



Franchise  
Innovation  
Summit

30 - 01

SEP - 2026 - OCT

Riyadh Air Metropolitano  
MADRID

The reference platform for the  
**global franchise ecosystem.**

***Connect.***  
***Accelerate.***  
***Grow.***



Promote



Asociación Española  
de la Franquicia

Organise

SHOW2BE

Main Sponsor

BBVA

What is

**FIS**

Franchise  
Innovation  
Summit?

Promoted by the Spanish Franchise Association (AEF), it is the leading platform for the professional franchise ecosystem across the Iberian Peninsula.

A strategic meeting point bringing together franchising brands, consultancies, service providers, and specialized suppliers.

A driving force for dynamism, growth, and professionalization of the sector, connecting all key stakeholders in an environment designed to boost business, create value, and share knowledge.

# *Where and When?*



30th September and  
1st October 2026

[Add it to you calendar](#)



Riyadh Air  
Metropolitano Stadium

[How to get there](#)

Who is

**FIS**

2026

*aimed at?*

- Entrepreneurs  
*and freelancers*
- Investors and  
*Investment funds*
- Franchisees and  
*multi-franchisees*
- Business  
*schools*
- Business owners  
*and executives*
- Franchise  
*ecosystem  
professionals*
- Comerciantes  
*y Retailers*

# FIS

## 2025

*in numbers*

# Attendees



# FIS

## 2026

+140  
brands and  
companies

2.500  
professional  
attendees

30mill.  
Impressions

5.000  
leads in FIS365

# FIS Summit

## FIS2026 *Themes*

### Main Auditorium

Vertical-sector auditorium to address, in a monographic format, the sectors with the greatest momentum in franchising.

- 01** Food and food distribution
- 02** Fitness, health, and wellness
- 03** Beauty and aesthetics
- 04** Business services
- 05** Leisure, children, and entertainment
- 06** Furniture, home and decoration
- 07** Digital retail and digital-native brands

### SPAZIO Restauración News

Two-day monographic forum on organized foodservice and hospitality franchising, aimed at operators, investors, expansion executives, consultancies, foodtech, franchisees.

- 01** Business models in foodservice
- 02** Investment in foodservice and fast
- 03** Delivery, dark kitchens y digitalización
- 04** Consumer trends and new experiences
- 05** Multi-brand operators and international
- 06** HR challenges, sustainability, and

# Connect

with your  
entrepreneur future



# Connect with over 140 expanding *brands across all business sectors.*



... and a dedicated area for companies  
***providing services to businesses  
and retailers.***



# Brands participating in **FIS** 2025



# SPAZIO RESTAURACIÓN NEWS

- A strategic hub within the largest franchise event in the **Iberian market, dedicated to expanding foodservice and restaurant brands.**
- A monographic summit organized by **Restauración News**
- High-value networking and real business opportunities: 1-to-1, **meetings, specialized know-how, gastro-tours, round tables, pitches, and more.**



# SPAZIO

## RESTAURACIÓN NEWS

Some of *the participants at FIS25:*

- Restaurant and foodservice **brands in expansion phase.**
- Investors and operators **within the food sector.**
- Technology and logistics **providers for foodservice.**
- Professionals and entrepreneurs interested **in investing in hospitality and restaurant franchises.**

Ginos

FOSTER'S  
HOLLYWOOD

GOLDEN  
FRYERS

RODILLA

PERÚ  
MIX

VEZZO  
CUCINA DI MERCATO

Alsea

Domino's

ci Gusta!  
Reggio Emilia

La freseria

NÚMERO  
UNO

MÁS Q MENOS  
• JAMÓN Y MÁS •

LA BOUTIQUE  
trattoria viagera

La Tagliatella

Sandwich  
Q BANO

JLP GLOBAL

crunch'a

DULCE  
SAFARI

GELATI  
Dino

VOLAPIÉ

DITALY

PANARIA

FOODBOX  
EVERYTHING IS INSIDE

L'OBRA DOR  
ARTESÀ

HAMBURGUESA  
NOSTRA

VIPS

LA MAFIA  
SE SIENTA A LA MESA

LATERAJ  
FOOD & DRINKS  
CLUB

PAPIZZA  
STREET

MIND

SANTAGLORIA®  
Coffee & Bakery

# FIS & Meet

Pre-scheduled on-site  
**meeting service at FIS 2026.**

# New!



30-minute meetings **at the exhibitor's stand with qualified leads** over two days.



Smart matching  
**System**



A powerful lead **activation and acceleration tool**



Exclusive for  
**franchisor brands**

# FIS 365

A tool designed to turn participation into results, increase visibility, generate better business opportunities, and

## *Enhance the user experience*



**Register now and Access:**

Database of qualified professionals and potential franchisees.  
Greater visibility and differentiation in the sector.  
Investment and networking opportunities.

## The digital platform for *connecting all year round*

- Community, where you can access 100% **of the generated leads, connect with contacts, and create new business opportunities.**
- Fis&Meet, the system that allows you to schedule meetings **up to one month before the event.**
- Expozone, your private exhibitor area to generate passes, **manage invitations, and handle all aspects of your participation.**
- Browse the catalogue, agenda, event information and general details... **all this and much more.**



# Community of Madrid ***Guest Business Community***

Leading the Cities & Franchise Forum,  
with the participation of the municipalities  
***most strongly committed to business growth.***

- Driven by the Directorate-General for Commerce of the Community of Madrid, ***in collaboration with local councils from the most relevant cities in the region.***
- Pre-event sessions held between March and June in each participating city, aimed at bringing the franchise model closer to the ***local business community and fostering the development of commerce, employment, and the economy.***
- Strong institutional and local business participation, including mayors, ***economic development officials, and associations of retailers, hospitality professionals, and entrepreneurs.***



**Comunidad  
de Madrid**

# *City and Franchise* Forum

## *What is it?*

A connection space bringing together franchisor brands, municipal administrations, and the local business ecosystem, promoted by the **Spanish Franchise Association (AEF)**.

It is a strategic initiative organized within the framework of the **Franchise Innovation Summit (FIS)**, aimed at connecting local administrations, franchisor brands, and local business stakeholders to drive **territorial economic development through the franchise model**.

## *Objetives*

- Promote commerce, economic activity, and employment through the establishment of franchises in municipalities.
- Bring the franchise model closer to entrepreneurs, retailers, and local business owners.
- Facilitate strategic connections between brands and territories.
- Position cities as attractive destinations for investment and entrepreneurship.

***Community of Madrid, Zaragoza, Alicante, Jerez, Badajoz, ...***

**FIS** Franchise  
Innovation  
Summit

Patrocinado por  
**AEF**  
Organizado por  
**SHOWZE**  
Patrocinado por  
**BBVA**

# Franchise *Week*

26th sept- 4th October

A series of events organized around the franchise ecosystem, designed to highlight the franchise model as a key driver of business growth and economic development.

- Raise visibility of the franchise system as a real economic engine.
- Strengthen the awareness and reputation of the sector.
- Build a shared value narrative for the franchise ecosystem
- Activate institutional relationships and strategic partnerships.
- Increase knowledge and understanding of the franchise model.
- Drive professional audience engagement at FIS and satellite events.

# Franchise **Week**

26th sept- 4th October

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



**01**

## FranquiTour

Guided tours through franchise locations of FIS exhibiting brands.



**02**

## FISkathon

A collaborative innovation initiative where young entrepreneurs and students work on real challenges from the franchise sector and present solutions in a pitch format.



**03**

## FIS Ambassadors

Recognition awards honoring leading figures in the franchise sector.



**04**

## Training Sessions

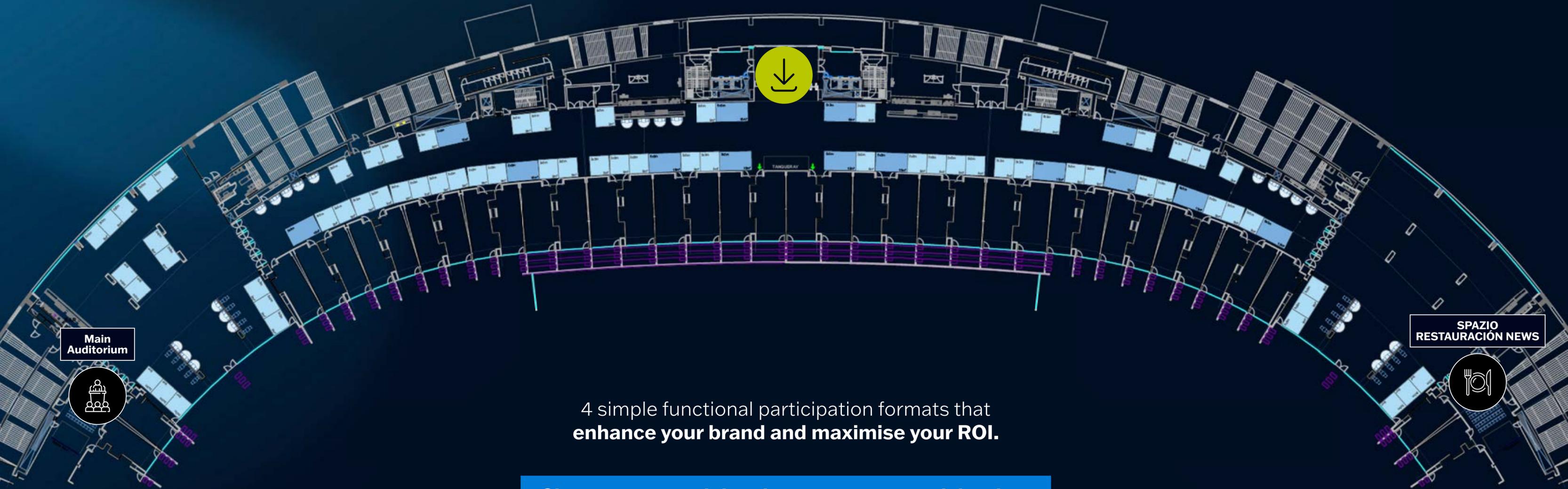
Practical insights and key tools to start and grow a business through franchising

# Grow!

my entrepreneurial vision.



# Welcome to the **FIS** *space* 2026



Main  
Auditorium



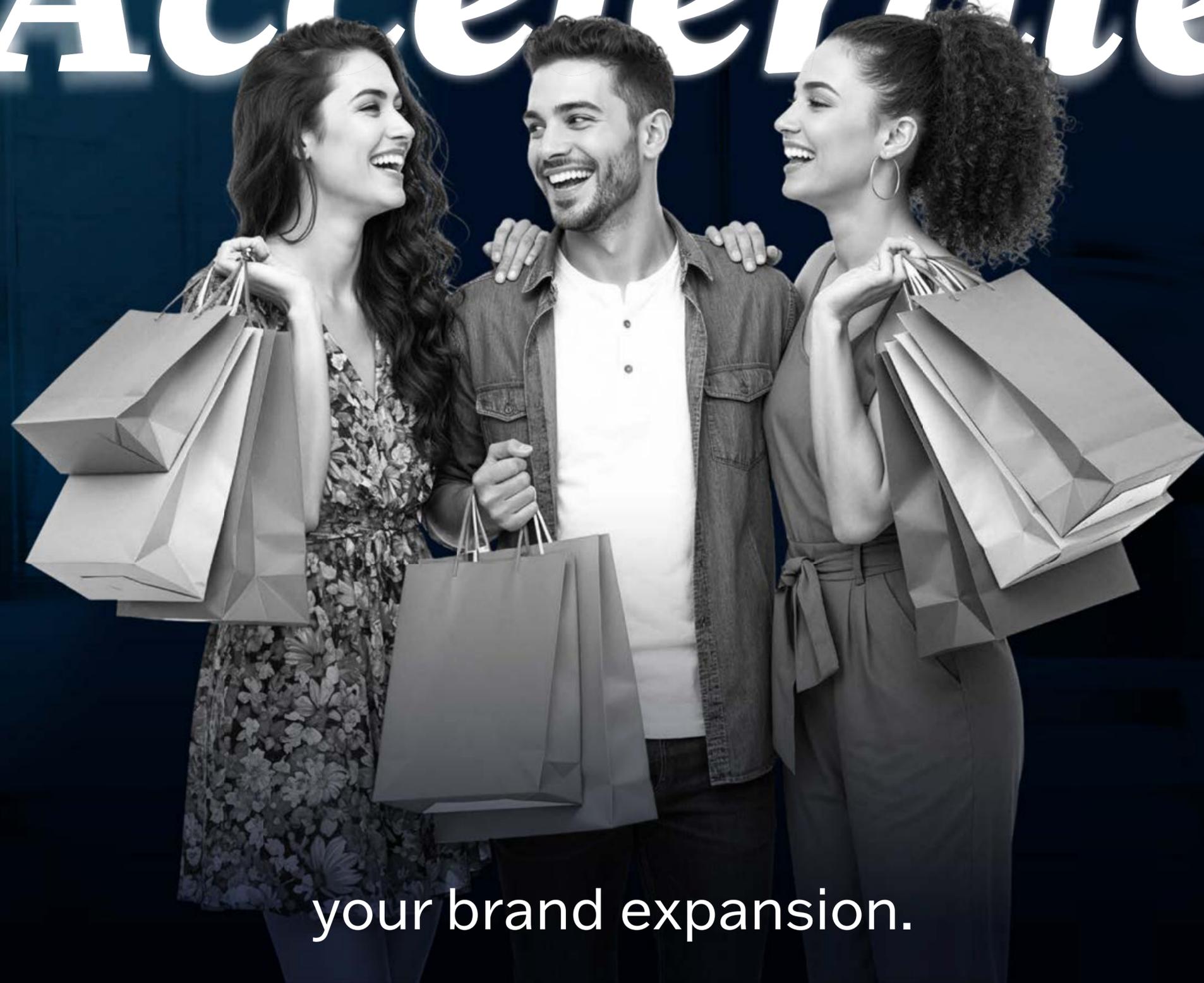
SPAZIO  
RESTAURACIÓN NEWS



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

**Choose your model and request your participation.**

# Accelerate



your brand expansion.

I want to participate for  
***Accelerate*** my ***Expansion***  
***and Growth*** process

Participation options:

• ***Economical*** • ***Simple***

• ***Functional*** • ***Customizable*** • ***Maximun ROI***

# Participation *Models*

**April 24th**  
**Priority**  
**participation**  
**deadline**



	<b>FIS POD</b>	<b>FIS 9</b>	<b>FIS 15</b>	<b>FIS Group</b>
<b>Space and Layout</b>	<b>3 sqm (1,5 x 1,5)</b>	<b>9 sqm (3x3)</b>	<b>15 sqm (3x5)</b>	<b>On demand</b>
<b>Retail Price (PVP)</b>	<b>1.300€</b>	<b>3.490€</b>	<b>4.980€</b>	<b>On demand</b>
<b>10% Retail Price (PVP)</b> <b>Priority response</b> <b>deadline April 24th</b>	<b>1.170€</b>	<b>3.141€</b>	<b>4.482€</b>	<b>On demand</b>

*\*Marketing and Communication Pack not included. Mandatory purchase for all exhibitors.*

*\*VAT not included*

# Participation Models characteristics



## FIS 9 Full Graphic

- Area: 3x3 m, 9 m<sup>2</sup>.
- 100% sustainable stand + carpet.
- Furniture: 1 high table + 4 stools + waste bin.
- **2 customizable graphic banners:** 3 mW x 2.5 mH + 2.5 mW x 2.5 mH.
- 100% wall coverage. Creativity provided by the exhibitor.
- 2 spotlights + 1 electrical panel with socket.
- Civil Liability Insurance and Multi-fair Insurance.
- Minimum electrical energy consumption.
- Assembly and sustainability fee.

**Retail Price: 3.490€ +**

**10% priority deadline discount: 3.141,00 € + VAT**



## FIS 15 Full Graphic

- Area: 5x3 m, 15 m<sup>2</sup>.
- 100% sustainable stand + carpet.
- Furniture: 1 high table + 4 stools + waste bin.
- **2 customizable graphic banners:** 5 mW x 2.5 mH + 2.5 mW x 2.5 mH.
- 100% wall coverage. Creativity provided by the exhibitor.
- 3 spotlights + 1 electrical panel with socket.
- Civil Liability Insurance and Multi-fair Insurance.
- Minimum electrical energy consumption
- Assembly and sustainability fee.

**Retail Price: 4.980€ +**

**10% priority deadline discount: 4.482,00 € + VAT**



## FIS Group

Special option representing different brands.

- Area: 6x2 m.
- 100% sustainable stand + carpet.
- Furniture: 1 high table + 2 stools + waste bin per brand.
- Customizable graphics to represent different brands.
- Creativity provided by the exhibitor.
- Electrical panel with socket.
- Civil Liability Insurance and Multi-fair Insurance.
- Minimum electrical energy consumption.
- Assembly and sustainability fee.

**\*For more information on pricing and contracting, the organization will contact you once this option is selected in your application.**



## FISPod

- Area: 1.5 x 1.5 m, 2.25 m<sup>2</sup>.
- 100% sustainable stand + carpet.
- Furniture: 1 high table + 2 stools + waste bin.
- 1 customizable eboard graphic 1 mW x 2.5 mH with metal base.
- Creativity provided by the exhibitor.
- 1 electrical panel with socket + spotlight.
- Civil Liability Insurance and Multi-fair Insurance.
- Minimum electrical energy consumption.
- Assembly and sustainability fee.

**Retail Price: 1.300,00 € + VAT**

**10% priority deadline discount: 1.170,00 € + IVA**

# Marketing and Comunicación Pack

Exhibitor participation automatically entails the activation of the Marketing and Communication Pack services.

## Hospitality and Foodservice

- Presence in promotional materials.
- Annual access to the FIS 365 Community.
- FIS&MEET, schedule meetings during the event days.
- Participation with an Elevator Pitch at the conference (maximum 8 minutes).
- Video recording of the presentation.
- Distribution of the video through FIS channels and specialized media (newsletter, website, and YouTube channel).
- Website news article highlighting the brand's key takeaways.
- One monographic post/article in the FIS2026 newsletter.
- Blog post and video interview in "FISstories that Inspire."

## Any other business activity

- Presence in promotional materials.
- Annual access to the FIS 365 Community.
- FIS&MEET, schedule meetings during the event days.

**Nuevos  
expositores**

**600€**

**400€**

**Club FIS +  
(Antiguos expositores)**

**300€**

**300€**

Much more than presence: **visibility, leads, sales, brand awareness...**

**FIS accelerates your expansion process.**

# How to *participate?*

Participation form



Schedule a meeting with  
**Alejandra Zamorano, KAM FIS2026**



+34 627 466 921



alejandra.zamorano@show2be.com

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