



FIS 2026 TECHNICAL DATA SHEET

DENOMINATION	FIS: Franchise Innovation Summit
DESCRIPTION	The benchmark platform for the global franchise ecosystem of franchising brands, supplier companies, services, and specialized consultancies in the Iberian market.
PROMOTED BY	Spanish Franchising Association (AEF)
ORGANIZED BY	SHOW2BE
VENUE	Riyadh Air Metropolitano Stadium, Madrid
DATES	September 30 and October 1, 2026
TYPE	Professional
EDITION	Third
PREVIOUS EDITION DATA	140 represented brands
GEO- POSITIONING	Iberian
THEMATICS	<ul style="list-style-type: none"> - Sector-based specialization - Professionalization of entrepreneurship - Innovation and technology for retail - Reputation of local commerce in cities and municipalities
VISITOR PROFILE	<ul style="list-style-type: none"> - Franchisor - Franchisee - Multi-franchisee - Master franchisee - Entrepreneur - Franchise shareholder - Professional business owner - Investor / Capital funds - Real estate developer and commercial premises owners - Franchise services providers - Consulting firms
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Franchise
Innovation
Summit

30 - 01

SEP - 2026 - OCT

Riyadh Air Metropolitano
MADRID



**Connect.
Accelerate.
Grow.**

EXHIBITOR OFFER

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SERVICE PROVIDERS	<ul style="list-style-type: none"> • Hospitality and Food Service • Food and Supermarkets • Retail and Specialized Stores • Fitness, Gyms, and Wellness • Beauty, Aesthetics, and Personal Care • Education and Training • Healthcare and Specialized Clinics • Automotive and Repairs • Logistics, Shipping, Transport, and Courier Services • Hospitality, Tourism, Travel, and Leisure • Technology, IT, and Digital Services • Real Estate Agencies and Property Managers • B2B and B2C Services • Decoration, Home, and Furniture
EXPANDING BRANDS	<ul style="list-style-type: none"> • Financial Services • Advisory and Consulting • Marketing and Advertising • Online Businesses • Furniture Equipment and Technology

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