

LAS VEGAS

LICENSING EXPO 2014

06.17 - 06.19

Mandalay Bay Convention Center

PR & MARKETING GUIDE

A go-to resource for information regarding FREE promotional & marketing opportunities, PR information, a First-Timers Guide, Licensing Industry Resources, Lead Retrievals, Sponsorships & more.

FREE PROMOTIONAL OPPORTUNITIES & EXHIBITOR RESOURCES:

DEADLINE **My Show Planner**- My Show Planner is your most valuable asset before and during Licensing Expo. It is your one stop exhibitor portal where you will upload your brand description, contact info and company logo. The information you provide here will be used in the My Show Planner online exhibitor search, License! Global Preview, Licensing Expo Mobile App and official Show Directory. Enter your information only ONCE for ALL opportunities! **REQUIRED**

ASAP

Get the Most out of Your Investment - Ensure you are maximizing your ROI with these exhibitor tips.

FEB 19 - APR 30 **Webinar Schedule** - Looking for some guidance straight from the source? Sign up for one or all of our webinars!

PR Guide - Looking for some innovative ways to get some press attention before, during and after the show?

Global Partner Program - Are you exhibiting at Licensing Expo and BLE in the same year? If so, you qualify!

Global Partner Checklist & Fulfillment Guide - Keep yourself organized and stay on top of promotional dates.

ASAP **Licensing Expo Mobile App** - Every exhibitor receives a FREE basic listing. Affordable sponsorships also available!

MARCH 7 **License! Global Magazine Coverage** - An opportunity for FREE coverage in the May issue of License! Global.

APRIL 11 **License! Global's "The One to Watch" Contest Form**- Are you exciting a new property at Licensing Expo this year? Complete the form to enter the contest to win extra marketing support from License! Global and Licensing Expo.

APRIL 11 **Look Book Submission Form**- Complete this form for FREE inclusion in the Exhibitor Look Book sent to all attendees who express interest in your category.

MAY 30 **NEW Brand or Property Launch** - Are you exhibiting a new brand or property at Licensing Expo this year? Tell us about it!

JUNE 9 **Special Event Coverage** - Submit your special events to be covered in show press and social media.

Save Time, Save \$\$\$, Save Yourself Some Stress - Logistics advice for exhibitors.

Glossary of Show Terminology - New to trade shows? Start speaking the language.

SPONSORED EXHIBITOR MARKETING & PROMOTIONAL OPPORTUNITIES:

ASAP **My Show Planner Upgrades & Sponsorships**- Once you have set up your My Show Planner profile upgrade your listing to increase your ROI and attendee awareness. Get the most out of your investment by upgrading early!

Attendee List Rentals - Send your marketing campaigns to our attendee list and increase your marketing reach.

April 25 **Show Directory Advertising**: Great opportunities available to advertise your brand in the Official Show Directory.

Virtual Press Office - Maximize your participation at the show by sending out your news to 100,000 journalists.

License! Global Magazine Advertising - Contact Nicole Davis at Ndavis@advanstar.com or 310.857.7689 to inquire about License! Global advertising.

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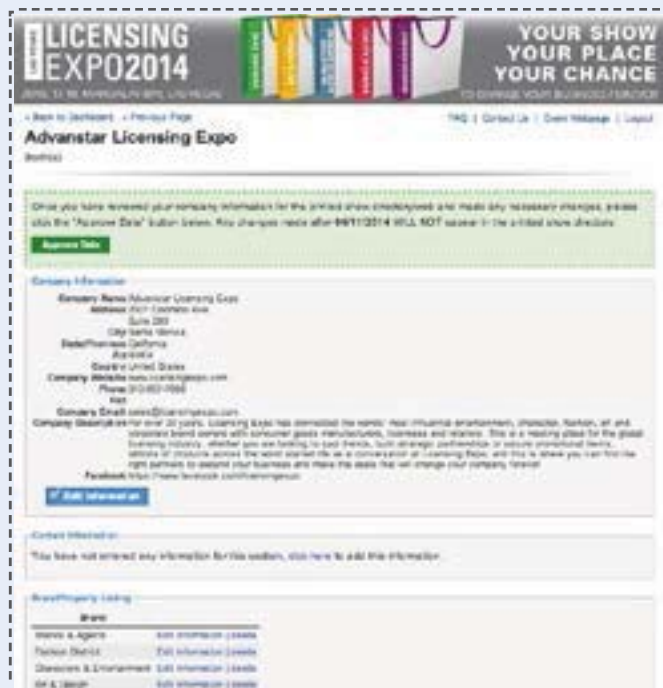
FREE PROMOTIONAL OPPORTUNITIES & EXHIBITOR RESOURCES

To make the most out of your investment, make sure to take advantage of all the FREE promotional and marketing opportunities & valuable resources available. Maximize your ROI with numerous chances to receive extra marketing support from Licensing Expo & License! Global.

By clicking the link below and entering your exhibitor ID and password (received by email), you will gain access to your online exhibitor profile. Once you have logged in, you will have the opportunity to add information that will help attendees find your company when they're planning their time for the 2014 event. You may edit your online listing as many times as you would like prior to the **April 11th, 2014** deadline. Before **April 11th** you must click the green "Approve Data" button to submit your company listing for the printed directory. Any changes made after **April 11th** will be visible online, but not in the print directory.

TO LOGIN VISIT: licensing14.exh.mapyourshow.com

You will need to have your exhibitor ID & password ready. If you have questions, please contact Map Your Show at (888) 527-8823 or help@mapyourshow.com.



Steps to Creating a Listing Attendees Will Notice!

Through the exhibitor dashboard (seen to the top-left) you will manage your online profile, connect with attendees and stay up to date on show info. The following explains each feature.

1. Your Company Information

Within this area of the dashboard you will add pertinent company information such as company description, brands/properties, contact info, location, categories, website, social media pages, etc.

Contact Information

Add a contact person that you would like attendees to reach out to for inquiries regarding business opportunities.

Brand/Property Listing

Licensors and agents have the opportunity to showcase any or all of the brands and intellectual properties they own or represent. Attendees have the ability to "Search by Brand" so be sure yours are included.

Brand/Property Categories

Select the categories that apply to the brands/properties you represent and have listed in the Brand/Property Listing. Attendees have the ability to "Search by Category" so be sure yours are listed as you would like them to be.

2. Pick Your Online Display

You have the option to upgrade your online profile to better show attendees what you are bringing to the show through graphics and text. Upgrades help increase your ROI and create top-of-mind attendee awareness.

3. Exclusive Sponsorships

Increase your exposure pre-show by purchasing exclusive My Show Planner sponsorships. Your company's ad could be the first thing attendees see when logging into My Show Planner. By purchasing a sponsorship, you also gain access to your qualified leads.

4. Upload Company Logo

Add your company logo for quick brand recognition.

5. Upload Press Releases

Keep attendees up to speed on your latest accomplishments and announcements. Add up to 3 releases for free coverage.

PRE-SHOW STRATEGIES

Outlining Objectives

What is my purpose for exhibiting at Licensing Expo? Defining clear answers and goals surrounding this question is crucial to managing your time and efforts both pre-show and during show. The four questions to ask yourself while planning for the show:

- 1. How will you know if your time at the show is a success?** This question will be the foundation from which you can build your measurable goals and objectives. Establish specific event objectives that can be measured, such as:
 - Number of qualified leads
 - Number of initial licensing deals
 - Meet with current licensees or promotional partners to present new launches
 - Generate awareness of your company and/or properties
 - Establish contacts in certain categories
- 2. Who exactly are you trying to attract to your booth?** Your answer should define your target audience. This is information your booth staff should be highly aware of.
- 3. What is the one key piece of information you want attendees to remember about your company and/or booth?** Your answer should be the repeated message you try and get across when developing literature, materials and booth graphics.
- 4. Who will oversee the lead follow up effort?** You've spent many resources planning and getting to the show, but the most important part is your follow up efforts. Assign one person to follow-up to ensure all your new contacts get a follow up call.

Designing Your Booth

Designing your exhibit space is a creative and thought-out process. Some key things to keep in mind while designing your space:

- **Company/Brand Message:** An exhibit needs to be developed with your brand message as the center of your creativity and promotion.
- **Full of Product:** People want to see examples of product or product possibilities to help them visualize how your properties will meet their needs.
- **Open & Inviting:** Creating a design that is open and inviting for visitors entices one to step inside and gives your booth staff the opportunity to engage them.
- **Clean & Uncluttered:** Think about storage in your booth, brainstorm a solution for placing additional brochures, stationery, purses, refreshments, etc to avoid any clutter. Order nightly cleaning service to have your carpets clean and your booth in prime shape for the following day.
- **Lighting:** Use lighting. According to industry research, lighting can increase awareness of your exhibit by 30 to 50 percent. Rent a portable lighting system or use product spotlights to give your space a glow.
- **Furniture:** Decorating your booth with furniture that fills your needs is extremely important. Do you have enough chairs for your booth staff and visitors? Do you have several spaces and seating areas to bring separate parties when the booth gets busy?
- **Graphics:** Displaying professional graphics creates a clean and well thought out booth design. Graphics should start no lower than 36 inches on the backwall, otherwise they won't be seen if people or products are standing in front of them.
- **Colors:** The use of bold colors helps create impact from a distance, avoid neutral colors that will blend into the background.

For details on ordering lighting, booth carpet, furniture, signs & banners, graphics, etc please contact GES.

PRE-SHOW STRATEGIES CONT.

Promotional Campaign

Many exhibitors forget that pre-show promotional campaigns are just as important as your presence on-site. Grabbing the attention of attendees before the show is a surefire way to draw them to your booth, giving you the opportunity to dazzle them. Licensing Expo provides a range of great opportunities to help exhibitors reach attendees:

- My Show Planner & Show Directory Listings FREE!
- Organize and Promote In-Booth & Special Events FREE!
- Global Partner Program (must qualify) FREE!
- License! Global's The One to Watch Contest FREE!
- License! Global Magazine Coverage FREE!
- License! Global Magazine Advertising
- Attendee List Rental
- Online Press Coverage through VPO
- Media Coverage - PR Guide FREE!
- Sponsorship & Advertising Opportunities
- New Brand or Property Launch Coverage FREE!
- License! Global Online Advertising
- Advertise in the Show Directory & Show Dailies
- Connect with Licensing Expo through Social Media FREE!

As you start planning your promotional campaign, ask yourself these questions:

- Who is my target audience at the show? Licensees? Licensors? Manufacturers? Retailers?
- What giveaway, handout, or promotional item would best appeal to them?
- What is my key messaging? Your key message should be repeated throughout all your show efforts - literature, booth design, pre-show promotions, website, etc.
- Did I include a call for action on my literature? What do you want to encourage the reader to do - Visit the website, call for more information?
- Have I established an online presence and community? Look into establishing a social media presence with free tools such as Facebook, Twitter, Linked In, etc.

When creating your schedule, keep in mind design, production and shipping time, plus build in a cushion to allow for any errors. Take advantage of the Licensing Expo Exhibitor Action Checklist for a grand overview of deadlines and events.

ON-SITE STRATEGIES

Staffing

Often times much of the preparation for a show goes into the planning and building of the exhibit and when it comes to the official show, staff begin to think they are almost done. Your employees on the stand are your brand - they need to be appropriately trained. A motivated, well-informed team helps to set you apart from your competition.

8 Attributes of Highly-Effective Exhibit Staff

1. **Positive Attitude:** Has a positive outlook on business and life in general. Enjoys working tradeshow.
2. **Extrovert:** Not afraid to walk up to a stranger, say hello and introduce themselves.
3. **Energy:** Can stand on their feet and effectively engage and interact with people for several hours per day over several days.
4. **Knowledgeable:** Knows your company, your properties and understands your goals.
5. **Good questioner:** Asks good questions before talking about your properties or brands.
6. **Great listener:** Listens with their eyes and their ears. Hears not just the words, but the meaning and the intent behind the words.
7. **Concise communicator:** Can deliver your company story and your product/property points in a concise, persuasive and interactive manner.
8. **Closing mentality:** Understands that the outcome of a qualified in-booth interaction is to get the visitor to commit to a next action step.

7 Keys to effectively preparing your staff for success

1. **Put the right number of people in the exhibit.** Two to three staffers per 10x10 booth is about the max. Any more and your booth is too crowded.
2. **If possible have a mix of sales, operations, customer service and management.** Attendees often want to talk with different job functions in your company.
3. **Prepare a booth duty schedule.** Assign each person 3-4 hour shifts, allowing everyone time for meals and breaks, without ever leaving the booth empty.
4. **Always conduct a pre-show staff meeting.** Get your team together the day prior to the show to review roles and goals, company and product messages, lead and sales capture process, booth duty schedule, and always be sure to do a walkthrough of the booth.
5. **Set interaction, lead goals.** Ask your staff to focus on and be accountable for at least 4 visitor interactions per hour and one qualified lead per hour.
6. **Create excitement and build a sense of team spirit.** Consider creating team and individual contests for achieving goals. The rewards don't have to be expensive.
7. **Seek feedback from your exhibit staff.** At the end of the show give your booth staff a short survey to fill out. Ask them what they liked and didn't like about the exhibit. Ask them what they think you could do to create a more effective exhibit for the next show.

By putting the best people in your exhibit and properly preparing them for success you have laid a solid foundation that will make a dramatic difference in your exhibiting results.

ON-SITE STRATEGIES CONT.

The Approach

Licensing Expo's marketing team works all year to bring the licensing industry's top decision makers to the show, however once they step foot in the door it's up to you to reel them in. The way you approach and handle person-to-person interaction at the show is key to reaching your set objectives and goals. Take advantage of a few friendly tips below:

1. Most attendees will not approach you to start a conversation, therefore you must approach them.
2. Use body language that suggests you are approachable. Avoid sitting at a computer, reading a book, eating, etc. You are here to sell yourself and your business.
3. Once a visitor approaches or looks interested, engage them by asking what he or she does or what they are looking for at today's show. This enables you to respectfully see if he or she fits what you too are looking to achieve out of the show, therefore qualifying the lead.
4. If your goals are a possible match, give the attendee an elevator pitch (no longer than 90 seconds), a quick & detailed
5. synopsis on your brand message or business. Let the conversation and deals flow from there.
6. When wrapping up the conversation, make sure to summarize what was discussed, or agreed on. Gather attendee's information and contact details and arrange a specific time for a follow up call or meeting.
7. As the attendee departs, make sure to jot down personal, key information about him or her that you can easily re-call in a follow-up conversation. Attendees meet a great variety of exhibitors at a trade-show and vice-versa, make sure you don't forget them. This will be key when following-up after the show.
8. For an error-proof way of keeping track of attendees who visit your booth, rent a Lead Management Device.

On-Site Promotional Campaign

All of your on-site promotional activities obviously need to be planned and thought out in advance, however there is nothing that speaks stronger than an on-site impression, whether it be a sign in the registration lobby, a banner overhead, or a character walking the show floor -- they are sure to drive attendees. Some ideas, concepts, and opportunities to think about below:

- **Social Media:** Take advantage of free tools such as Facebook and Twitter at the show. Visit one of our Twitter stands or update from your mobile phone or device what is going on at your booth. It is a sure way to drive traffic and keep your online presence up to speed with your efforts. Visit Licensing Expo's Facebook, Twitter and LinkedIn pages to stay in touch.
LICENSING EXPO 2014 HASHTAG: #licensing14
- **Drawings or Auctions:** This is not only a great way to grab attention but also a great way to collect leads. Have a business card drop in which you will pull the winner from. You automatically become presented with numerous future business possibilities. Be sure to let us know about your event, with the Special Events Form.
- **Milestone Celebrations:** Is your company, brand, or property celebrating any big milestones this year? Make sure you plan an event, giveaway, birthday cake something to celebrate! Don't forget to fill in Show Management on your planned events for FREE additional exposure, see Special Events Form.
- **Character Parade:** Our Annual Character Parade kick-starts the show, as they parade through a designated route and are announced on stage. If you have characters or personalities that will be at the show, make sure to get them a spot in the Character Parade. Fill out the Character Entry Form to ensure them a spot.
- **Promotional Literature:** Promotional literature is a great way to send your booth visitors home with something to remember you and your company by. Perhaps put a catalog together of all your properties or a simple flyer. The possibilities are endless.
- **Organize & Track Your Leads:** Begin tracking and organizing your gathered leads as they come in. Bring a binder with contact sheets and a stapler. Give each person their own page. Once you have completed a meeting or conversation, staple the business card into the book and jot down information on why you should follow up, conversation details, and personal comments. Once back in the office this binder will be like gold.

POST-SHOW STRATEGIES

The Follow-Up

Following-up is the number one key to tradeshow success. You must now create a trusting relationship with your leads. Take advantage of a few key strategies to turn those leads into results.

1. Beginning the follow-up process as soon as possible is crucial. Don't let more than 48 hours go by without following up on your new leads. It can be a simple email to thank people for their time, making sure to bring into the conversation some of those key personal details you jotted down from the show and let them know that meeting with them made a difference. Make sure to let them know that they will be hearing from you shortly.
2. Get together with colleagues to discuss the leads that were brought in from the show and a follow up strategy to turn them into clients. Make assignments and set deadlines.
3. Follow-through on your commitments. If you had promised to send a catalog or sample do it right away. By doing so you create a good and lasting impression.
4. Add all new leads to your company's mailing list and database.
5. Follow up again and again and again.

This new, five-part exhibitor webinar series is designed to help exhibitors take advantage of the resources and support available to them, plan for the upcoming show and prepare them to have a successful and profitable exhibiting experience at Licensing Expo 2014. All webinars are **FREE** to attend for Licensing Expo exhibitors!

Ask J'net Q&A

Wednesday, February 19th, 2014 from 12:00-1:00pm PST.

Price: FREE

Hosted by J'net Smith from All Art Licensing (www.allartlicensing.com), this one-hour class is a 'live' phone event, where you provide the questions about art, design & character licensing, and J'net provides the answers. When registering online, there is a place at the bottom of the form to write your question.

Marketing Your Art, Characters, Designs and New Brands through Trade Shows

Wednesday, February 26th, 2014 from 12:00pm-2:00pm PST.

Price: \$60 (**FREE with the following Promo Code: LE22614AAL**)

Hosted by J'net Smith, this 2-hour course will show you how to market your creativity successfully—whether art, characters, designs or a new brand concept—and enter the \$230B licensing industry through trade shows and other practical marketing techniques. Those who take this course will learn how to determine exactly what they have in terms of a creative product, and whether it could be practical and profitable to exhibit at a trade show.

Building a Successful Licensing Program for Niche Brands

Wednesday, March 26th, 2014 --12:00-1:00pm

Price: FREE

Hosted by Stacey Campot, Fashion & Lifestyle manager of Licensing Expo, this class will delve into what niche brands should be doing in order to build a successful licensing program. More information will be made available on our website soon.

PR & Marketing: Take Advantage of Every Opportunity

Wednesday, April 16th, 2014 --11:00am-12:00pm

Price: FREE

Hosted by the marketing team at Licensing Expo and Allison + Partners PR agency, this one-hour class will cover all the PR and marketing opportunities available to Licensing Expo exhibitors. Attend this webinar and take advantage of all the FREE opportunities to market your brand to attendees before, during and after the show.

Preparing to Exhibit at Licensing Expo

Wednesday, April 30th, 2014 --12:00-1:00pm

Price: FREE

Hosted by J'net Smith, this 1-hour class will cover everything you need to know to prepare you to have a successful show at Licensing Expo --including goal planning, branding, booth design, portfolios, marketing campaigns, what to say, post show follow-up and a Q&A.

**Visit www.licensingexpo.com/webinars
for more information and to register for one or all of the webinars.**

A GUIDE TO EXHIBITOR PUBLIC RELATIONS



Allison+Partners is Licensing Expo's public relations partner. As one of the world's most respected public relations agencies, Allison+Partners has broad experience working with leading brands and the licensing industry. This experience gives them the know-how to help companies like yours capitalize upon the opportunities provided by an investment in Licensing Expo.

Please reach out to the Allison+Partners team with any public relations questions related to Licensing Expo or to participate in any of the following opportunities by contacting licensing@allisonpr.com.

- **Attend Our Marketing and PR Webinar:** Before the show begins, attend the public relations and marketing webinar on April 16 to learn about opportunities and best practices for working with the Licensing Expo staff.
- **Media List:** Licensing Expo will be inviting media to attend the show from across the country and as an exhibitor you will have access to this list. Feel free to reach out to relevant media for one-on-one meetings or to encourage them to visit your booth. To request a media list, contact licensing@allisonpr.com.
- **Share Your News with Us:** We have many channels to distribute your news, from our website to social media outlets. Be sure to send all show news including announcements, events and celebrity appearances to licensing@allisonpr.com. We will honor all embargos.
- **Industry Outlook, Trend and Expert Sources:** Licensing Expo will be sharing trend information with top-tier reporters prior to the show. Our team is looking for companies and spokespersons to comment on these trends. If you have a company spokesperson who can offer insights into new trends in licensing and related subjects, please forward that person's information to licensing@allisonpr.com.
- **Pressroom:** Create a press kit (press releases, bios, company backgrounder and fact sheets) in advance of the show and bring approximately 25 copies to the press room. Journalists will have access to the press room for writing and information gathering. Be sure to include your booth number and on-site contact information on all materials. Keep additional copies at your booth.

CREATING A PRESS KIT

A press kit is an easy way to provide all of your company information to journalists at Licensing Expo. While a press kit is similar to your sales kit, it provides additional information for journalists. Include the following documents in a branded pocket folder, CD or USB drive. Be sure to make enough copies for the press room and your booth.

- Press release (focus on new products or news you will be announcing at the show)
- Executive bios
- Company backgrounder (a brief history of your company)
- Fact sheets (who, what, where and why)
- High resolution digital images (product photos, screenshots, executive headshots)

A GUIDE TO EXHIBITOR PUBLIC RELATIONS



TOP WAYS TO BREAK THROUGH THE MEDIA CLUTTER

- Work with the Licensing Expo team to identify upcoming stories and opportunities for promotion. Journalists receive hundreds of emails every day. Licensing Expo has a dedicated pitch team from Allison+Partners who will be communicating with journalists in the months leading up to the show. Share your news, trends and information with this team to ensure that your products are included in these communications.
- Identify your top media targets and know what they cover. Our team will send you a complete list of media attending Licensing Expo. Avoid sending an email to every single reporter on the list. Review the list, read recent stories by the reporters and determine which journalists are most likely to cover your brand or business. Focus on the journalists that will provide you the most return.
- Write a snappy headline. When working with the media, make sure your email subject line grabs their attention. There is a big difference between "Sources for Stories" and "[Celebrity/Big brand] launches new product." If you are a new brand, avoid using your brand name in the subject line as reporters may not be familiar with your organization.
- Send an email introduction to the reporter. Keep your communication brief and to the point and make sure the main idea of your brand or business is in the first two sentences. Use bullets to make the email easy to read quickly.
- Follow up with a phone call a few days after you send an email. Because journalists receive so many emails, sometimes things get lost in the shuffle or aren't read.
- Use social media for media relations. Find your top journalists on Twitter and follow them. Retweet their posts and interact with them online. Many journalists will post inquiries looking for story ideas and during Licensing Expo you may be able to help out a journalist.

OTHER BEST PRACTICES

Additional public relations and marketing best practices and opportunities will be discussed during the pre-show webinar. Details of this webinar will be shared as Licensing Expo approaches.

ADDITIONAL CHECKLIST ITEMS

Free Opportunities

- Request a media list at licensing@allisonpr.com
- Send your show news, events and celebrity appearances (ongoing)
- Participate in Licensing Expo Marketing and PR Webinar

QUESTIONS?

Contact Allison+Partners directly at licensing@allisonpr.com.

GLOBAL PARTNER FREE PROMOTIONAL PROGRAM:

The Global Partner Program was developed by Advanstar Licensing to thank our loyal customers for their participation in our shows: Licensing Expo & Brand Licensing Europe. Global Partner status is given when a company contracts for both shows within one calendar year. The program provides the exhibitor with free added promotional value, increasing exposure before, during and after each show.

FREE GLOBAL PARTNER PROMOTIONAL COVERAGE THAT REQUIRES EXHIBITOR ACTION:

- ASAP** \$175 off any My Show Planner Upgrade (upgrades starting at \$350)
- ASAP** Press Kit hosted on Virtual Press Office (VPO) and Licensing Expo website
- ASAP** 20% OFF National Newswire Distribution Services with VPO
- ASAP** 10% OFF printed Show Directory Advertisements
- MAR 7 DEADLINE:** Coverage in Global Partner Attendee Email Blast
- MAR 7 DEADLINE:** Coverage in License! Global Magazine's May Issue, "Licensing Expo Preview"
- APR 11 DEADLINE:** Company Logo submitted to My Show Planner for printed Licensing Expo Show Directory

AUTOMATIC PROMOTIONAL COVERAGE, NO ACTION NECESSARY

- ASAP** Coverage on both www.licensingexpo.com & www.brandlicensing.eu
- ASAP** Global Partner Flag next to your company's name in My Show Planner and Show Directory

STEPS TO GLOBAL PARTNER FULFILLMENT

STEP 1 Review My Show Planner Upgrades for a detailed description of the Level 1 Upgrade that Global Partners receive for 50% OFF! To order your upgrade today, contact Kyle Plymessa at 513-527-8804.

STEP 2 FINALIZE your online My Show Planner listing by **March 7, 2014** to be included in the License! Global Issue and the Attendee Email Blast.

Sections that must be filled out to qualify for inclusion:

- Company Information: Company Description, Website, Address
- Contact Information: Name, Phone & Email
- Brand/Property Listing
- Brand/Property Categories
- Company Logo uploaded

****The company logo you upload to My Show Planner will also be used in the Show Directory**

LOGIN TO MY SHOW PLANNER NOW TO COMPLETE!

For questions contact Jeanne Paloma at jpaloma@advanstar.com or (310) 857-7666.

STEP 3 Submit your Press Kit to VPO to maximize your participation at the show by having your news sent out to a database of 100,000 industry journalists.

- Email your PR contact details and up to 6 documents as attachments to files@vpo-inc.com
 - Press releases, company backgrounders, images, product information, white papers
 - **The following formats are accepted:** word, pdf, html, and jpeg; Each file must be under 1MB
 - **Title & subject line should read:** "Licensing Expo Press Kit Submission for [Company Name]"
 - Additional documents are \$80 per file

For questions on VPO contact Gina at (201) 942-7038 or gina@vpo-inc.com

STEP 4 Review Virtual Press Office's additional services for a detailed description of the National Newswire Distribution Services that Global Partners receive for 20% off. For more details contact Gina at (201) 942-7038 or gina@vpo-inc.com.

STEP 5 Review the advertising opportunities in the printed Licensing Expo Show Directory available to Global Partners for 10% off. For more details contact Lisa at +44 (0) 20-7324-4800 or email at lisamarie@eventfulpublishing.co.uk

MOBILE APP
FREE LISTING & SPONSORSHIPS

The official Licensing Expo mobile app is a key show resource for thousands of attendees. The best part is that every exhibitor gets a standard listing for FREE. To increase booth traffic and top-of-mind attendee awareness consider upgrading your listing with a mobile app sponsorship. The mobile app is marketed to attendees year round -- providing exposure for your brand before, during and after the show!

Go Mobile

Attract more qualified buyers to your booth!

The Licensing Expo Mobile App boasts advanced planning tools and interactive maps that makes it easy for buyers to learn about your company, your featured products, your show specials — and direct them straight to your booth.

The Licensing Expo Mobile App is the next generation marketing tool that helps you:

- Showcase your products
- Be seen by potential buyers
- Standout from the competition
- Complement your other marketing strategies

The Licensing Expo Mobile App is marketed to and used by attendees YEAR ROUND, providing brand exposure before, during and after the show.

BEFORE.	DURING.	AFTER.
• Research you and your products	• Manage their schedules	• Review missed opportunities
• Short list must-see exhibitors	• Get directions to your booth	• Follow up with you
• Book appointments with you	• Take notes	• Use as an industry directory



Standard Listing **FREE**

Every 2014 Licensing Expo exhibitor receives a Standard Listing at no additional charge.

Standard Listing includes:

- Company name
- Booth number
- Description
- Full contact information with phone and email address
- Company website address
- Product categories

**Mobile App Sponsorship
Price List**

Standard Listing.....	FREE
Featured Exhibitor.....	\$500
Home Page Banners.....	\$2,000
Rotating Banners.....	\$1,500
Property Category Banners.....	\$1,100
Special Announcements & New Products Alert.....	\$750
Full Screen Ads.....	\$1,000
Title Sponsor.....	\$10,000

For more information or to purchase a mobile app sponsorship contact a sales rep now!

FREE EXHIBITOR COVERAGE LICENSE! GLOBAL MAGAZINE

FREE Coverage in License! Global's May Issue

Deadline: March 7, 2014

Every May License!Global magazine publishes a preview of all the brands exhibiting at Licensing Expo that year. Reinforce your show message with free coverage in the industry's leading publication. Just finalize your online **My Show Planner** listing by **March 7, 2014** to automatically be included in the May issue for FREE.

SECTIONS THAT MUST BE FILLED OUT TO QUALIFY FOR INCLUSION:

- Company Information: Company Description, Website, Address
- Contact Information: Name, Phone & Email
- Brand/Property Listing
- Brand/Property Categories
- Company Logo Uploaded

[LOGIN TO MY SHOW PLANNER NOW TO COMPLETE!](#)

For questions contact Anneliese Tuverson at atuverson@advanstar.com or (310) 857-7542.



The One to Watch at Licensing Expo

The One to Watch at Licensing Expo, hosted by License! Global magazine, is a contest designed to recognize and reward innovation. Submit your new property for a chance to be deemed License!Global's *The One to Watch at Licensing Expo 2014!*

The contest is open to any property being exhibited at Licensing Expo for the first time in 2014. To be eligible, the property will not have been licensed before January 1, 2013 and can currently be licensed in only 2 or fewer product categories. A company may enter more than one property if they have multiple that meet these criteria. A separate entry form is required for each. The contest is open to entries from any country and any property category.

NAME

TITLE

COMPANY NAME

NAME OF YOUR PROPERTY

POSTAL ADDRESS

CITY

STATE/PROVINCE

ZIP CODE

COUNTRY

PHONE

EMAIL ADDRESS

COMPANY WEBSITE

IN WHICH CATEGORY DOES YOUR PROPERTY EXIST?

- Art & Design
- Brands & Agents
- Characters & Entertainment
- Fashion & Lifestyle
- Sourcing & Production

CONCEPT OVERVIEW

Please give an executive summary of your property concept, outlining the main characters, story or designs and its central premise. (100 word max)

LINKS TO BRAND IMAGERY OR VISUAL MATERIAL

CONCEPT IN DETAIL

In more detail, tell us about your property and its suitability for licensing. For example, what makes your property creatively distinct? What is your target audience and how does your property appeal to it? How will the property be extended onto other products through licensing? What would be the first or next licensed products for your property? Who would retail them? If any, what licensing has your brand done to date? (300 word max)

AWARD & SELECTION PROCESS

The judging panel will review all submissions beginning April 15th. Ten finalists will be selected for further review. The winner and 3 runners up will be announced on Day 1 of Licensing Expo 2014. The winner will receive marketing and promotional support from License!Global and Licensing Expo, including a feature in the Day 2 Licensing Expo Show Daily, mention on License!Global's enews and website, inclusion on the post show attendee newsletter from Licensing Expo and an engraved plaque recognizing your property as *The One to Watch at Licensing Expo*.

SUBMISSION INSTRUCTIONS

Complete this form, include links and/or necessary attachments and email it to onetowatch@licensingexpo.com no later than **April 11, 2014**.

*Please note that incomplete or late submissions may not be accepted.

Thank you, and best of luck!

EXHIBITOR FORM

EXHIBITOR LOOK BOOK SUBMISSION FORM

Complete this form for FREE inclusion in the Exhibitor Look Book sent to all attendees who express interest in your category!

Deadline: April 11, 2014

In an effort to enhance both our exhibitor and attendee experiences at the show this year, Licensing Expo will be curating digital look books for Art & Design, Brands & Agents, Characters & Entertainment and Fashion & Lifestyle zones of the show floor. The look books will include contact details, booth numbers and most importantly images of end-result licensed products that will allow attendees to imagine the possibilities of your artwork or brand on their product or in their stores. The look books will be emailed to every attendee who express interest in your category.

We are looking to collect images and photos of final, end-result licensed product from all categories. The following are examples of types of images we are looking for:

ART & DESIGN:

Notebooks, greeting cards, letters, envelopes, school supplies, scrapbooking materials, comic books, etc.

BRANDS & AGENTS:

Consumer goods such as household, automotive, publishing, sports, food, beverage, health and beauty, corporate & non-profit.

CHARACTERS & ENTERTAINMENT

Gaming, TV, film, music, performance, celebrity & character products

FASHION & LIFESTYLE:

Apparel, shirts, socks, eyewear, shoes, etc.

Company Name: _____ Booth # _____

Licensing Contact: _____

Phone Number: _____ E-Mail Address: _____

Twitter @ _____ Facebook: _____

Website _____

IMAGE REQUIREMENTS

- 300 dpi, no smaller than 8" x 8" (larger is okay)
- .eps, .psd, .tif, .ai files preferred

SUBMISSION INSTRUCTIONS

- **BEFORE STARTING, NAME YOUR PHOTOS AS ONE OF THE FOLLOWING DEPENDING ON YOUR CATEGORY:**
LB_A&D_[Company Name], LB_B&A_[Company Name], LB_C&E_[Company Name] **OR** LB_F&L_[Company Name]
- Then go to <http://externalportal.advanstar.com/House>
- Login with Username: licenseglobal & Password: license
- Click the "Licensing Expo" link on the top left corner
- Click the upward curving arrow in the top right corner to upload, select the file(s) and click upload.

Image Name: _____

Image Name: _____

Image Name: _____

**Complete and return this form NO LATER THAN April 11, 2014.
To Rebecca Dawson at rdawson@advanstar.com**

ARE YOU LAUNCHING
A NEW BRAND OR PROPERTY?

NEW BRAND OR PROPERTY LAUNCH

Deadline: May 30, 2014

DO YOU HAVE A NEW BRAND OR PROPERTY YOU WILL BE FOCUSING ON AT THIS YEAR'S LICENSING EXPO?

We want to know about it! Submit this form along with an image for FREE exposure either through our Social Media channels or in joint efforts with our PR Firm, Allison + Partners! Be sure to follow on Facebook, Twitter and LinkedIn so you don't miss the announcement!

Company Name: _____ Booth # _____

Contact: _____

Phone Number: _____ E-Mail Address: _____

BRAND OR PROPERTY NAME: _____

Description (50 words): _____

Website: _____

Twitter: _____

Facebook: _____

IMAGE SUBMISSION INSTRUCTIONS:

Image Name: _____

* Image Name & Image Submission must match, otherwise your image will not be used.

INSTRUCTIONS:

- **BEFORE STARTING, NAME YOUR PHOTO AS FOLLOWS:** NEWPROPERTY_(Your Company Name)
- Then go to <http://externalportal.advanstar.com/House>
- Login with Username: licensseglobal & Password: license
- Click the "Licensing Expo" link on the top left corner
- Click the upward curving arrow in the top right corner to upload, select the file(s) and click upload.

Complete and return this form by **MAY 30, 2014** to
Rebecca Dawson at rdawson@advanstar.com

**ARE YOU HOSTING A
SPECIAL EVENT OR APPEARANCE?****Special Events Form****Deadline: June 9, 2014**

ARE YOU HOSTING A SPECIAL EVENT, APPEARANCE, GIVEAWAY OR CELEBRATING A MILESTONE AT THE SHOW?
All Special Event submissions are funneled through show management, the marketing team and our PR team to figure out ways in which we can promote your event. The earlier you submit, the greater your exposure!

Company Name: _____ Booth # _____

Contact: _____

Phone Number: _____ E-Mail Address: _____

Twitter: _____ Facebook: _____

Tuesday, June 17, 2014

Celebrity/Character/Special Event: _____

Time of Appearance/Event: _____

Name of Actor Wearing Costume: _____

Topic/Description of Special Event: _____

Wednesday, June 18, 2014

Celebrity/Character/Special Event: _____

Time of Appearance/Event: _____

Name of Actor Wearing Costume: _____

Topic/Description of Special Event: _____

Thursday, June 19, 2014

Celebrity/Character/Special Event: _____

Time of Appearance/Event: _____

Name of Actor Wearing Costume: _____

Topic/Description of Special Event: _____

Complete and return this form NO LATER THAN June 9, 2014.
Rebecca Dawson at rdawson@advanstar.com

TIME

1. Order your Exhibitor Badge(s) at www.licensingexpo.com. Print your barcode confirmation email(s). Once on show site you can go straight to Badge Printing Station located at Registration within the Mandalay Bay Convention Center and print your badge(s).
2. Makes sure all required Certificates of Insurance have been turned in by the deadline of May 2, 2014. All EAC's are required to submit proof of insurance as well. See Insurance Requirements for complete information & samples.
3. Design your exhibit as light and easy to assemble/dismantle as possible. Freight (shipping to convention center) and drayage (loading docks to exhibit booth) are based on weight. Exhibits that are lightweight and easy to assemble are guaranteed to save you both time and money.
4. If your booth does not meet the Booth Display Rules & Regulations, you must receive approval from Show Management for a height variance. Avoid the addition costs and stress of having to make modification to your booth on-site. Submit forms early so they can be reviewed by Show Management and in some cases approved by the Fire Marshall.

MONEY

1. Use the Exhibitor Action Checklist and place service orders before the Advanced Order deadlines. Orders placed after this deadline and on-site are typically more expensive and take time to fulfill. Mark your calendar a week before the deadline to give yourself plenty of time to order!
2. Cancel all unneeded hotel rooms 72 hours before to avoid cancellation penalties.
3. Bring a box of office and shipping supplies with your to the show. Items like pens, paper, tape, scissors, envelopes, etc can be expensive and hard to find on show-site.
4. Check all show invoices while at the show. Although contractors are approved vendors and are very careful, be sure to double check the detailed charges. Immediately bring discrepancies or questions to the attention of the vender. It is almost always easier to resolve a problem on-site in person than it is after the show.

STRESS

1. Be PREPARED. Mark your calendar at least a week before each deadline.
2. Keep good records of all orders placed and transactions. Make copies of any emails you send/receive. Take all notes, records and shipping information with you to show-site.
3. Be sure to double, triple check that your booth meets the Booth Display Rules & Regulations. It is much easier and cost effective to fix a booth display issue before the show than on-show site.
4. NEVER leave your valuables (wallet, laptops, purses, etc) unattended in your booth. Before going back to your hotel each night, cover the exhibit or put items out of sight. Use yellow no-cross tape, sheets, opaque plastic, and tarps.
5. Ask questions, get answers. Show Management, GES, Mandalay Bay and Travel Planners are all approved vendors an are prepared to answer your questions and assist you in having a successful show.

GLOSSARY OF SHOW TERMINOLOGY

ADVANCE ORDER: Goods and/or services ordered prior to deadline date, usually at a discount price.

ART & DESIGN BOOTH PACKAGE: A booth package organized and arranged for through show management for move-in convenience. See Pre-Ordered Booth Packages for details.

BILL OF LADING: Document or form listing good to be shipped.

BOOTH ID SIGN: 7" x 44" sign indicating the company name, city, state and booth number.

CARPENTER: Skilled craftsman used in the installation of exhibits & displays.

COMMON CARRIER: Transportation company which handles all exhibit materials.

CONTRACTOR: Company who contracts with Show Management to supply certain labor, furniture, carpet and/or materials.

CORNER BOOTH: Exhibit space with aisles on two sides or on "corner" of aisle.

CTW: Abbreviation for "hundred weight".

DECORATOR: Craft person used to install drape, fabric, signs, etc.

DISMANTLE: Take down and removal of exhibits.

DISPLAY BUILDER: Company which fabricates displays.

DOLLY: Low, flat, platform usually two feet square, on four wheels used for carrying freight.

DRAYAGE: Transfer of freight from building docks to exhibit space.

DRAYAGE CONTRACTOR: Company responsible for handling exhibit materials.

EAC: Exhibitor Appointed Contractor (EAC), any company (other than the designated "official" contractors listed in the manual) providing a service (display installation and dismantling, models/demonstrators, florist, photographers, audiovisual, etc.) and needing access to an exhibit any time during installation, show dates, and/or dismantling. An EAC must comply with all rules and regulations -- all EAC's must have required insurance.

EXECUTIVE SUITES: A meeting room booth package organized and arranged for through show management for move-in convenience. Walk-Up traffic is encouraged for these suites. See Pre-Ordered Booth Packages for details.

EXECUTIVE SUITES - PRIVATE: A meeting room booth package organized and arranged for through show management for move-in convenience. Walk-Up traffic is not permitted, a receptionist is on-site to greet exhibitor appointments. See Pre-Ordered Booth Packages for details.

EXHIBIT HALL: Area(s) within the facility where exhibits are located.

EXHIBIT MANAGER: Person in charge of an individual exhibit.

FASHION SHOWROOM BOOTH PACKAGE: A booth package organized and arranged for through show management for move-in convenience. See Pre-Ordered Booth Packages for details.

FASHION PREMIUM BOOTH PACKAGE: A booth package organized and arranged for through show management for move-in convenience. See Pre-Ordered Booth Packages for details.

FHC: Notation on floor plans indicating location of fire hose/ fire hose cabinets.

FLOATER: Worker(s) used by foreman to help out assigned labor for short periods.

FLOOR MANAGER: Person retained by show management to supervise the installation, dismantling and operation of the exhibit area.

FLOOR ORDER: Order for labor or services placed on site, many times at substantially higher rates.

FORKLIFT: Vehicle with a power operated pronged platform for lifting and carrying loads.

FREIGHT FORWARDER: Shipping Company -- often used to get exhibitor freight to showsite.

GENERAL CONTRACTOR: Company which provides all labor and services to show management and exhibitors (same as official contractor). Exhibitors can order carpet, furniture, labor, etc from General Contractor.

HAND TRUCK: Small hand-propelled implement with two wheels and handles used for transporting small loads.

HARDWALL EXHIBIT: Exhibit constructed of plywood or similar materials (versus exhibits formed by drapery only).

ISLAND BOOTH: An exhibit with aisles on all four sides.

LABOR: (1) Method of securing union employees, (2) Time specified for labor reports (as in 7:00 am call). (3) Minimum amount for which labor must be paid.

GLOSSARY OF SHOW TERMINOLOGY

LEKO LIGHT: High (usually 1,000+ watts) theatrical lighting.

LIFO (Last in/First out): An exhibitor who's booth is blocking the load-in/load-out docks. Their move-in/move-out allotted time is compressed.

LOADING DOCK: Area of facility where freight is received.

MASKING DRAPE: Drapes used to cover (mask) unsightly areas of the show floor.

MODULAR EXHIBIT: Exhibit constructed with interchangeable components.

MOVE IN: Date specified for beginning of exhibit installation.

MOVE OUT: Date specified for dismantling of exhibits.

OFFICIAL CONTRACTOR: Company designated by show management to provide labor and/or services to show management and exhibitors (same as general contractor).

OT LABOR: Work performed on overtime that is billed at either time-and one-half or twice the published labor rates

PADDED VAN SHIPMENT: Freight shipped via van lines where material is pad wrapped but not crated.

PALLET: Wooden platform to stack or hold goods for shipment or storage.

PENINSULA BOOTH: Booth space with aisles on three sides.

PERIMETER BOOTH: Booth located on the outer most wall of the exhibit hall.

PRE-ORDERED BOOTH PACKAGE: A booth package organized and arranged for through show management for move-in convenience. See Pre-Ordered Booth Packages for details.

POV: Privately Owned Vehicle (POV) is designated as a vehicle primarily designed for passenger use such as a car, pickup, small mini-van or SUV. POV/Cartload Service provides exhibitors with an affordable move-in/move-out option. For more details, review GES's Privately Owned Vehicle Service.

RIGGER: Skilled person for the handling and assembly of machinery, steel construction and heavy materials.

SECURITY CAGE: Metal cage provided by security contractor to lock-up exhibitor materials.

SHOW MANAGER: Person from show management who is responsible for the show.

SIDE RAIL: Low divider wall, usually pipe and drape, used to divide one exhibit space from another.

SKYLINE BOOTH PACKAGE: A booth package organized and arranged for through show management for move-in convenience. Pre-Ordered Booth Packages for details.

SPECIAL HANDLING: Applies to material shipments requiring extra labor, equipment, or time in delivery to exhibit space.

ST LABOR: Straight time labor performed at the published rate.

TURNKEY BOOTH PACKAGE: A booth package organized and arranged for through show management for move-in convenience. See Pre-Ordered Booth Packages for details.

UNION STEWARD: On-site union official. The steward is elected by his co-workers to oversee his particular union's work in the facility. Stewards are responsible for resolving disputes which may occur regarding union jurisdiction.

VAN SHIPMENT: Shipment of exhibit properties via van lines, often consisting of large piece, crated or uncrated, such as furniture or exhibit materials.

LAS VEGAS

LICENSING EXPO 2014

06.17 - 06.19

Mandalay Bay Convention Center

SPONSORED EXHIBITOR PROMOTIONAL & MARKETING OPPORTUNITIES

Take advantage of these great opportunities designed specifically for Licensing Expo exhibitors to help increase brand awareness, booth traffic & your ROI.

UPGRADING TO A PACKAGE OR SPONSORSHIP HELPS INCREASE YOUR ROI.

Basic LISTING

YOUR **FREE** BASIC LISTING WILL APPEAR IN THE "EXHIBITOR SEARCH" FUNCTION AND PROVIDE:

- Company name, address, phone number, fax number, booth number & description
- Brand/property listings and categories
- Live URL, Facebook link and email address
- Includes a company logo and the ability to upload press releases

Investment: **FREE**



Level 1 UPGRADE

GAIN ACCESS TO SALES LEADS GENERATED THROUGH THE ONLINE AGENDA PLANNER INCLUDES THE BASIC LISTING, PLUS:

- Provides **access to any leads** that are generated for your company as attendees build their agenda for the show
- Includes **3 customizable product display panels** so you can show attendees what you're bringing to the show through graphics and text

Investment: **\$350**



Level 2 UPGRADE

SHOW OFF WHAT YOU'VE GOT AND GIVE ATTENDEES SOMETHING TO LOOK FORWARD TO AT THE SHOW. INCLUDES THE LEVEL 1 LISTING, PLUS:

- **2 custom panels of media**, flash or video (For a total of 5 display panels - 3 product images & 2 multimedia panels)
- **Priority placement** on the website directory search results
- Highlighted on the floor plan with a **corner peel graphic** on their unit
- Inclusion in the **Featured Exhibitor Search**

Investment: **\$750**



SPONSORSHIPS

Rotating Banner

ROTATING BANNER SPONSORSHIPS GET NOTICED BY EVERYONE, AND YOUR LISTING STATISTICS WILL REFLECT IT! (LIMIT OF 10) • INCLUDES ALL OF THE FEATURES OF THE LEVEL 2 LISTING, PLUS:

- **Exposure** - Includes one 360 x 45 pixel piece of real-estate at the bottom of the floor plan window, ensuring everyone knows who you are
- **Banner image** links to your listing and display panels on the floor plans and statistics are available for tracking
- **Live Link** directs attendees to your listing on the floorplan

Investment: \$2000

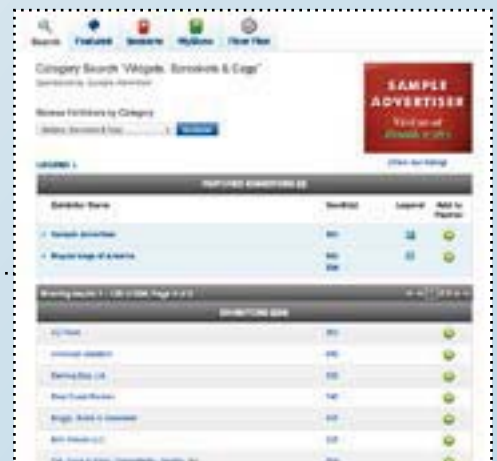


Category Sponsor

WHY SIMPLY LIST YOUR COMPANY IN A CATEGORY WHEN YOU CAN OWN IT? INCLUDES ALL OF THE FEATURES OF THE LEVEL 2 LISTING, PLUS:

- **Exposure** - Includes one 180 x 150 pixel sponsorship banner available at the top of a category search results page.
- **Live link** directs attendees to your listing on the floor plan and statistics are available for tracking.
- Listing will also appear at the very **top of the search results** - regardless of where it would normally fall within the alphabet.

Investment: \$2000



SPONSORSHIPS

Floorplan Sponsor

(LIMIT 1) BECOME THE ONLY FLOORPLAN SPONSOR. INCLUDES ALL OF THE FEATURES OF THE LEVEL 2 LISTING, PLUS:

- **Exposure** - Includes one exclusive 200 x 200 pixel banner ad available on the exhibit hall view
- Banner is displayed on the upper right portion of the page, on a white background (*see red banner on the sample)
- Banner will print anytime the hall is printed
- **Live link** directs attendees to your enhanced listing showcasing your video and product display panels
- Statistics are available for tracking

Investment: **\$3000**



Landing Page Sponsor

(LIMIT 1) BECOME THE ONLY OVERALL SPONSOR. INCLUDES ALL OF THE FEATURES OF THE LEVEL 2 LISTING, PLUS:

- **Maximum Exposure** - Includes One exclusive 900 x 80 pixel sponsorship banner position
- Banner is prominently displayed on the "splash" screen of the Official Interactive Floor Plan
- Banner directs attendees to your Level 2 listing on the floor plan and statistics are available for tracking

Investment: **\$4000**



Are you trying to reach the thousands of attendees expected at the 2014 Show?

Let our experts take your marketing pieces and transform them into results.

For over 30 years, Licensing Expo is where the global licensing industry meets and does business. As the world's brand and property marketplace, it brings together key executives from the leading licensors, retailers, manufacturers and marketing professionals from all consumer product categories. More licensing and promotional partnerships happen here than at any other event in the world -- our audience knows that Licensing Expo is where the deals get done.

Let Advanstar take your marketing pieces and transform them into results with our Attendee List Rental Service. Your marketing pieces land straight in the hands of your target audience increasing company exposure!

Lists available by Targeted Category

Type of Company Employed By:

- Retailer: Department/Variety Store
- Retailer: Direct Mail/Catalog/Mail Order
- Retailer: Discount Store, Mass Merchant/Cash & Carry
- Retailer: Drug Store/Pharmacy
- Retailer: Specialty Store
- Retailer: Online/TV Shopping
- Retailer: Other
- Licensee/Manufacturer
- Wholesaler/Distributor/Importer
- Licensor/Brand Owner/Property Owner
- Licensing Agent/Consultant
- Advertising/Marketing/Promotions/Design Agency
- Other
- Professional Services
- Press: Media/Publishing
- Government Office/International Consulate

Products Manufactured or Sold:

- Animation
- Art & Design
- Automotive
- Consumer Electronics/Computer Hardware
- DVD/TV/Film
- Food/Beverages
- Gift/Novelties
- Hardware/Lawn & Garden
- Health & Beauty
- Home Furnishing/Decor/Housewares
- Jewelry/Watches
- Juvenile/Infants
- Mobile/Internet
- Other Products
- School Supplies
- Sporting Goods/Outdoor
- Stationary/Paper Goods
- Toys/Games/Hobbies
- Video Games/Computer Software

List Source: Attendee lists are comprised of registration data by year and by show.

Updating Cycle: Lists are updated quarterly

Types Available: Mailing Lists, Phone Lists, Telemarketing Lists & Email Lists *Combination discounts available.

FOR DETAILS ON PROCESS AND PRICES, PLEASE CONTACT:

Carissa Simmerman

24950 Country Club Blvd, Ste 200

North Olmsted, OH 44070

phone: (440) 891-2655 fax: (440) 891-2740

email: csimmerman@advanstar.com



THE OFFICIAL SHOW DIRECTORY 2014

LAS VEGAS LICENSING EXPO 2014

17, 18, 19 JUNE

**Last day to purchase a
directory ad is April 25th!**



**Your Show, Your Place, Your Chance
To Change Your Business Forever**

Call Lisa now on +44 (0)20 7324 4800

Dear Exhibitor,

We are delighted to announce that we have appointed Eventful Publishing to produce our Official Show Directory for 2014.

To ensure the Show Directory inspires visitors, we guarantee plenty of good quality editorial, useful facts and information and of course great promotional opportunities for exhibitors and advertisers.

Don't forget, the Show Directory is given FREE to every attendee. Not only is it a vital source of information at the show, it is also kept as a definitive reference guide for the industry – and used time and time again by decision makers year round.

Make the most of the promotional opportunities in the 2014 Show Directory – and have an *inspirational* show!

THE FACTS

- Made available to every attendee as they enter the show
- The only Official Show Directory
- Packed with essential information on all the show features
- Full exhibitor listings, a comprehensive property index, detailed show floorplans
- Fully interactive Digital Edition emailed out post show and available at www.licensingexpo.com

SHOW DIRECTORY ADVERTISING – THE BENEFITS

- Coverage to all attending retailers, licensees and sales promotion professionals
- Drives the right visitors to your booth
- The Directory boasts a full year's shelf life, and is used as an industry resource
- Puts your company center stage

LICENSING EXPO 2014

The world's largest and most influential tradeshow dedicated to brand, character, entertainment, art and fashion licensing. Licensing Expo connects more than 15,000 licensees, consumer goods manufacturers and retailers with more than 15,000 of the industry's most powerful and recognizable intellectual properties. The licensing business generates \$230 billion in retail, and Licensing Expo is where the key players of the industry come to spot the 'next big thing.'



THE OFFICIAL SHOW DIRECTORY 2014

LAS VEGAS LICENSING EXPO 2014

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**Last day to purchase a
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**Your Show, Your Place, Your Chance
To Change Your Business Forever**

Call Lisa now on +44 (0)20 7324 4800

ADVERTISING RATES

Double Page Spread	\$5,200
Inside Front Cover	\$4,500
Inside Back Cover	\$4,000
Full Page	\$3,000
Half Page	\$2,000
Quarter Page	\$1,360
Embedded Video	+\$560
Enhanced Exhibitor Profile	\$400
Includes logo/image in colored box with your contact information & 50 word description	
Full Run of Inserts	\$4,800
Special Position Premium	+10%
Advertorial	+20%

Exclusive, Overall Sponsorship of the Official Show Directory

\$11,000

Front cover branding on the only publication your potential customers will be using at Licensing Expo. Includes: logo on front cover, logo branding and tagline/call to action on all editorial pages, a fully enhanced exhibitor profile (color, with image), the outside back cover (full page ad), a full page advertorial or ad in an early position and optional embedded video.

Exclusive Sponsorship of your section in the Exhibitor Directory:

'Art & Design', 'Agents & Brands', 'Character & Entertainment' or 'Fashion'.

\$6,000

Full page ad immediately opposite the start of the relevant section, logo branding and sponsor's headline on the page denoting the start of the section, logo branding and tagline/call to action on all listings pages in the section, exclusive logo branding, tagline/call to action and booth highlighted on the relevant section floorplan and company name & booth number exclusively highlighted in bold type in the list of exhibitors.

Exclusive Property Index Sponsorship

\$6,000

Full page ad opposite start of property index, headline & branding on first page, branding & tagline on foot of all property pages, company name, properties & booth number highlighted exclusively in the list.

Exclusive Product Category Sponsorship

\$995

E.g. Agent', 'Character/Animation' and 'Publishing'

Name and booth number at the start of the category, full color image or logo, name and booth number highlighted in bold type in the list of exhibitors in the category.

Other creative solutions available:

Bookmarks, Belly Bands, Gatefolds, Tip-ons, Bound Inserts.



THE OFFICIAL POCKET PLANNER 2014

LAS VEGAS LICENSING EXPO 2014

17, 18, 19 JUNE

*Last day to purchase a
directory ad is April 25th!*



**Your Show, Your Place, Your Chance
To Change Your Business Forever**

Call Lisa now on +44 (0)20 7324 4800

This handy pocket floorplan will fold to A6 size and is an essential Licensing Expo visitor tool. Visitors use the pocket planner to navigate their way around the show and can pick up their copy at the entrance to the show venue and in the various visitor lounges.

The pocket planner is available as an exclusive sponsorship opportunity to just one Licensing Expo Exhibitor! This opportunity presents itself as the ideal way to elevate the profile of your brand, company or character head and shoulders above competitors and maximise traffic to your booth.

Exclusive sponsorship of the Pocket Planner includes:

- Exclusive branding and sponsor's headline on the front cover
- Full page advert, appearing on the outside back cover when the Planner is folded to A6 size
- Exclusive branding on the floorplan
- Booth exclusively highlighted on the floorplan, over and above all other exhibitors
- Tagline on the floorplan

Cost: \$8,000

eventful
PUBLISHING

Create maximum impact at the Licensing Expo 2014, contact Lisa now!
+44 (0) 207 324 4800 lisamarie@eventfulpublishing.co.uk

Virtual Press Office established in 1996, changed the way exhibitors and the media communicate by inventing the trade show online press office. Today VPO is the global leader in online press office management and trade show news distribution solutions.

Take your marketing and PR to the web with the official Virtual Press Office for Licensing Expo. Post press releases, company/product backgrounders, images, etc to the event website. VPO guarantees you around-the-clock visibility and worldwide distribution to influential industry media and analysts.

To visit the Licensing Expo Virtual Press Office go to www.licensingexpo.com/VPO

VIRTUAL PRESS OFFICE EXHIBITOR SERVICES

NATIONAL EXPOSURE PACKAGE \$1265

Includes Online Press Kit

Plus

- One National Wire distribution (US1) of press your release (800 word limit) via PR Newswire reaching traditional media, bloggers, investors and 5,000+ web sites
- Promotion of your news release on PR Newswire's Twitter, LinkedIn and Facebook accounts
- Search Engine Optimization
- Distribution to PRNJ with 80,000+ active users
- Post show DayTrak® and ReleaseWatch™ reports

MULTIMEDIA EXPOSURE PACKAGE \$1,975

Includes Online Press Kit

Plus:

- Add rich media assets to your PR Newswire release
- Your choice of any three multimedia assets: Videos, photos, PDFs, audio, or logos. Target the most influential sources and weed through the "noise"
- Up to five links to supporting content on the Web
- Assets will be rendered on PRN.com AND on downstream sites rendering your news
- Image displayed on the Reuters Sign in Times Square

ONLINE PRESS KIT \$635

*Creation of Online Press Kit

- PR contact listing, logo, URL and 50 word profile
- Upload of 6 documents of any length
- Distribution via email to worldwide media
- Post show media measurement report

FOR MORE INFORMATION:

Contact Chris Kenrick at (973) 783-7787 or chris@vpoinc.com.

VIRTUAL PRESS OFFICE (VPO) SERVICES

WEB VISIBILITY PACKAGE \$800

Includes Online Press Kit

Plus:

Web distribution of one news release of any length to 5,000+ web sites, online newspapers, industry media, etc.

- Search Engine Optimization
- One image or logo on PRNewswire.com
- ReleaseWatch report

CONTENT CREATION & DISTRIBUTION

Distribute additional news releases via PR Newswire's vast network. Choose from the Event newslines below tailored to your industry, or call for a personal consultation.

Event US National: \$775 / \$195

Event US Top Markets: \$535 / \$140

Event US State: \$305 / \$95

Event Global High Tech: \$4,920 / \$1,230

**Newslines prices listed as first 400 words/ each additional 100 words.*

Custom Content Writing - For as low as \$99, further promote your event participation & presence through an original, professionally written piece of content. Our writing service partner quickly creates content, according to your specifications, lightening your task load. Click [here](#) to take advantage of this service.

FOR MORE INFORMATION:

Contact Chris Kenrick at (973) 783-7787 or chris@vpoinc.com

