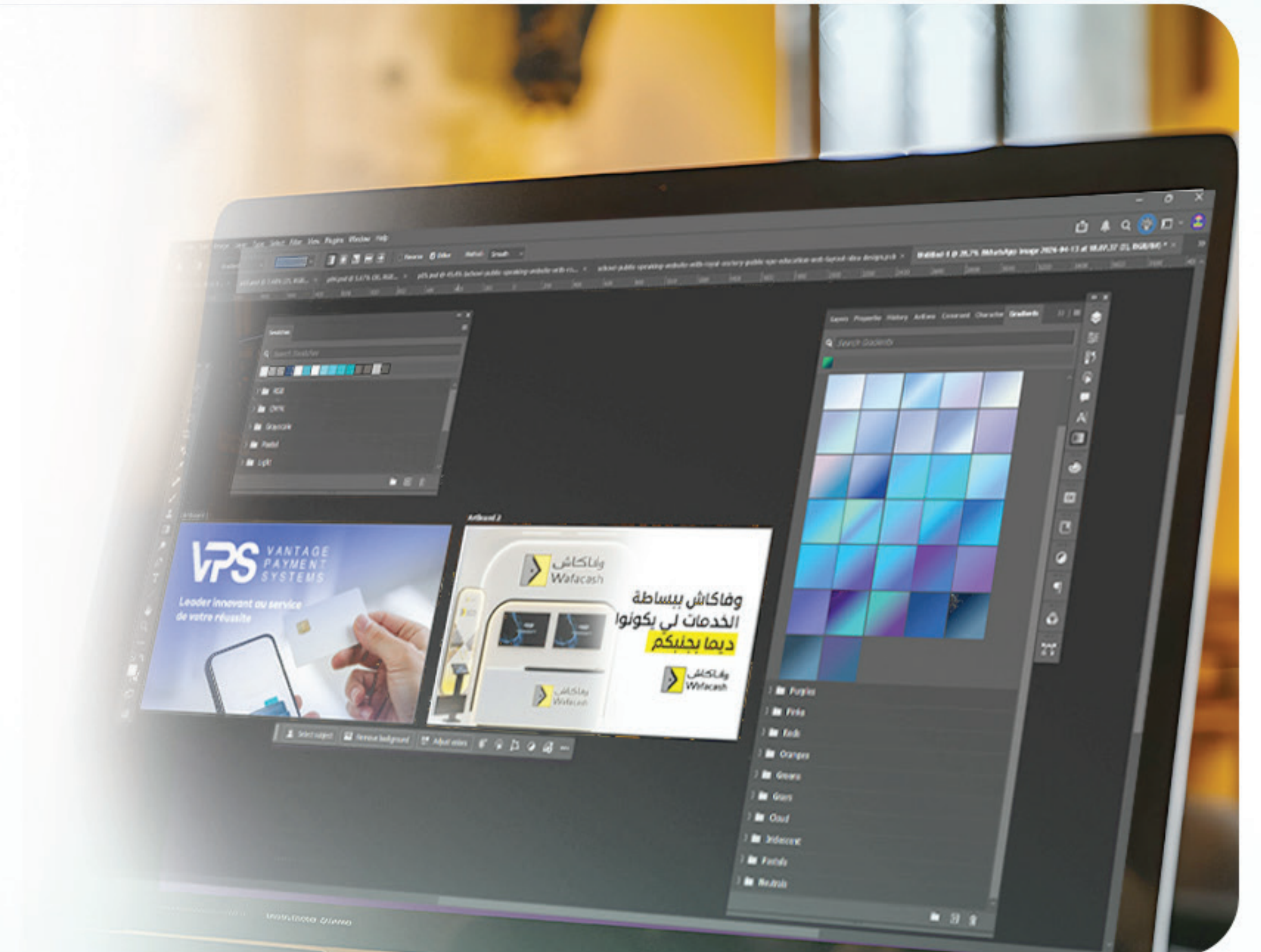
- ✓ 1 dark sponsored post on LinkedIn, **Facebook & Instagram with qualitative**
- ✓ targeting investors, entrepreneurs
- ✓ 1 dedicated story **before the event**
- ✓ **1 sponsored** carousel publication
- ✓ Mention in the official newsletter
- ✓ **Banner on the website** and **the exhibition mobile application**



DIGITAL PACKAGE PLUS

€4,500 excl. VAT

- ✓ 2 sponsored publications on **LinkedIn, Facebook & Instagram** with targeted advertising campaigns
- ✓ 1 professional **video capsule** published on **YouTube and LinkedIn**
- ✓ 1 sponsored carousel publication
- ✓ **Logo in official stories**
- ✓ Presence on **4x3 city billboards**
- ✓ Mention in the official newsletter
- ✓ Banner on the event website



A LA CARTE OPPORTUNITIES

VIP LOUNGE

Quote upon request

100 m² space fully fitted out by the sponsor as desired – accessible only to VIP and VVIP guests. Logo on the digital floor plan / 1 lounge reel on social networks / 1 announcement post / Mention in the emailing / Official photo album with sponsor mention / Option to offer a branded VIP bag / 2 coffee breaks / 1 cocktail lunch over the 3 days.

OFFICIAL VIP EVENING

€20,000 excl. VAT

Exclusive evening for 50 people – officials and VIP only. Logo on accessories and invitations / 1 recap reel / Speaking opportunity Co-branded menu / Dedicated protocol / Print totem / Mention in official communication Instagram stories / Welcome gifts.

BADGE LANYARD

Quote upon request

Sponsorship of the badge lanyard worn by all participants throughout the exhibition.

BADGE

Quote upon request

Sponsorship of the official badge worn by all participants throughout the exhibition.

OFFICIAL BAG

€500 excl. VAT per brand + 1 product

€500 excl. VAT per brand

The official FEM-branded bag is given to all participants on arrival. Each brand wishing to participate contributes €500 excl. VAT and provides a product of its choice to be included in the bag. Several brands may participate simultaneously.

COFFEE BREAK SPONSOR

€6,000 excl. VAT

Sponsorship of the event coffee breaks. Sponsor logo on coffee-area signage. Option to include sponsor products or goodies.



VALIDATION PROCESS

The 9 participation step

Étape 1

Initial contact with the sales team.

Étape 2

Validation by the Executive Committee of the Moroccan Franchise Federation (FMF). The participant submits a complete file: Model J, brand negative certificate, presentation of the business model, brand presentation and entrepreneur biography.

Étape 3

Validation of the participation package: choice of stand (raw or equipped), surface area, location and any sponsorship package.

Étape 4

Signature and stamp of the official participation dossier by the participating company.

Étape 5

Payment terms: 20% deposit for any registration before November 30 – 50% of the total amount no later than January 15 – full payment no later than February 1. 10% discount for any cash payment before December 30.

Étape 6

Financial validation and sending of the Exhibitor Technical Dossier after receipt of the required payment. The dossier includes: technical regulations, exhibition plan, order forms, electrical and internet requirements, exhibitor badges, setup, dismantling and delivery procedures. For raw stands, plans and visuals must be approved by the organizer before the set deadline.

Étape 7

Two-week deadline after signature to enter all information about your brand on the Eventify application. Each exhibitor must also provide insurance covering the people who will set up the stand.

Étape 8

Eventify access sent with user guide, along with the list of information and content to be completed by the exhibitor.

Étape 9

Follow-up phone appointment for technical needs: furniture, catalogs, accommodation, transport, vehicles and additional services. Legal documents sent to accounting – final file and final invoice no later than 30 days before the exhibition opens.

VALIDATION RULE

Participation is considered definitively confirmed only after validation by the FMF Executive Committee, signature of the participation dossier and receipt of the first payment.

DOCUMENTS TO PROVIDE

To submit your application to the Scientific Committee of Morocco Franchise Exhibition 2027, please send the following documents:

- ✓ Model J of your company (recent copy)
- ✓ Trademark filing certificate issued by OMPIC or any other official intellectual property organization
- ✓ Franchise file of the brand including: concept presentation, brand history, franchise development terms, desired franchisee profile, required investment
- ✓ Biography or Curriculum Vitae of the founder or founders of the brand

The Scientific Committee reserves the right to request any additional document required to assess your application.



FRANCHISE
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CONTACT US

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