



# Canadian Franchise Association®

## Growing Together

### Join the Canadian Franchise Association



...and many more Canadian franchising brands across a variety of industries



## 5 Immediate Benefits that make CFA membership indispensable



### INSTANT INDUSTRY CREDIBILITY

Many Canadians look for the "CFA Member" logo when searching for a franchise. As a member, you'll be able to use this logo in all of your recruitment materials, signalling to prospective franchisees that you belong to an elite group of franchisors.



### BRAND AWARENESS

CFA membership makes selling franchises easy! Your membership will empower you to reach prospective franchisees from across Canada through our member-exclusive, award-winning brand awareness vehicles, including *Franchise Canada* magazine, Franchise Canada Shows, and more.



### EDUCATION

When you join the CFA, you gain exclusive access to a community of franchise leaders who are committed to sharing their knowledge through our events, publications, and programs that are aimed towards existing and prospective franchisees, as well as franchisors and leaders looking to enhance their brand's success.



### ADVOCACY ON BEHALF OF FRANCHISING

We work with all levels of government to protect franchising, ensuring it remains a viable and profitable business model for you and your franchisees.



### NETWORKING

The CFA community is made up of industry leaders who are eager to share their knowledge and expertise with others. CFA networking events and programs enable you to grow your network and gain solutions to your biggest challenges with help from those who have been there before.

## About the Canadian Franchise Association

The Canadian Franchise Association (CFA) helps everyday Canadians realize the dream of building their own business through the power of franchising. The CFA advocates on issues that impact this dream on behalf of more than 600 member brands and over 40,000 franchisees from many of Canada's best-known and emerging franchise brands. Beyond its role as the voice of the franchise industry, the CFA strengthens and develops franchising by delivering best-in-class educational programming and creating rewarding connections between Canadians and opportunities in franchising. Canadian franchises contribute over \$148 billion per year to the Canadian economy and create jobs for almost two million Canadians. Learn more at [www.cfa.ca](http://www.cfa.ca) or [www.FranchiseCanada.online](http://www.FranchiseCanada.online).

# The Essentials of Membership: At a Glance

## Brand Awareness



### Franchise Canada

Our member-exclusive brand awareness vehicles include our digital award-winning magazine, annual print/digital directory, online directory, website, email marketing, podcast, and videos.



### Franchise Canada Show

For prospective franchisees, Franchise Canada Shows are a perfect destination for networking with fellow entrepreneurs, discovering franchise opportunities across Canada, and accessing best-in-class educational programming.

## Advocacy

Advocacy Update



### Advocacy Update

Our advocacy-focused reports and newsletters provide an essential outlook on the latest franchise news, stats, and trends to help you plan your expansion and keep up-to-date on current affairs.

## Corporate Offerings



### Member Savings Program

You and your franchisees can access exclusive savings on your everyday business needs, including payment processing, shipping, travel, and more!

## Education & Information



### CFA National Convention

Canada's largest franchise conference features three days of educational sessions and networking events. New members receive one complimentary registration!



### Mentorship Program

Our free mentorship program partners new and emerging CFA members with established franchisors and franchise experts.



### Learn & Grow presents FranTalks

Upgrade your skills with Learn & Grow webinars! Hosted by leading franchise experts on a variety of hot topics, these webinars keep you up to speed on what's happening in your industry.

## What our members are saying...

*"I have built lifelong friendships with individuals at the CFA, and I can tell you that all our main professional providers came to us directly or indirectly via the CFA. There's no question as to why we keep renewing our membership."*

**Pino Di Iorio,**  
BeaverTails  
Member Since: 2010



*"The level of support and recognition that was given to me through the CFA, and the immediate connections and networking opportunities, have been invaluable."*

**John Evans,**  
EverLine Coatings and Services  
Member Since: 2016



**If your business is franchising—or planning to franchise—you will benefit from membership. Join today!**

Contact Shivam Sharma at (289) 544-9384 or [ssharma@cfa.ca](mailto:ssharma@cfa.ca).

Discover all the benefits of membership at [cfa.ca/membership](http://cfa.ca/membership)