



30 - 01
SEP - 2026 - OCT
Riyadh Air Metropolitano
MADRID

The reference platform for the
global franchise ecosystem.

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

Promote



Organise

SHOW2BE

Main Sponsor



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?*

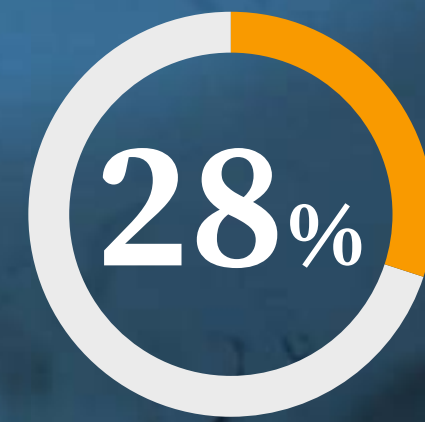
- Entrepreneurs
and freelancers
- Investors and
Investment funds
- Franchisees and
multi-franchisees
- Business
schools
- Business owners
and executives
- Franchise
ecosystem
professionals
- Comerciantes
y Retailers

FIS

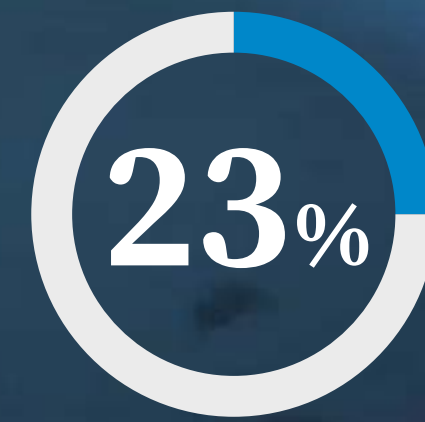
2025

in numbers

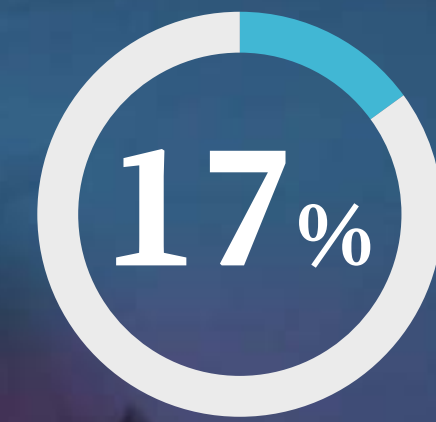
Attendees



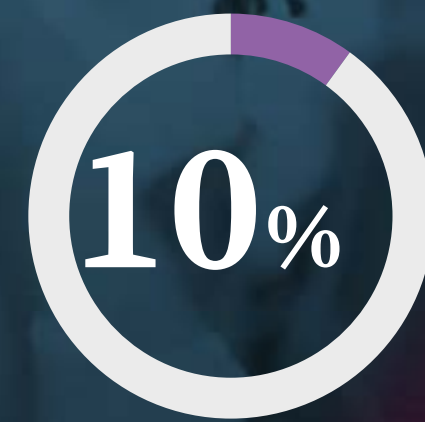
New
entrepreneurs



Professional
business owners



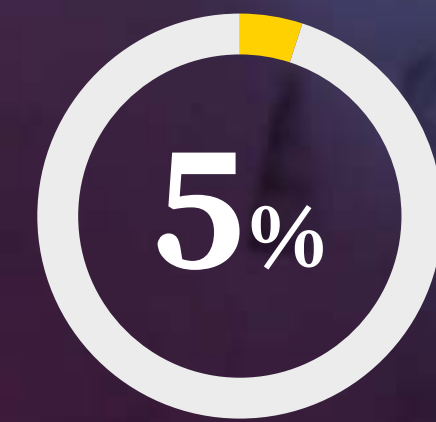
Professionals from
franchisor brands



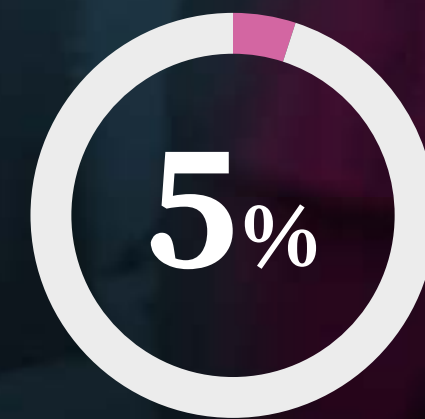
Franchisees



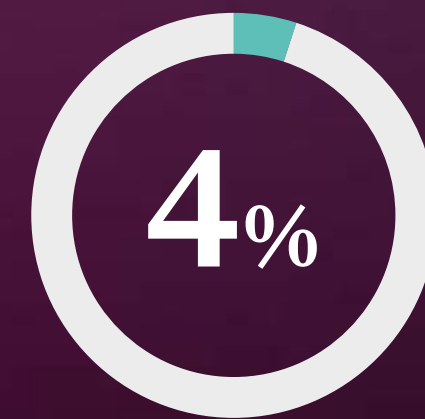
Investors /
Private Equity Funds



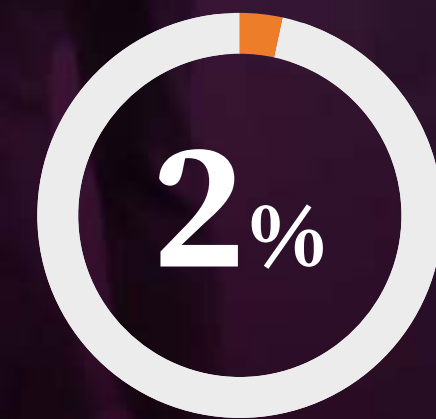
Multi-unit franchisees



Corporate
executives



Franchise
shareholders



Commercial real
estate and retail
property developers

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.



Hospitality and
restaurants



Food and
supermarkets



Retail and
Specialized Stores



Fitness, Gyms,
and Wellness



Beauty, Esthetics
and Personal Care



Education
and Training



Health and
specialized Clinics



Automotive
and Repairs



Logistics, Shippings, Transport,
and Courier Services



Hospitality Tourism,
Travel, and Leisure



Technology, IT and
Digital Services



Real Estate
Agencies



B2B and
B2C services



Interior Design,
Furniture and Home Décor

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



Brands participating in **FIS** 2025

TRASLOT 102

OPENBLUE
LAVANDERIA Y TIENDA AUTOSERVICIO

Santander

Ms & Mr Language

SCHOOL of ROCK

uStore-it
Alquiler de Trasteros

CARMILA

FLAPPERS

DAN JOHN

SoCool
cocinas

La despesa
EXPRESS

GARANTY HOME

Dia

ANYTIME FITNESS

BHOUT

LLONGUERAS
SerHogarsystem



Alcampo

FRANCK PROVOST
PROVOCATEUR DE CONFIANCE

Marco Aldany

AYUDA PYMES

midas

Curves

T4
FRANQUICIAS

DEPI L F E
LÁSER DIODO Y ESTÉTICA AVANZADA

CARLOS CONDE

Ricami Veronica

Wanatop
Marketing de Alto Rendimiento

Depil Concept

AW LAB

Replus

INTERNATIONAL IP SME HELPDESK
INDIA IP SME HELPDESK
LATIN AMERICA IP SME HELPDESK
European Commission

picaPica
tiendas automáticas 24h

Wall Street English

CASAFARI

TRUE GAMERS **TRIB3**

clickmi

NILFIT

BBVA

PROVALLIANCE

KOA
SOLUCIONES

EROSKI
contigo

mundofranquicia

MOBALPA

énergie fitness
where you belong...

FERSOMATIC

Jean Louis David

NATUZZI **I Orange bleue**

Sabadell

TENDER BUILDING

EL PAÍS | Profesional

PILAT3S
DYNAMIC REFORMER STUDIO

Carrefour express

ZENERGIE
BODY & SOUL

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

Q BANO
Sandwich

JLP GLOBAL

crunch'a

**DULCE
SAFARI**

Dino
GELATI

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

M1 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.



**Comunidad
de Madrid**

- 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.***

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, ...

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

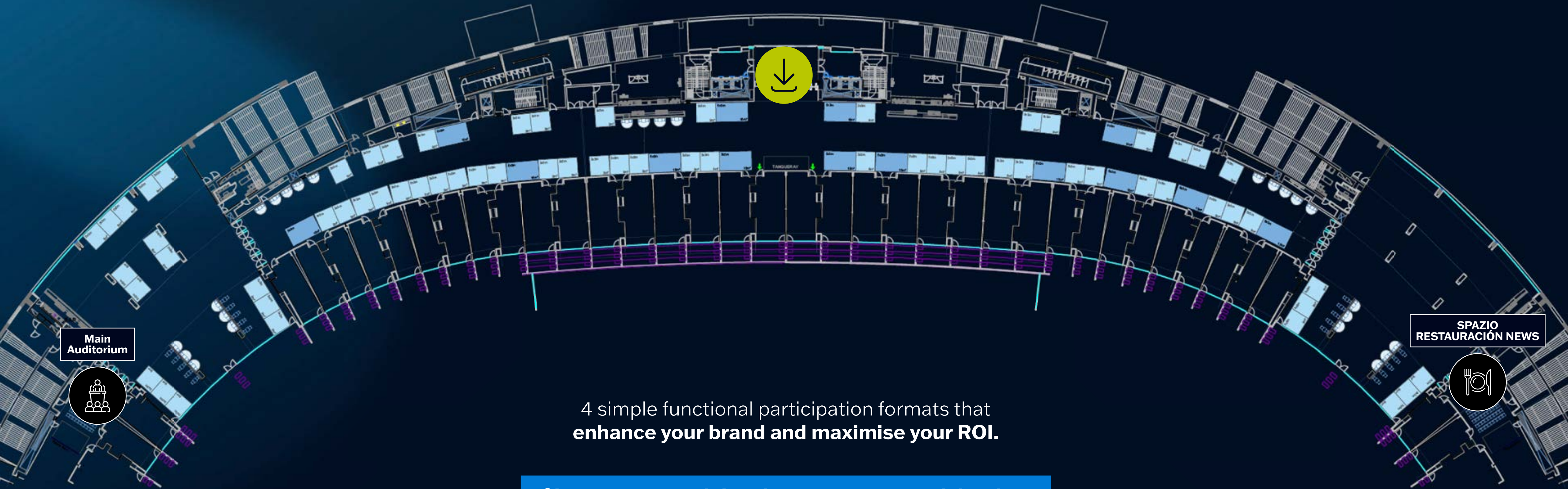
Practical insights and key tools to start and grow a business through franchising

Grow

my entrepreneurial vision.



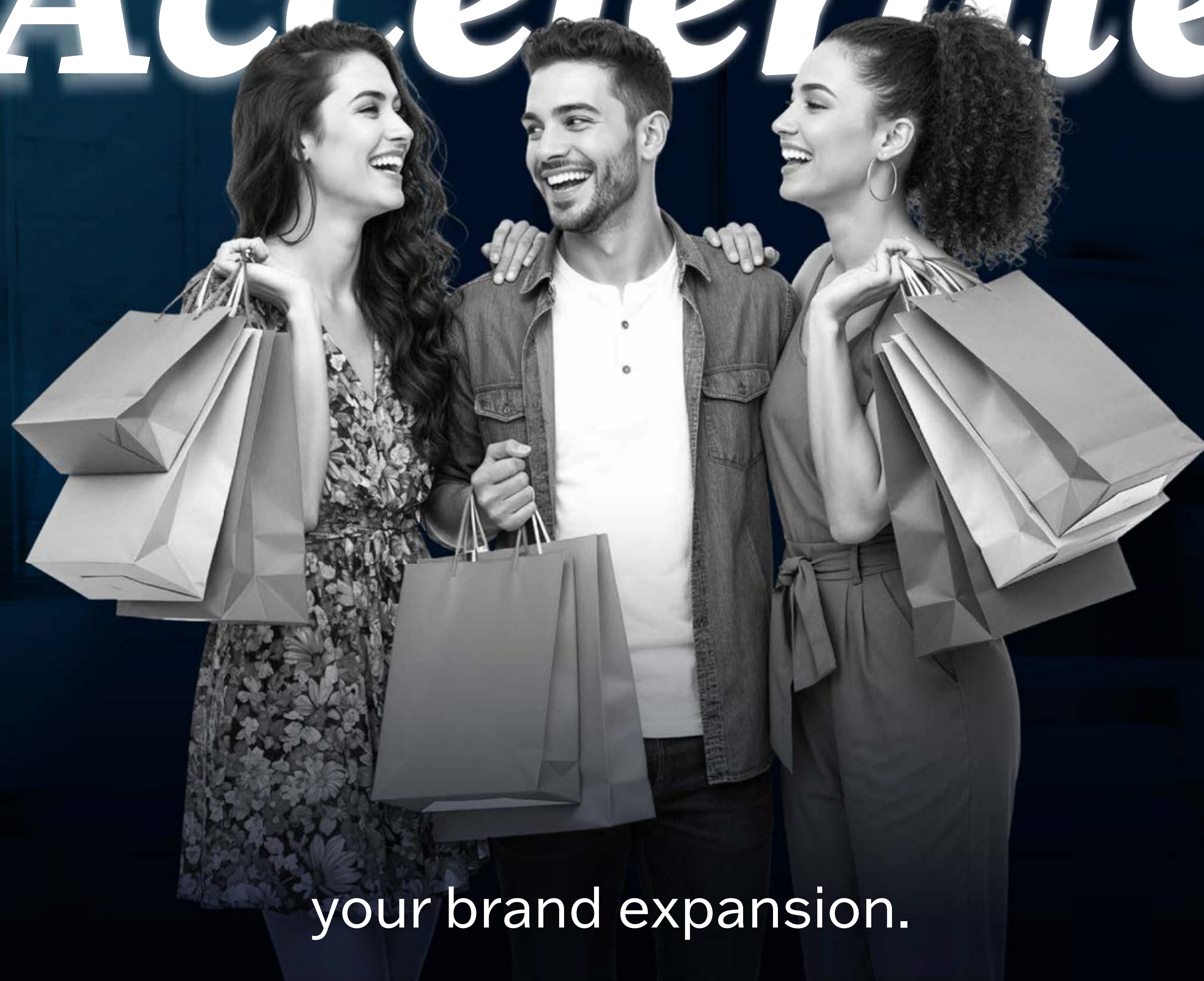
Welcome to the **FIS** *space* 2026



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**



FIS POD



FIS 9



FIS 15



FIS Group

**Space and
Layout**

3 sqm (1,5 x 1,5)

9 sqm (3x3)

15 sqm (3x5)

On demand

Retail Price (PVP)

1.300€

3.490€

4.980€

On demand

**10% Retail Price (PVP)
Priority response
deadline April 24th**

1.170€

3.141€

4.482€

On demand

**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 m².
- 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 m².
- 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 m².
- 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

FIS

Franchise
Innovation
Summit

3 0 - 0 1

SEP - 2026 - OCT

Riyadh Air Metropolitano
MADRID



3 0 - 0 1
SEP - 2 0 2 6 - OCT
Riyadh Air Metropolitano
M A D R I D

Connect. Accelerate. Grow.

The leading platform for the global franchise ecosystem.

