

LAS VEGAS

# LICENSING EXPO2014

06.17 - 06.19

Mandalay Bay Convention Center

## BADGE & CONFERENCE REGISTRATION

**All exhibitors and booth staff MUST be registered for a badge to be granted access to the show floor. Exhibitors are also invited to attend the Licensing University conference for one, low, all-access price!**

## BADGE REGISTRATION

# HOW TO REGISTER YOUR STAFF FOR BADGES & CONFERENCES

*All exhibitors and booth staff MUST register staff for an exhibitor badge to be granted access to the show floor during move-in, move-out and operating show hours. There are no limitations to how many badges an exhibiting company may have. If you would like to bring guests/clients please have them complete free attendee registration at [www.licensingexpo.com](http://www.licensingexpo.com).*

### How to Register for Exhibitor Badges

**Exhibitor registration will open in early April. At that time the main contact on the exhibiting account may register their staff at [www.licensingexpo.com](http://www.licensingexpo.com).**

When exhibitor registration opens the main contact on the exhibiting account will receive an email with their unique exhibitor registration username and password. Once you have your username and password, visit [www.licensingexpo.com](http://www.licensingexpo.com) and click on the Exhibitor Registration button.

### Licensing University Conference All-Access Pass Registration

**The all-inclusive conference program is just \$169 or \$149 for LIMA members.**

Attend Licensing University and acquire new strategies, innovative ideas and practical solutions you need to succeed. More than 20 sessions are available on topics from retailing strategies to the legal side of licensing to extending your brand globally. Whether you're new to licensing or an industry veteran, you'll get the targeted information and knowledge you need to take your business to the next level.

**At the time of exhibitor registration the main contact will have the opportunity to purchase a Licensing University pass for some or all of their staff.** Once confirmation emails are received, staff will also be able to purchase a pass for themselves if they wish.

**For a full Licensing University Schedule, please visit [www.licensingexpo.com/licensinguniversity](http://www.licensingexpo.com/licensinguniversity)**

### Badge Retrieval

- **In order to reduce our environmental footprint, WE WILL NOT BE MAILING BADGES THIS YEAR.**
- When you complete exhibitor registration, you will be sent a confirmation email with a barcode and confirmation number. Print out this email and bring it with you to Licensing Expo.
- You will print out your exhibitor badge at a self service Badge Printing Stations on show-site.

**All general registration questions are to be directed to:**

Registration Customer Service

[cs@licensingexpo.com](mailto:cs@licensingexpo.com)

(888) 644-2022