**UPCOMING CONVENTION ATTENDANCE PROFILE**

**Logo, company name

Description automatically generated**

**IFA ANNUAL CONVENTION**

**Saturday, February 26 – Tuesday, March 1, 2022**

**Anticipated Attendance** 2,000-2,500

**Group Description**As the world's largest membership organization for franchisors, franchisees and franchise suppliers, the International Franchise Association (IFA) is proud to provide industry-leading events, advocacy, education, and growth opportunities to the franchise community. IFP’s Annual Convention is the largest, most relevant conference for the franchise community. It offers valuable networking and educational opportunities for both franchisors and franchisees at any level, and suppliers, in any industry.

Room Block

|  |  |
| --- | --- |
| Day/Date | Guestroom Block |
| Friday, February 25 | 1,011 |
| Saturday, February 26 | 2,350 |
| Sunday, February 27 | 2,350 |
| Monday, February 28 | 1,763 |
| Tuesday, March 1 | 705 |

|  |  |
| --- | --- |
| Hotel | Guestroom  Block |
| Grand Hyatt | 1,200 |
| Marriott Marquis | 800 |
| Omni San Diego Hotel | 350 |

Schedule of Events

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Date | Fri., 2/25 | Sat., 2/26 | Sun., 2/27 | Mon., 2/28 | Tues., 3/1 |
| Approx. Attendee Arrival | + 1,000 attendees arrive | + 1,500 attendees arrive  2,500 total | 2,500 total | 2,500 total | - 2,000 attendees depart  500 total |
| Convention Center Activity & Meals | Registration  Special Sessions | Registration  Special Sessions  Board Meetings | Opening General Session  Exhibit Hall  Education Tracks | General Session  Exhibit Hall  Education Tracks | Closing  General  Session |
| Attendee Open Meals | All meals on own. | All meals on own. | All meals on own. | All meals on own. | All meals on own. |

Off-Site Scheduled Events

None.

**N**

**Shuttle Information­**

No shuttle provided.

**Contact Information**

* Phyllis Azama, Vice President Eastern Region, SDTA
* Gerrica Gray, Senior Convention Services Manager, SDTA
* Jeanine Littrel, Senior Director, Conferences and Meetings, IFA