

Dear Exhibitor:

As the official sponsor of Licensing Expo 2016, LIMA is pleased to welcome you to the largest global trade show for the Licensing Industry. We are proud to be the exclusive sponsor of this essential event for licensing professionals from around the world, featuring exhibitors and attendees representing all facets of this growing industry.



Over the course of three days, June 21-23, Licensing Expo will present an opportunity to meet with a broad range of manufacturers and retailers to cultivate your brand's awareness and revenue potential. You will also have a chance to be the first to experience new, emerging trends from the entertainment, fashion, digital and corporate brand space, as well as reconnect with your colleagues from around the world.

Each year, LIMA produces the Licensing University™ seminars held jointly with the Expo. Whether you are a licensing executive or new to the industry, these sessions provide valuable information on a wide range of timely topics – from retail to social media to advanced strategies and beyond – that will help expand your industry know-how. In conjunction with these seminars, LIMA's year-long educational program, the Coursework in Licensing Studies (CLS), will also commence during the show. Please stop by our booth with any questions you may have about these or any of LIMA's programs.

LIMA remains dedicated to helping our members expand their global reach and realize their full licensing potential. We look forward to June and seeing the latest innovations from around the world – many of which start right here at Licensing Expo.

Wishing you a productive and successful show!

All the best,

Charles M. Riotto  
President  
LIMA

The International Licensing Industry Merchandisers' Association (LIMA) is the official sponsor of Licensing Expo. LIMA produces the Licensing University seminar program and also offers members substantial discounts on exhibit space on the Show floor.

Founded in 1985, LIMA is the primary trade organization for the worldwide licensing industry. LIMA's mission is to bring together all segments of the industry for the advancement of professionalism in licensing through research, national and international seminars, trade events and publications. LIMA has offices in New York, London, Munich, Tokyo, Melbourne, Hong Kong, and Mexico City, as well as representatives in Canada, India, Italy, Korea, Spain, Turkey and the Middle East. Members in over 35 countries enjoy access to an array of benefits, including LIMANET – licensing's online global directory – extensive educational programming, worldwide networking events, and Inside Licensing, with the latest in news, deals and trends. Visit [licensing.org](http://licensing.org) for more information and to utilize licensing's definitive online resource.

## Join LIMA Today!

Becoming a LIMA member is easy, visit [licensing.org/join](http://licensing.org/join) and submit an online application. Fees are based on licensing revenues and are done on a sliding scale.

Apply to become a LIMA Member: [www.licensing.org/join](http://www.licensing.org/join)

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