

Brands that spark
devotion

FIS Franchise
Innovation
Summit

15 - 16

OCTOBER 2025

Riyadh Air Metropolitano
MADRID

Promoter:



Organizer:

SHOW2BE

Main Sponsor:

BBVA

What is FIS, **Franchise Innovation Summit?**



Promoted by the Spanish Franchise Association, a driving force for dynamism, professionalism, and growth in the sector.

The **reference meeting point** for the entire professional ecosystem of franchising brands, service providers, and specialized consultants in the Iberian region.

Bringing together entrepreneurs, freelancers, investors, business owners, and multi-franchisees to **generate expansion opportunities**.

A commercial connection point between Ibero-America and Europe, for brands in the process of international expansion.



#FIS2025

1

THE MEETING POINT FOR THE ONGOING
DEVELOPMENT AND GROWTH OF EXPANDING
BRANDS WITHIN THE IBERIAN MARKET

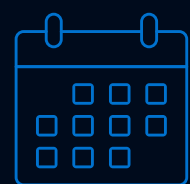
2

GREAT CELEBRATION
OF OUR SECTOR

3

A TOOL IN THE SERVICE OF GROWTH, DYNAMISM,
VISIBILITY, PROFESSIONALISM, AND REPUTATION
OF THE FRANCHISING WORLD

Where and when?



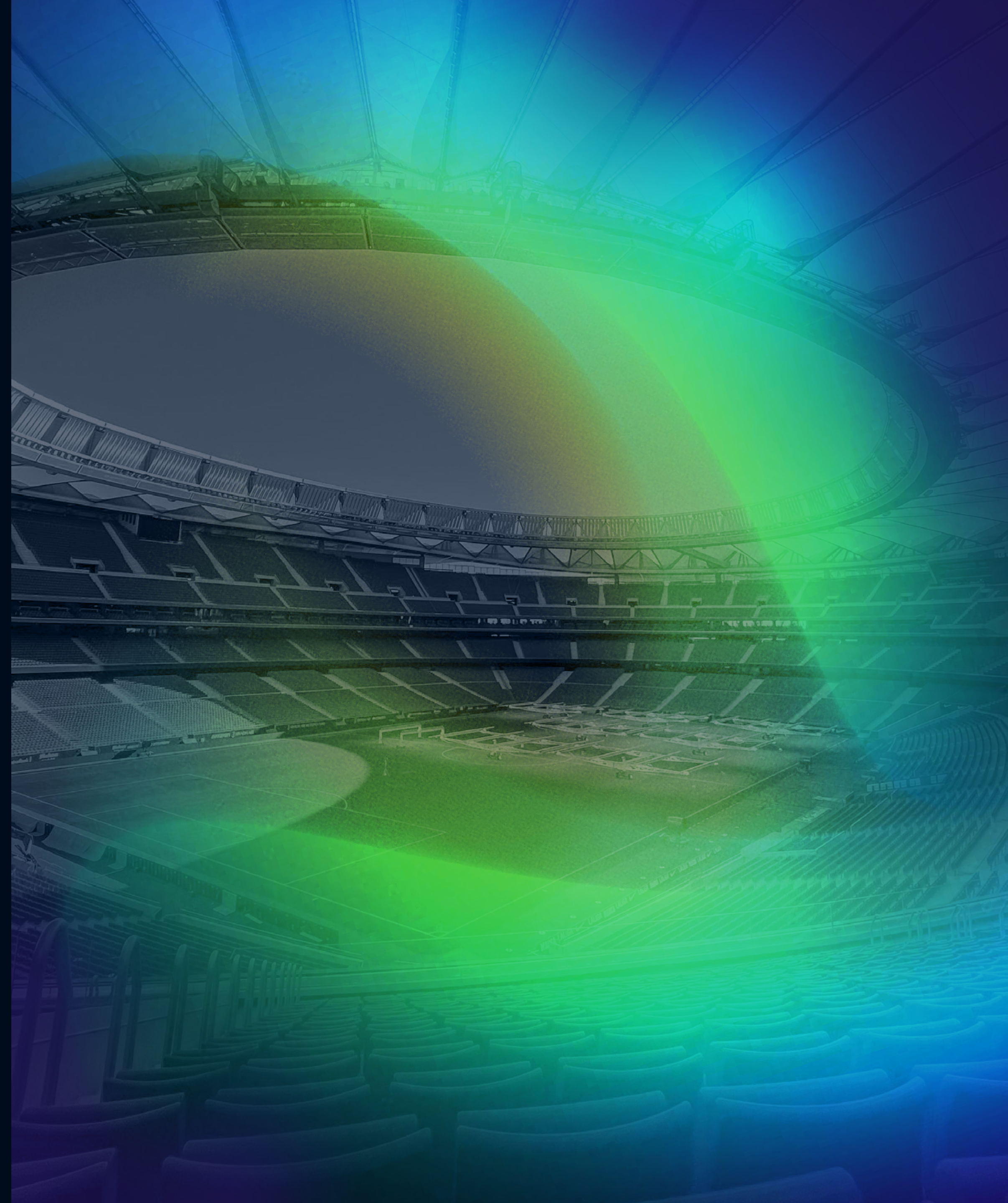
15th and 16th
October 2025

[Add it to your calendar](#)



Riyadh Air Metropolitano
Stadium

[How to get there](#)



The space of inspiration to **discover** and **connect**

An environment where **leading expanding brands, market leaders, and emerging new concepts** meet with:

01

Entrepreneurial and investment opportunities

02

Collaboration and collective intelligence networks

03

Business and commercial support

04

Ongoing and specialised training

More than just an **event**, the **major annual** **happening of the sector**

FIS is a **SUMMIT with sessions, workshops, and talks** on key sector challenges and opportunities.



A showroom area with **brands and leading service providers** in commerce and services.



A space to meet, get inspired, and do business.

FIS2025 **Themes**

- 01** Specialisation by sectors
- 02** Professionalisation of entrepreneurship
- 03** Innovation and technology for retail
- 04** Reputation of local commerce in cities and municipalities

Main Summit Topics

FIS

FIS Talks

A space for franchises to present their business model.



Main Auditorium

Entrepreneurship and franchisees.
New technologies applied to retail.
Internationalisation and investment.
Franchise models in B2B and B2C.

Cities and Franchise Forum

A forum for dialogue and collaboration between administrations, business sector, local entrepreneurs, and franchises to enhance the territorial importance of the franchise model and the development of commerce.

SPAZIO RESTAURACIÓN NEWS

A specific area of FIS dedicated to expanding restaurant brands, where innovation, flavour, and the franchise model come together.

FIS2025

The meeting
point for the
growth of
expanding
brands in the
Iberian market



Meet the right partner:

- Entrepreneurs.
- Investors.
- Business owners.
- Multi-franchisees.
- Other members of the franchise professional ecosystem.

Discover the innovations that will strengthen your business.

Connect with **solid brands expanding**, both nationally and internationally.

Find **new opportunities in franchising**.

A SHOWROOM WITH OVER 120 BRANDS AND SERVICE PROVIDERS:

The diversity of business solutions

for entrepreneurship and investment

Expanding Brands

- 1 Hospitality and Restaurants
- 2 Food and Supermarkets
- 3 Retail and Specialized Stores
- 4 Fitness, Gyms, and Wellness
- 5 Beauty, Aesthetics, and Personal Care
- 6 Education and Training
- 7 Healthcare and Specialized Clinics
- 8 Automotive and Repairs
- 9 Logistics, Shipping, Transport, and Courier Services
- 10 Hospitality, Tourism, Travel, and Leisure
- 11 Technology, IT and Digital Services
- 12 Real Estate Agencies and Property Managers (Administrators)
- 13 B2B and B2C Services
- 14 Home Décor, Furniture, and Interior Design

Business and Commercial Services

- 1 Financial Services
- 2 Consulting and Advisory
- 3 Marketing and Advertising
- 4 Online Business
- 5 Equipment, Furniture, and Technology

SPAZIO RESTAURACIÓN NEWS

Key Activities in SPAZIO RESTAURACIÓN NEWS:

Exhibition area.

SPAZIO RESTAURACIÓN NEWS Stage (*Specific content stage*):

- Brand pitches looking for expansion.
- Success stories in franchise restaurants.
- Trends in foodtech, sustainability, and customer experience.

GastroTour.

Investment rounds & 1-to-1 meetings.

Sectorial networking.

Informal meeting point for international food industry professionals: from CEOs of chains to entrepreneurs looking to franchise.

Target Audience:

- Restaurant brands in the expansion phase.
- Investors and operators in the food sector.
- Franchise consultants and experts.
- Technology and logistics providers for foodservice.
- Professionals and entrepreneurs interested in investing in gastronomic franchises.

A strategic space within FIS where key players in the food & restaurant franchise world meet: expanding brands, investors, operators, consultants, suppliers, and future franchisees.

A meeting point where business, trends, innovation, and gastronomic experience blend together.





Who is #FIS2025 aimed at?

Entrepreneurs and freelancers

Business owners

Investors and multi-franchisees

Master franchisees

Investment funds

Business schools and consultants

All professionals in the value chain

FIS2025 in numbers

Over

120

brands and companies

3.000

attendees

10.000

registered users
on FIS365



**Brands that joined us at FIS2024*

It is the event...

That connects franchises, entrepreneurs, investors, and professionals in a space for **networking, innovation, and business.**

Committing to the continuous professionalisation and reputation enhancement of the sector.

FIS365

A networking platform

Find **all brands and technical information for franchising companies and service providers.**

Access to contacts with hundreds of entrepreneurs, investors, professionals from the franchise ecosystem, and business owners...



Register now and access:

Database of qualified professionals and potential franchisees.

Greater visibility and differentiation in the sector.

Investment and networking opportunities.



FIS & MEET

New **feature**
in FIS365

Plan your participation in FIS, **request
and schedule meetings**, from one
month before FIS2025

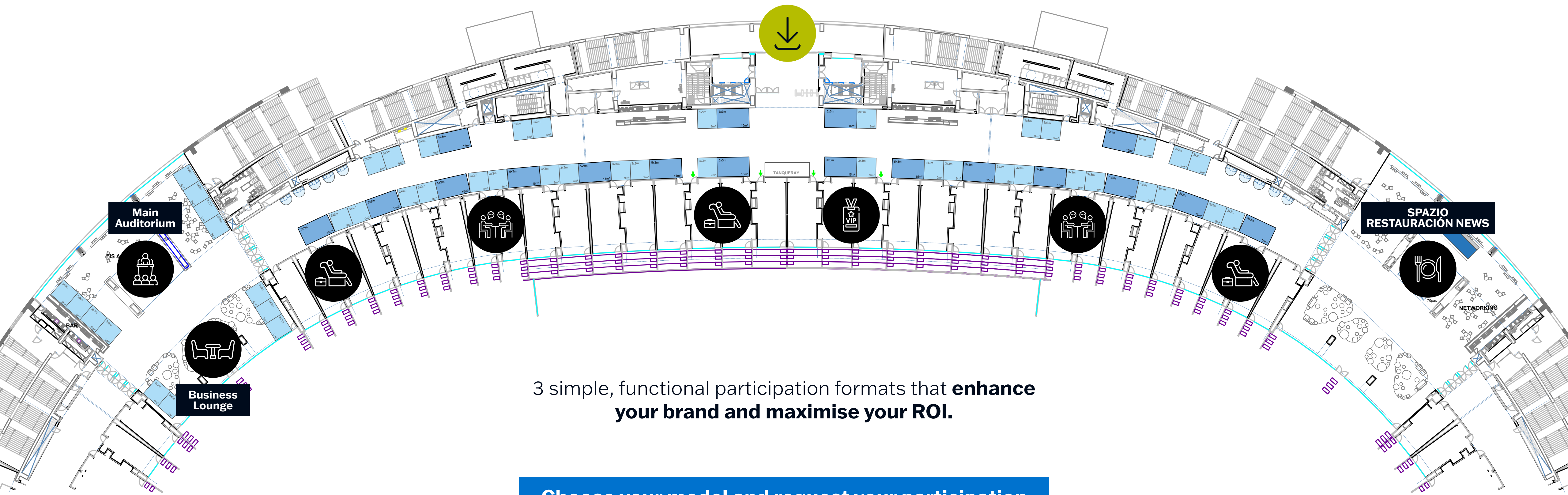
01

Schedule your meetings before the event.

02

Connect with professionals and optimise your time.

Welcome to the FIS2025 **space**



3 simple, functional participation formats that **enhance your brand and maximise your ROI.**

Choose your model and request your participation

Participation Formats

Complement your stand with any extras you need through **SHOP2BE**

Choose your model and request your participation



**Example for Full Graphic stand.*

FIS 9 Basic

- 3x3, 9m² surface.
- 100% sustainable bematrix stand + carpet.
- Furniture: 1 high table + 4 stools + trash bin.
- x1 customizable graphic canvas 3mw x 2.5mh (design by the exhibitor).
- Bematrix frames 2.5mh.
- 2 spotlights + 1 electrical panel with socket.
- RC insurance and Multifair insurance.
- Minimum electricity consumption.
- Mounting and sustainability fee.

Price: 2,890€ + VAT.

FIS 9 Full Graphic

- FIS 9 Basic + 1 extra customizable graphic canvas 2.5mw x 2.5mh, 100% of the walls (design provided by the exhibitor).

Price: 3,390€ + VAT.



**Example for Full Graphic stand.*

FIS 15 Basic

- 5x3, 15m² surface.
- 100% sustainable bematrix stand + carpet.
- Furniture: 1 high table + 4 stools + trash bin.
- x1 customizable graphic canvas 5mw x 2.5mh (design provided by the exhibitor).
- Bematrix frames 2.5m height.
- 3 spotlights + 1 electrical panel with socket.
- RC insurance and Multifair insurance.
- Minimum electricity consumption.
- Mounting and sustainability fee.

Price: 4,490€ + VAT

FIS 15 Full Graphic

- FIS 15 Basic + 1 extra customizable graphic canvas 2.5mw x 2.5mh, 100% of the walls (design provided by the exhibitor).

Price: 4,890€ + VAT

**Example for Full Graphic stand.*



Netpod

- 1.5x1.5, 2.25m² surface.
- 100% sustainable stand with carpet.
- Furniture: 1 high table + 2 stools + trash bin.
- x1 customizable eboard graphic 1mw x 2.5mh with metal stand (design provided by the exhibitor).
- 1 spotlight + 1 electrical panel with socket.
- RC insurance and Multifair insurance.
- Minimum electricity consumption.
- Mounting and sustainability fee.

Price: 1,200€ + VAT

**Not available for "Hospitality and Catering" exhibitors.*

Upgrade to Private Box

Private boxes ensure privacy and comfort, including: office, cloakroom, fridge, furniture, and available TV screens.

Price: €1,200 + VAT

Marketing and communication Pack

Required for **all** exhibitors

	New exhibitors	Previous exhibitors
Company Activity: "Hospitality and Catering" <ul style="list-style-type: none">• Presence on promotional elements.• Annual access to the FIS 365 Community.• Participation with Elevator Pitch at the conference (maximum 8 minutes).• Recording of the presentation on video.• Dissemination of the video through FIS channels and specialized media (Newsletter, Website, and YouTube channel).• A feature on the website with key brand highlights.• 2 passes for Club Lounge access.• 1 post/article in FIS2025 NL.• Vlog and video interview in "FISstories that Inspire".	950€	600€
Any other company activity <ul style="list-style-type: none">• Presence on promotional elements.• Annual access to the FIS 365 Community.	350€	350€ 100% Discount: 0€

Fully committed to **Sustainability**



- 01.** We have chosen this venue for its sustainable solutions, such as LED lighting, solar panels, and water reuse systems.
- 02.** Showroom and auditoriums with environmentally-friendly production materials.
- 03.** We calculate and offset our carbon footprint.
- 04.** Diverse and inclusive staff.
- 05.** Circularity in the construction materials of the stands.
- 06.** Sustainable catering with compostable disposables and zero waste.
- 07.** Raising awareness about eco-friendly transport usage.
- 08.** Paper elimination policies.
- 09.** Promoting sustainable awareness content.
- 10.** Collection and reuse of lanyards.

Franchise Week

13-19th October

Various initiatives will take place to **give visibility to franchising** as a model for **entrepreneurship and investment**.



01

FranquiTour



02

SPAZIO
RESTAURACIÓN
NEWS



03

Ambassadors
of the Year



04

CEOs
Meeting



05

Emerging
Franchise
Marathon



06

City and
Franchise

City and Franchise



CIUDAD Y FRANQUICIA

UNA CAMPAÑA PARA PROMOVER EL ACERCAMIENTO DEL MODELO FRANQUICIA Y MARCAS A AYUNTAMIENTOS ESTRATÉGICOS, PROMOVRIENDO SUS CIUDADES COMO DESTINOS ATRACTIVOS PARA LAS MARCAS Y REVITALIZANDO EL COMERCIO LOCAL.

Promueve:



Organiza:

SHOW2B3

Patrocinador principal:

BBVA

City and Franchise is a campaign to **promote the connection between the franchise model and brands** with strategic municipalities, promoting their cities as attractive destinations for brands and revitalising local commerce.

FIS2025 **Strategy**

for development, growth, and engagement

Key strategies such as:



Agreements with **business associations** by sectors across Spain.



Partnerships with **business schools** and **entrepreneurship centres**.



SEO and SEM campaigns segmented by targets and geolocation.



Digital marketing training sessions specialized in franchising.



Content strategy focused on entrepreneurial and retail value.

ClubFIS+

Loyalty and investment program for companies committed to FIS



Investment

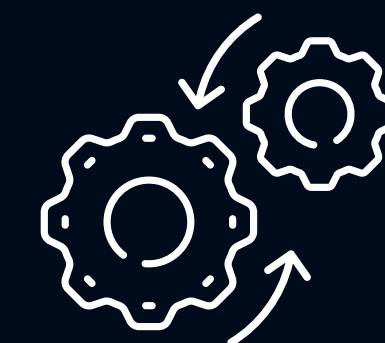


Dynamism

**Uninterrupted
seniority**



**Contribution
of Attendees**





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Riyadh Air Metropolitano
MADRID

We count on you

With you, we are more franchise



Promoter:



Organizer:

SHOW2BE

Main Sponsor:

