

TopFire Media brings top-of-the-line industry expertise to 2016 International Franchise Expo New York

Integrated, award-winning PR and digital marketing agency to share groundbreaking tips at leading industry event

NEW YORK, NEW YORK, UNITED STATES, June 14, 2016 /EINPresswire.com/ -- [TopFire Media](#), the franchise industry's premier public relations and digital marketing agency, is excited to announce that President Matthew Jonas will be sharing his expertise at the International Franchise Expo (IFE) in New York City on June 16-18.



The head of an award-winning marketing agency and a longtime veteran in the digital marketing space, Jonas and his team have helped numerous franchises from a variety of industries attract the right franchisee prospects and generate leads. Jonas is a nationally recognized public speaker and a franchise marketing leader. He will be speaking on Thursday, June 16, at 10:30 a.m. on "Improving Franchise Sales: Strategies and Tactics" alongside Robert Stidham, president of [Franchise Dynamics](#). At noon the next day, he will be discussing "Best Practices for Marketing Franchise Opportunities: Lead Generation for Franchise Sales," alongside Mark Siebert, founder and CEO of [iFranchise Group](#).

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*Matthew Jonas, president of
TopFire Media*

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their business," said Jonas. "We attend several franchise conferences throughout the year, but this flagship event—sponsored by the IFA—allows the franchise community to get together and talk about some of the best ideas in franchising right now."

TopFire Media will appear throughout the expo with sister companies iFranchise Group and Franchise Dynamics. On the show floor, TopFire Media and iFranchise Group can be found at booth #550, and Franchise Dynamics can be found at booth #359.

The 2016 International Franchise Expo will be held June 16 – 18 at the Javits Center in New York City, bringing together thousands of franchise professionals and entrepreneurs, with several hundred of the top franchises represented on the trade show floor.

For more information on IFE NY, visit [ifeinfo.com](#).

Bob Spoerl
TopFire Media

708.249.1090
email us here

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