

SECRETSOSTM

INFINITE FRANCHISEE CONFERENCE

**Nov 17 & 18
in Florida**

*Where Franchisees learn that
THEY are the secret sauce
to their business success.*





OUR STORY

Every year, thousands of franchisees invest their dreams, savings, and futures into franchising, seeking independence, financial security, and personal fulfillment. They soak up the training of the franchisor with every intention of reaching top performance, yet, too often, encounter unexpected chaos, scarcity, and fear that hold them back from their full potential.

Secretsos was founded to rewrite this story by filling the gaps in business, and emotional intelligence, so that franchisees can focus on executing the model and scaling to lead multiple locations.

By sponsoring the Infinite Franchisee® Conference, your organization joins a movement transforming the franchise industry to empower franchisees to fully realize their entrepreneurial dreams.

Together, we will replace chaos with sanity, scarcity with wealth, and fear with unstoppable confidence, competence, and capability, achieving our mission to...

NEVER LEAVE A FRANCHISEE BEHIND.

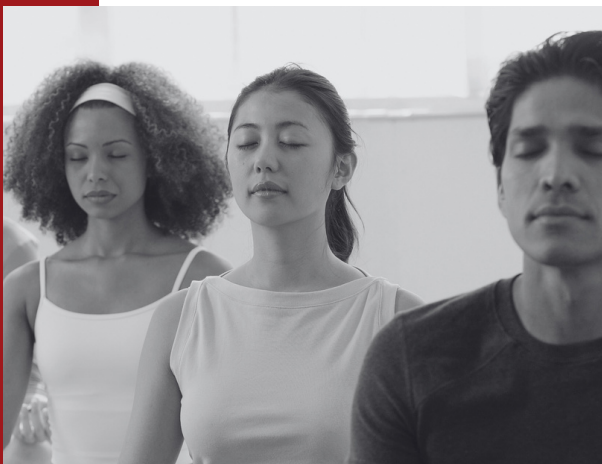


CONFERENCE OVERVIEW

Larger brands host an annual conference where they celebrate brand milestones, unveil future brand initiatives, award top-performers, and re-energize the franchisees for the next year. While franchisees love networking with their fellow zees and celebrating the brand, they are craving more.

They are looking for answers to daily struggles like sacrificing family time to cover shifts, revenue plateaus that won't seem to budge, sleepless nights worrying about payroll, and fear that they won't have time or money for a family vacation.

The Infinite Franchisee Conference fills that gap by focusing on the holistic health of the franchisees - business, mental, and physical. Bringing together experts spanning all areas of business, attendees take a personal journey discovering inner strengths, breaking through mental blocks, implementing operational strategies in real time, and de-stressing their nervous systems, all in a location that can double as a vacation.



AGENDA

Revealing Secrets that Scale Small Businesses

Day 1

- 7:30 am **VIP Breakfast**
- 8:30 am **The Obsessed Entrepreneur**
Keynote address where April Porter shares how to leverage your failures to build a life of Sanity, Wealth & Gratitude.
- 10:00 am **Comfort Break**
- 10:15 am **Overcoming Money Blocks to Build Lifelong Prosperity**
Allyson Chavez guides you through discovering and eliminating the deep rooted money beliefs that are holding you back from prosperity.
- 11:45 pm **Networking Lunch**
- 1:00 pm **90-Day Revenue Sprint**
In this hands-on workshop, you will create a customized blueprint to consistent, predictable revenue over the next 90-days
- 3:00 pm **Comfort Break & Networking**
- 3:30 pm **Hot Seat Coaching**
A panel of Secretsos™ Experts tackle business-specific challenges of VIP attendees.
- 5:00 pm **Adjourn**
- 6:00 pm **Networking Reception on Yacht**

Day 2

- VIP Breakfast**
- Unleashing Your Secret Sauce**
Dr. Christine Manukyan leads you on a mindfulness journey to tap into your inner brilliance and unlock your next evolution.
- Comfort Break**
- Attracting an Aligned Team**
Lisa Gregory shares the secrets she learned as Delta Airlines VP of Training to recruit top talent and retain them for 4x longer than your competitors.
- Awards Luncheon**
- Increase Your EBITDA thru AI**
In this hands-on workshop, you'll learn how to leverage AI to reduce costs, increase efficiency, and expand revenue in record time.
- Comfort Break & Networking**
- Solutions to Swiftly Scale**
Our vetted suppliers share the solutions that drive productivity, create time freedom, and enhance the bottom line, in a speed-dating format.
- Adjourn**



OUR COMMITMENT TO SPONSORS

We are dedicated to serving small businesses, and that includes our sponsors.

While other events set you up in an exhibitor hall, where you wait for attendees to walk by your table, we take a different approach.

The Infinite Franchisee Conference is structured to provide meaningful connection to every attendee through a strategic combination of micro-presentations, roundtable facilitation, guided networking, direct product pitches, and pre- and post-conference advertising.

Over two days, our attendees will interact with each sponsor being organically exposed to your expertise and getting to know, like, and trust you. Our goal is to cultivate an environment where, by the end, your new connections won't just be ready to buy, they'll be capable of referring.

We attended the largest franchising conference of the year with over 3000 people in attendance and walked away with a handful of appointments, so I assumed the best I could hope for out of sponsoring a smaller franchisee conference would be brand awareness and adding to our prospecting list. Instead, I was blown away. Through the interactive format, we became fast-friends with the attendees and booked more appointments for services than we've gotten at any other franchising event.

*Adam Cortez
Arc Creative Co*

TOP SECRET SPONSORSHIPS



ITEMS INCLUDED IN ALL TOP SECRET PACKAGES

1 Complimentary Registration
Pre-Conference Podcast Appearance
Opt-in Attendee List
Full Business Listing in Program with QR Code
Facilitate Table @ Networking Lunch
Pitch Presentation @ Supplier Speed Dating
Strategy Session w/ April Porter to Max Connections

Listed on Conference Website
Logo in Marketing Emails
Link to Sponsor Page inside Marketing Emails
Social Media Announcement of Sponsorship
Inclusion in 3 Carousel Social Media Posts
3 Exclusive Social Media Posts
Logo Recognition from Stage

008 Designation: \$25,000

Title Sponsor
Table-top Display
Welcome Reception sponsor w/ Display Table
Special Mention from Stage
Podcast Commercial aired for 26 Episodes
Welcome Address to Start Conference
Spot in Secretsos Supplier Network for 1yr (\$5000)

006 Designation: \$15,000

Table Top Display
Networking Reception Sponsor
Welcome Address @ Networking Reception
Special Mention from Stage
Podcast Commercial aired for 16 Episodes

005 Designation: \$10,000

Pick One:

and

Pick One:

Lunch Sponsor including 2-min Remarks
Awards Luncheon Sponsor incl 2-min Remarks
Logo on Lanyard

Workshop Sponsor with Logo on Workbook
Logo on Conference Registration Page
Logo on Reg Thank You Page & Confirm Email

+ Podcast Commercial Aired for 10 Episodes

CLASSIFIED SPONSORSHIPS

003 Designation: \$5,000

Listed on conference website
Link to Sponsor Page inside Marketing Emails
Logo Recognition from Stage
Podcast Commercial on 6 Episodes
50% off Supplier Ticket

Pick One:

VIP Breakfast Sponsor
Franchisor Breakfast Sponsor
Comfort Break Sponsor (4 Available)



002 Designation: \$3,000

Listed on conference website
Link to Sponsor Page inside Marketing Emails
Logo Recognition from Stage
Podcast Commercial on 4 Episodes
30% off Supplier Ticket

Pick One:

Headshot Sponsor
Mindfulness Session Sponsor
Hot Seat Sponsor
Supplier Speed Dating Sponsor
Giveaway Sponsor
Logo on Swag Bag



001 Designation: \$1500

Listed on conference website
Link to Sponsor Page inside Marketing Emails
Logo Recognition from Stage
Item in Swag Bag





JOIN THE MISSION

Join the mission to provide small business owners with the practical business education, expert mentorship, and mental and emotional support to catapult them to the next level.

SECURE YOUR SPONSORSHIP TODAY!

Email support@secretsos.net

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NOVEMBER 17 - 18, 2025

TITUS CENTER FOR FRANCHISING
PALM BEACH ATLANTIC UNIVERSITY
WEST PALM BEACH, FLORIDA

