21st Annual
International Society of Franchising (ISOF) Conference
February 24-25, 2007
Caesar’s Palace ~ Las Vegas, Nevada

TO: Academic & Affiliate Participants
FROM: Cheryl R. Babcock, ISOF Executive Director & Arrangement’s Chair
RE: ISOF Arrangement's Information and Registration Materials
DATE: December 16, 2006

The 2007 ISOF conference chair and proceedings editor, Jack Nevin, Professor of Business, University of Wisconsin-Madison, Madison, Wisconsin, and I cordially invite you to attend the 21st annual ISOF conference, February 24-25, 2007. The conference attire is business casual. Authors of accepted papers, please note that we will be using Power Point for all presentations. Please bring your presentation on a CD or Thumb Drive. We will not be providing the equipment for overhead projection presentations or 35mm slides. We need your paper in a Word file no later than January 19, 2007. Please send to me at babcockc@nsu.nova.edu and copy Jack at jnevin@bus.wisc.edu.

Please complete the attached registration form for the ISOF conference. The IFA’s 47th Annual International Franchise Association Convention will be held February 24–27, 2007 at the same venue, Caesars Palace in Las Vegas, Nevada. Information about their convention is included, and a separate registration form for their events is attached.

Best Paper Award

The 2006 Best Paper Award went to co-authors Rajiv P. Dant, University of South Florida; Rozenn Perrigot, Rennes International School of Business (ESC Group); and , Gérard Cliquet, Institute of Management of Rennes (IAE), University of Rennes 1; for their paper, “Incidence of Plural Forms in Franchise Networks: Exploratory Comparative Empirical Insights from USA, France, and Brazil.”
Travel Information

McCarran Airport is the main airport serving Las Vegas and Clark County. It is located one mile (1.6 km.) from the Strip and serves over 40 air carriers. With over 950 flights arriving and departing daily, McCarran International Airport offers direct flights to more than 100 U.S. cities.

All Roads Lead To Caesars Palace

From the moment you walk through the doors of Caesars Palace, you know you’ve arrived at one of the most prestigious resorts in the world. Caesars is located right in the heart of the “Las Vegas Strip” at 3570 Las Vegas Boulevard. In the Casino, you will find more than 129,000 square feet of casino space featuring everything from high-limit slots to table games such as baccarat, blackjack, craps and roulette. An array of spa and world-class salon services, a state-of-the-art fitness facility and four pools await you. Golf aficionados will enjoy Rio Secco Gold Club, a spectacular 18-hole, par 72 Rees Jones-designed course located just a short drive from the “Strip”. In addition to name entertainment, Caesars also offers a wide array of dining experiences including restaurants showcasing world-renowned chefs, Bobby Flay and Guy Savoy. No trip to Caesars Palace would be complete without a visit to the infamous upscale Forum Shops, coined the “Shopping Wonder of the World.” For more information about Caesars Palace, visit www.caesarspalace.com.

Hotel Accommodations

For Hotel Reservations, please contact Caesars Palace or Paris Las Vegas directly at 800-634-6661 and ask for the International Franchise Association (IFA) rate of $199 or $229 (Caesars) or $169 (Paris) per night. The cut-off date for making reservations is January 23, or when the IFA room block is filled.

Hopefully, you have already made your room reservations. We strongly urge you to make them immediately since the room block has sold out early for the last several years. If the room block is sold out, you will have to check with your travel agent to find a room in the vicinity.
ISOF Academic Membership and Registration

Academic membership in the ISOF is open only to full-time university faculty, graduate students or full-time university employees in positions such as program directors.

Your 2007 ISOF conference registration fee of $375/$275 ($275 for Ph.D. students) includes a one-year membership in the International Society of Franchising; a CD of the 2007 proceedings which includes an updated membership directory; and continental breakfast, lunch and refreshment breaks on February 24 and 25. Return the registration form with your payment to Nova Southeastern University on or before January 19, 2007.

- Please complete and return the enclosed ISOF registration form to Cheryl Babcock at Nova Southeastern University by January 19, 2007.
- Send a check for $375/$275 made payable to Nova Southeastern University along with your registration form(s) to Cheryl.
- Cancellation Policy: Full refunds will be granted for cancellations received in writing by January 20th. Cancellations received after January 20th subject to a 50% penalty. No refunds are permitted after February 3rd. Substitutions are permitted at any time.

If you are unable to attend the 2007 conference but want to maintain your academic membership in the ISOF, membership is $100 annually and membership benefits include a copy of the 2007 CD of ISOF proceedings, which includes the current membership directory.

The 2007 proceedings will be shipped on domestic orders in March 2007. An additional shipping charge will be incurred on international orders dependent upon destination and preferred method of shipment.

ISOF Affiliate Membership and Registration

Affiliate membership in ISOF is open to franchisors, franchisees, attorneys, Council of Franchise Suppliers, etc. Affiliate members that want to attend the 2007 ISOF Conference should fill out the registration form and submit a check payable to Nova Southeastern University for $375. Affiliate members will not receive an IFA name badge through ISOF and/or IFA nor be subject to any reduced fee benefits afforded to academic members of the Society.

Affiliate Membership available for franchisors, franchisees, attorneys, Council of Franchise Suppliers, etc., $135 annually. Membership benefits include:

- A copy of the 2007 CD of ISOF proceedings which includes the current membership directory.
- Annual membership fee of $135 will be waived if you attend the annual conference and pay the $375 registration fee.
Contact Information

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IFA Activities

The IFA is allowing our participants to attend IFA Educational Sessions on a complimentary basis. However, there is a charge for all of their other functions. They have provided a slightly reduced rate if you are signing up for the entire IFA Convention.

For a copy of the 47th Annual International Franchise Convention brochure, visit http://www.franchise.org/uploadedFiles/Files/Conv%20Broch%202007_R1.pdf

Attached is the registration form for the IFA Convention for ISOF attendees who are interested in attending any of the food events or the convention on Sunday night-Tuesday night. You should submit your registration form for IFA activities directly to IFA—not to Cheryl—at fax 202-628-0812 or mail to their address below.

Anne Poodiack
Director of Meetings
International Franchise Association
1501 K Street, NW, Suite 350
Washington, DC  20005
Direct:  202/662-0773 * Fax:  202/628-0812
apoodiack@franchise.org

Save the Date for ISOF 2008

The 2008 International Society of Franchising Conference will be held at Saint-Malo in France on June 20-21, 2008. The 2008 ISOF conference chair, Dr. Gerard Cliquet, professor of marketing and retailing at the IGR-IAE, University of Rennes 1, and director of the Center for Research in Economics and Management will provide further information at the conclusion of the 2007 ISOF Conference.