



# FULLY PROMOTED

Branded Products & Marketing Services



# Fully Promoted™ is at the forefront of a rapidly growing \$20+ Billion-Dollar Industry.



Our passion is helping local businesses, organizations and groups to grow and be successful. We do this by being a one-stop solution for their Branded Products and Marketing Services

Our franchisees use a consultative sales approach to make sure their clients are Fully Promoted! They are able to offer a range of products and services that include everything from corporate apparel and promotional products to printed marketing materials and digital services.

Since we opened our first store in 2000, then called EmbroidMe®, our hundreds of franchise locations have made it possible for thousands of businesses, groups, and organizations to achieve their branding goals.

Our franchise affords you all the advantages of a large retail chain, while providing the independence of owning your own business.



## COMPANY HISTORY

Fully Promoted, Inc. is a privately-owned company and the world's largest promotional products, embroidery, screen printing and digital marketing franchise with retail locations around the globe.

Our founder Ray Titus has been franchising businesses all over the world for over 30 years after starting his own family-run business, Signarama and building it into a global franchise that now has nearly 1,400 stores in more than 80 countries.

Fully Promoted got its start when Ray opened the first store, then under the EmbroidMe Brand, in West Palm Beach, Florida back in 2000. With that first store, Ray saw the opportunity in the marketplace to offer personalized service with best-in-class customized apparel and promotional products.

In 2017, the company announced the change of EmbroidMe to Fully Promoted. Fully Promoted provides an innovative complete customer experience, allowing us to meet the marketing and branding needs of our clients.

**We help our customers get new customers!**



# FULLY PROMOTED

Branded Products & Marketing Services

“We help our customers  
get more customers!”



## OPPORTUNITIES FOR TOMORROW

We plan to build on the tremendous growth we have experienced by continuing to add stores in key locations throughout the United States, as well as positioning ourselves strategically throughout the world as the global leader in branded products and marketing services. Not only has our footprint expanded, but so has the marketplace, offering growth potential for our franchisees.

# Everybody is a Fully Promoted Customer!



SCHOOLS



CLUBS



REAL ESTATE



AUTO



The names you know. The brands you trust. You'll find them in every Fully Promoted resource center. Our showroom features products from the top name brands your customers want, as well as the services they need to promote their businesses.

## THE FULLY PROMOTED RESOURCE CENTER

Fully Promoted features a one-of-a-kind resource center that sets us apart from the competition. Your customers will be impressed with the contemporary feel of the showroom and stylish, professional conference room, where you will be able to consult with them and create marketing solutions unique to their needs. Throughout the Fully Promoted experience, you will find the leading names in fashionable and functional custom apparel. Strategically positioned promotional products tell the story of the solutions we provide.

We have combined both digital and print marketing, embroidery, screen printing and promotional products businesses into a unique retail resource center. So whether your customer is looking for a corporate apparel program, service and recognition awards, printed marketing materials, or to increase their exposure on the internet, Fully Promoted has the services they need. As a Fully Promoted franchisee, you will enjoy the savings provided through our preferred vendor program. We have negotiated with the top vendors in the industry to provide best-in-class pricing on high quality apparel, promotional items and print and marketing services. This will allow you to offer a wide range of services and programs with limited staff or production within your location.



RESTAURANTS



GOLF



EVENTS



SPORTS



UNIFORMS



PROFESSIONAL



SERVICES



SEMINARS



MEDICAL



CULINARY

# Branded Products And Marketing Services

## EmbroidMe

Branded Apparel

Team Wear

Work Wear

Service Wear

Uniforms



## PromoteMe

Digital Marketing

Lead Services

Print Services

Promotional  
Products

## MULTIPLE SERVICES TO MEET CUSTOMER NEEDS

Your Fully Promoted location will provide a valuable backdrop to showcase the wide variety of products and services you will sell.

On the EmbroidMe side, customers will be able to touch and feel many of your garments to help them make their apparel decisions and you will have a small production area to complete some jobs right on site.

In addition, on the PromoteMe side, our innovative displays feature the marketing services you offer. Easy to understand, packaged solutions along with customized options make it simple for your customers to see their options at a glance. Through our supply partners, you are able to help your customers to get new customers in ways that meet their unique needs. You will be able to help them drive traffic to their websites, create email campaigns & direct mail campaigns, have access to cost effective business cards and flyers and so much more.

In short, you will be the complete solution to help them be Fully Promoted!

**Digital Marketing**  
PACKAGES

Powered by:  
Rankology

**FULLY PROMOTED**  
Branded Products & Marketing Services

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We are a one-stop solution to every clients' unique marketing needs.

# We provide complete branding & marketing solutions.

## COMPREHENSIVE TRAINING

Our classroom instruction covers all facets of operating a Fully Promoted franchise, from business management to marketing strategies, merchandising systems and technical applications.

There is no experience necessary to become a Fully Promoted franchisee. Our systems are easy to use, and we will guide you through the entire sales process. We will make sure you understand every aspect of your business, from staffing to operating and promoting your business to the local market.

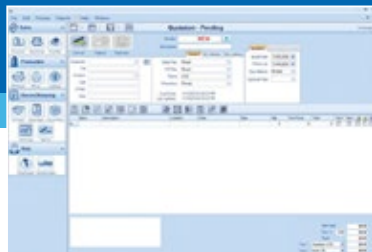
Located in West Palm Beach, Florida, our theater is the central hub of our training facilities that include a production room, computer lab and fully stocked resource center.

# As a Fully Promoted franchisee, you will take part in one of the most extensive training programs in the franchise industry.

## HANDS-ON TRAINING



## STORE OPERATIONS



## PRODUCT KNOWLEDGE



Our training program features proven techniques to help you gain overall business knowledge, as well as the education you will need to know about our industries. You'll benefit from top-notch instruction on how to build a business effectively and get hands-on experience on the workflow side, so you will know how to create complete campaigns for your customers. Additionally, live webinars, an online training portal, and informative training videos are available to help you educate your staff and help you retain the information once you get back to your store.

**Print Media PACKAGES**

**FULLY PROMOTED**  
Branded Products & Marketing Services

**PRINT MEDIA STARTER PACK 1**  
10 x Product type  
50 x Product type  
10 x Product type  
50 x Product type  
**\$250**

**PRINT MEDIA STARTER PACK 2**  
10 x Product type  
50 x Product type  
10 x Product type  
50 x Product type  
**\$450**

**PRINT MEDIA STARTER PACK 3**  
10 x Product type  
50 x Product type  
10 x Product type  
50 x Product type  
**\$1250**

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From branded apparel to online marketing solutions we have a wide variety of ways to help clients be fully promoted!

# Assistance is always just a phone call or click away.



**WORLD EXPO**



**GROUP SEMINARS**



**REGIONAL MEETINGS**



**CORPORATE R&D**

## CONTINUED SUPPORT

Fully Promoted not only provides comprehensive classroom training, but also provides visits to your store to personally work with you.

One of our highly skilled field representatives will help you set up your equipment & resource center, then continue building your knowledge and expertise in your own store. After your center is set up, a Fully Promoted marketing representative will work with you one-on-one to teach you how to promote and develop your business. We will also help launch your new business in the community, providing Public Relations, a strong online presence, printed marketing materials and promotional materials to give to prospective customers in your community. With Fully Promoted, you can count on first rate, first hand support.

There are also ongoing opportunities to benefit from the assistance we provide. Regional meetings are held frequently in your area, so you can get the latest information from corporate and benefit from interacting with fellow local franchisees.

You will be invited to attend the annual Fully Promoted convention, which brings our franchisees from all over the world together to broaden their knowledge of the business, while providing profitable marketing and operating strategies. The conference also allows for interaction with key vendors, manufacturers and distributors.



# INTERNET STRATEGY

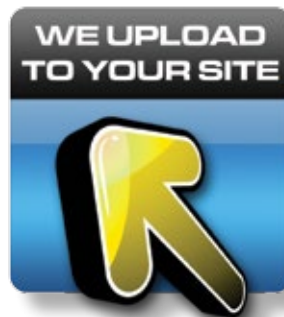
All Fully Promoted franchisees are given their own fully functional website, which they can customize and localize to create optimal Search Engine Optimization results. We assist our stores locally with proven internet marketing solutions from search engine optimization, local presence management, reputation management, social media and direct email strategies. Your localized FullyPromoted.com website will give you a powerful marketing advantage, allowing you to showcase the variety of branding & marketing solutions you will provide in your community.

Your website will include an advanced apparel design studio that allows customers to create their own orders online. Users can see their logo placed on the apparel, and use font and image options to create a design that's all their own.

Your website will include the ability to create custom Online Company Stores. These virtual stores allow you to provide an easy online solution for your customers' branding needs. Products are uploaded to a secure website where your customer can order with ease 24/7.



## ONLINE STORES AND ORDERING



Fully Promoted's online company stores offer an easy solution for customers who wish to place easy re-orders while keeping their logo and brand consistent. Customers choose which products they want to sell in their online stores, and then Fully Promoted creates the secure online store, where users can browse the exclusive designs and purchase 24/7.

Our Advertising Fund also increases brand awareness nationally and in your local community. Fellow franchisees serve as board members who employ new and innovative strategies for driving traffic to our stores as well as increasing the brand's identity in the marketplace. Through self-promotions, strategic partnerships with the industry's top suppliers, and internet marketing programs, your Fully Promoted store can benefit from increased visibility.



## THE FULLY PROMOTED FRANCHISE FEATURES:

- **Comprehensive Training Program**
  - Two-week training
  - On-site training
  - Training manuals
- **Ongoing Support**
  - Technical & marketing support
  - Toll-free in-house technical support
  - Online training and industry updates
  - Mentor and franchisee advisory programs
  - Regional support offices
  - Regional meetings
- **Financing**
- **Mass purchasing power**
- **Brand Building**
  - Complete marketing plan including promotional materials
  - Internet marketing campaign
  - Direct mail program
  - Advertising fund
  - Your own store website
  - Advanced online design tools
- **Site Selection**
  - Prime locations
  - Lease negotiations
  - Complete construction package
  - Attractive retail store design

## YOUR NEXT STEP TOWARDS SUCCESS

We realize that your investment in a Fully Promoted franchise requires confidence and commitment. You should feel comfortable with our franchise system and excited about the industry. We encourage you to meet with a Regional Vice President in your area and be given a personal first-hand look at an established Fully Promoted location.

Now that you've had the opportunity to learn about Fully Promoted, the next step is easy...

Call us at (561) 440-5293 or visit us online at  
[www.fullypromotedfranchise.com](http://www.fullypromotedfranchise.com)



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The logos and designs herein are the property of the corporations they represent. Their appearance here is not an indication of any endorsement of Fully Promoted, but merely a representation of what Fully Promoted can produce.

This advertisement is not an offer to sell a franchise. Any offer to sell this franchise will be made by a Franchise Disclosure Document and only following registration by Embroidme.com Inc. dba Fully Promoted in any state requiring registration prior to sale.

In New York: This advertisement is not an offering. An offering can only be made by prospectus filed first with the Department of Law of the State of New York. Such filing does not constitute approval by the Department of Law.

This offering is made by prospectus only.

Fully Promoted is part of the  
**UNITED FRANCHISE GROUP**  
family of brands.

