

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.