

LAS VEGAS

LICENSING

EXPO 2016

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.

TO ACCESS ALL FORMS AND SITES REFERENCED BELOW, PLEASE VISIT www.licensingexpo.com/exhibitormarketing

FREE PROMOTIONAL OPPORTUNITIES & EXHIBITOR RESOURCES:

DEADLINE

ASAP
FINAL: APRIL 15

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 and contact info. The information you provide here will be used in the My Show Planner online exhibitor search, Attendee Matchmaking Service, License! Global Preview, Licensing Expo Mobile App and Official Show Directory. Enter your information only ONCE for ALL opportunities! Complete your listing ASAP to maximize your exposure before the show. [Login to My Show Planner now.](#)

REQUIRED

ASAP **NEW!!! Licensing Expo Matchmaking Service:** [Click here to learn more and get started](#)

ASAP **Inclusion in Licensing Expo Attendee Emails & Direct Mail:** Complete the [Brand/ Property Imagery Submission Form](#)

MARCH 4 **Inclusion in the License! Global Exhibitor Preview:** Complete the [License! Global Preview Submission Form](#)

APRIL 30 **Opportunity to be deemed "The One to Watch at Licensing Expo":** Complete [The One to Watch Contest Form](#)

JUNE 10 **FREE publicity of your on-site events:** Complete the [Exhibitor On-Site Event Submission Form](#)

ASAP **Opportunity for free social media & PR promotion via Licensing Expo:** [Complete the Social Media & PR Promo Form](#)

VARIES **Global Partner Program** - Are you exhibiting at Licensing Expo and BLE in the same year? If so, you qualify! Reference the [Global Partner Checklist & Fulfillment Guide](#) to keep yourself organized and stay on top of dates.

SPONSORED EXHIBITOR MARKETING & PROMOTIONAL OPPORTUNITIES:

VARIES **Official Licensing Expo On-Site Sponsorship Opportunities:** Are you interested in additional ways to promote your presence at the show & enhance your results? View the [Licensing Expo Sponsorship Brochure](#) for available opportunities.

April 17 **Show Directory Advertising:** Great opportunities available to advertise your brand in the Official Show Directory. Contact Andrew Hollingsworth at andrew@eventfulpublishing.co.uk or +44 (0) 20 7324 4800 to inquire.

ASAP **My Show Planner Upgrades:** Once you have set up your My Show Planner profile upgrade your listing to increase your ROI and attendee awareness. View the [My Show Planner Upgrade Options](#).

ASAP **Virtual Press Office:** Maximize your participation at the show by sending out your news to 100,000 journalists. Reference the [VPO press kit and news distribution options online](#).

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

LAS VEGAS

LICENSING

EXPO 2016

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.

ALL EXHIBITOR MARKETING FORMS ARE NOW DIGITAL!

Visit www.licensingexpo.com/exhibitormarketing
to submit online for the following opportunities:

Brand/Property Imagery Featured in Attendee Emails

Submit your company & brand logos for free publicity on Licensing Expo emails & direct mail sent to the entire attendee database.

License! Global Exhibitor Preview

Submit your company logo to be included in the Licensing Expo Exhibitor Preview in the May issue of License! Global magazine.

Exhibitor On-Site Event Promotion

Submit your on-site special event, appearance or giveaway for free publicity to press & attendees before and during the show.

Free Social Media & PR Promotion For Your Brand

Submit your brand news for free promotion via Licensing Expo's social media and PR teams before & during Licensing Expo.

The One to Watch at Licensing Expo 2016

Are you showcasing a new brand in 2016? Apply for the opportunity to be recognized as "The One to Watch at Licensing Expo 2016."

NEW! Matchmaking Service

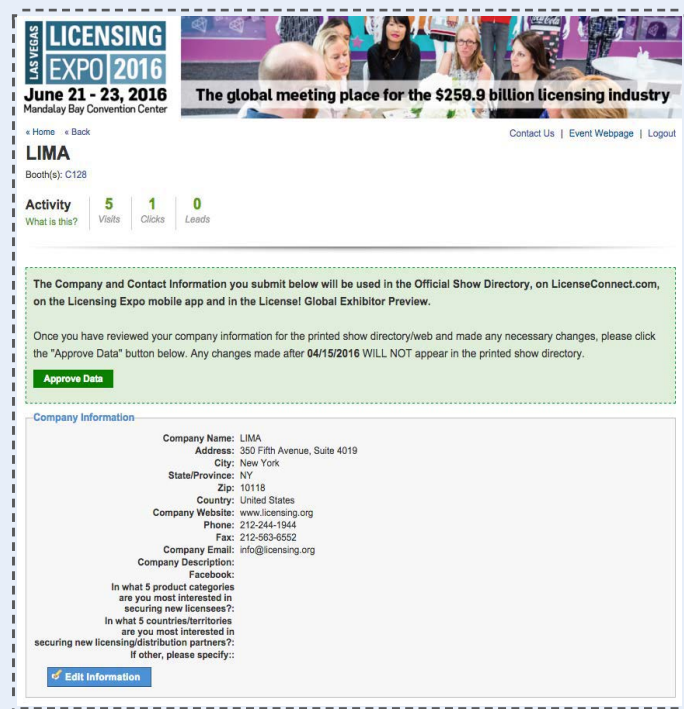
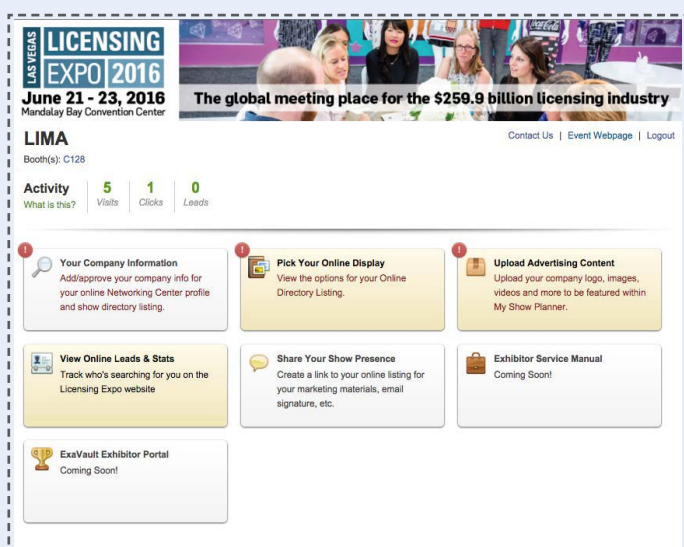
For the first time ever, exhibitors can search attendees & request appointments. The service, normally \$500, is free in 2016.

[CLICK HERE TO GET STARTED](#)

By going to the URL 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 2016 event. You may edit your online listing as many times as you would like prior to the **April 15th, 2016** deadline. Before **April 15th** you must click the green "Approve Data" button to submit your company listing for the printed directory. Any changes made after **April 15th** will be visible online, but not in the print directory.

TO LOGIN VISIT: <https://licensing16.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 Advertising Content

Add your company logo(s), press releases, images and videos for quick and lasting brand recognition. Each company may upload one logo and three press releases for free. Additional images and videos may be purchased with a package upgrade.

5. Approve Data

Make sure to click the green Approve Data button on the top of the page by April 15, 2016 so your company is included in the Official Show Directory and the License! Global Preview.

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 \$450)
- ASAP** Free Press Kit hosted on Virtual Press Office (VPO) and Licensing Expo Press Section
- ASAP** 20% OFF National Newswire Distribution Services with VPO
- APR 15** 10% OFF printed Show Directory Advertisements with Eventful Publishing
- MAR 4 DEADLINE:** Coverage in Global Partner Attendee Email Blast
- MAR 4 DEADLINE:** Coverage in License! Global Magazine's May Issue, "Licensing Expo Preview"
- APR 15 DEADLINE:** Free company Logo featured in the printed Show Directory.
*The image you upload for the License! Global Exhibitor Preview will also be used as the logo for your Directory listing.

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 Plymesser at 513-527-8804.

STEP 2 FINALIZE your online My Show Planner listing by **March 4, 2016** to be included in the License! Global Exhibitor Preview in the May Issue and the Attendee Global Partner 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

LOGIN TO MY SHOW PLANNER NOW TO COMPLETE

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

STEP 3 Upload your company logo for inclusion in the License! Global Exhibitor Preview and the Printed Show Directory by completing the [License! Global Preview Submission Form](#).

***Before you start, make sure your logo or image is 300 DPI and at least 2"x3" in size. Images of lesser dimensions will not be used.**

STEP 4 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@vpoinc.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@vpoinc.com

STEP 5 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@vpoinc.com.

Review the advertising opportunities in the printed Licensing Expo Show Directory available to Global Partners for 10% off. For more details contact Eventful Publishing: Andrew Hollingsworth at +44 (0) 20-7324-4800 or email at andrew@eventfulpublishing.co.uk

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 & Printed 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 Exhibitor Preview](#) FREE!
- [License! Global Magazine Advertising](#)
- [Online Press Coverage through VPO](#)
- [Media Coverage - PR Guide](#) FREE!
- [Sponsorship & Advertising Opportunities](#)
- [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, Instagram, 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 tradeshows.
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 synopsis on your brand message or business. Let the conversation and deals flow from there.
5. 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.
6. 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.
7. 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, Twitter and Instagram 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, LinkedIn and Instagram pages to stay in touch.

LICENSING EXPO 2016 HASHTAG: #licensing16

- **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.

Please reach out to the in-house PR team at Licensing Expo with any public relations questions related to the Expo or to participate in any of the following opportunities by contacting Jannelle Grigsby at jgrigsby@advanstar.com.

- **Attend Our Marketing and PR Webinar:** Before the show begins, attend the public relations and marketing webinar to learn about opportunities and best practices for working with the Licensing Expo staff. More info including dates & times on our website at www.licensingexpo.com/webinars
- **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 jgrigsby@advanstar.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 jgrigsby@advanstar.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 jgrigsby@advanstar.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)

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.

ADDITIONAL CHECKLIST ITEMS

Free Opportunities

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

QUESTIONS?

PLEASE CONTACT:

Jannelle Grigsby

Public Relations & Media Manager

UBM Advanstar

O: 310-857-7377

M: 310-857-9020

jgrigsby@advanstar.com

TIME

1. Order your Exhibitor Badge(s) at <https://events.itnint.com/lic15/RegPartner/SignIn.aspx> 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. Make sure all required Certificates of Insurance have been turned in by the deadline of May 1, 2015. 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 you 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 and are prepared to answer your questions and assist you in having a successful show.

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: 17"W x 11"H 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.

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

DORAGE 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.

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

EXHIBIT MANAGER: Person in charge of an individual exhibit.

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.

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 2016

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.**

OFFICIAL LICENSING EXPO SPONSORSHIP OPPORTUNITIES

digital

My Show Planner	Starting at \$350
LicensingExpo.com Website Ads	\$1,000
Attendee E-mail Ads	Starting at \$2,000

on-site

Banners	Please inquire
Freestanding Banners	
1-sided	\$2,150 (includes production)
2-sided	\$3,650 (includes production)
Video Wall Display	Please inquire
Registration Area	Please inquire
Floor Decals	\$1,475 ea.
Street Signs	\$1,500
Concession Branding	\$10,000
Publication Bins	\$1,900
Vehicle or Promo Placement	
Registration	\$15,500
Show Floor	\$7,000

exclusives

Wireless Internet	\$36,750
Mandalay Bay Hotel Room Keys	Please inquire
Charging Station	\$40,000 (set of 6)
Retailer Lounge	\$15,000
Bathroom Decals	\$11,000
"Ask Me" Models	\$10,000
Show Badges	\$25,000
Lanyards	\$31,500
Show Bags	\$24,000

party

Opening Night Party	
Platinum Level	\$60,000
Gold Level	\$10,000
Silver Level	\$5,500

VIEW THE FULL SPONSORSHIP BROCHURE AT www.licensingexpo.com/sponsorships

For inquiries, please contact Howard Gelb at hgelb@advanstar.com or +1 (877) 300-4242.

LAS VEGAS

LICENSING EXPO 2016

FROM
FOOD TO
FASHION
AND EVERYTHING
IN BETWEEN

Your
dedicated
advisor is:

Andrew Hollingworth

andrew@eventfulpublishing.co.uk

+44 (0) 20 7324 4800

**Last day to purchase a
Directory ad is April 15th!**



Contact Eventful Publishing today for more information
+44 (0) 20 7324 4800
andrew@eventfulpublishing.co.uk



UBM ADVANSTAR
LICENSING

Official Organiser

eventful
PUBLISHING

Official Publisher

YOUR COMPLETE SHOW SOLUTION

Licensing Expo is the world's largest and most influential tradeshow dedicated to brand, character, entertainment, art and fashion licensing. The show 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 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 directory for the industry – and used time and time again by decision makers year-round.

The official Directory will now also be emailed as a digital publication to all registered visitors pre-show, providing attendees with a planning tool with which they can schedule their visits. Be sure to be a 'must-see' by promoting your presence, properties and brands before the show starts!

High profile sponsorship and advertising opportunities are available for exhibitors to help set you above competitors and ensure that you maximise your return on investment.

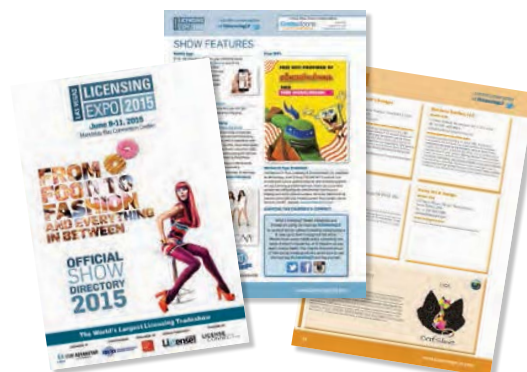
After the show finishes, the official Directory will be sent to all visitors once again as well as being hosted on the Licensing Expo website. All advertising opportunities will include direct hyperlinks to your website and can even include embedded videos for a unique way to communicate with your target market!

See the rate cards overleaf to find out more about how you can put your company center stage...

"Art Ask Agency has worked closely with Eventful Publishing Company Ltd for the last 2 years for both the Licensing Expo Vegas and Brand Licensing Europe. When it comes to putting together a marketing strategy that fits our needs, Eventful Publishing have always been both accommodating and creative while providing a swift, easy and professional service - we're always extremely happy with the results!"

art ask agency ^{aaa}

A fully interactive digital edition is emailed out post show and available at www.licensingexpo.com



SHOW DIRECTORY OPPORTUNITIES

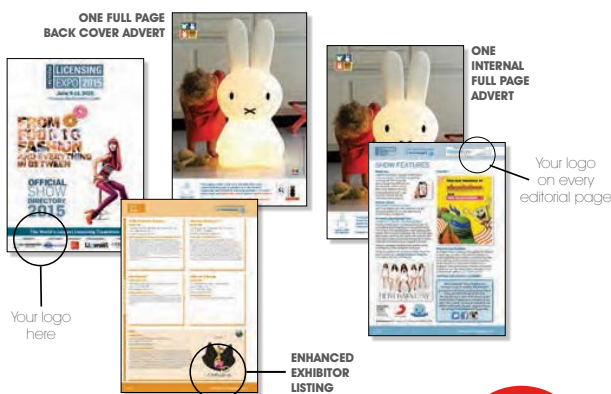
SPONSORSHIP PACKAGES



OPTION A. EXCLUSIVE, OVERALL SPONSORSHIP OF THE OFFICIAL SHOW DIRECTORY

A unique opportunity to draw maximum attention to your company, position your brand alongside Licensing Expo 2016 and stand out above all the other exhibitors. Exclusive front and back cover branding plus plenty of content throughout the directory

\$15,000



OPTION C. SILVER PACKAGE

Another high impact opportunity that differs only slightly from the Gold Package. You will receive floorplan branding, a full page advert with your chosen section and an enhanced editorial entry.

\$4,995



OPTION F. FULL PAGE ADVERTORIAL FEATURE

Written in the house style, this semi-exclusive opportunity allows you to provide a wealth of written content to appear in the show directory.



\$3,600

OPTION B. GOLD PACKAGE

Each individual show section will be separated by an opener page, ensuring visitors can navigate the publication with ease. Sponsorship of the individual show sections gives one company the opportunity to stand out over and above competitors in the most high profile way. Secure the first page within your chosen section to be the first advertiser seen as well as exclusive branding on the opener page. In addition to this your branding will appear on the floorplan to ensure that your booth is easy to find at the show.

\$5,995



new OPTION D. SHOW NEWS FEATURE PACKAGE

This is an exciting new opportunity available to all Licensing Expo 2016 exhibitors which will allow you to highlight anything new that you will be showcasing at the exhibition. If you are launching a new brand, property or character, this is the option for you.

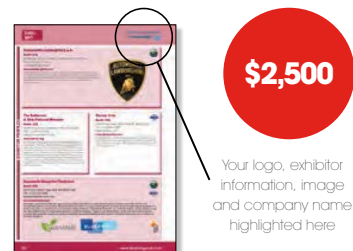
\$495



OPTION E. SECTION PAGE BRANDING

Stand out as a leader in your field and drive buyers to your stand by exclusively branding your specific section in the show directory.

\$2,500



new OPTION G. BOOKMARKS AND INSERTS

AVAILABLE ON REQUEST

FOR DISPLAY ADVERTISING FOR THE OFFICIAL SHOW DIRECTORY - SEE OVERLEAF



ADVERTISING OPPORTUNITIES

RATE CARD

LICENSING EXPO 2016 OFFICIAL SHOW DIRECTORY

DISPLAY ADVERTISING

All costs include embedded animation/video in the digital edition

Inside Front Cover **\$4,495**

Inside Back Cover **\$4,500**

Premium Position **\$3,995**
e.g. opposite a chosen section/opening editorial section

Full Page **\$3,500**

Half Page **\$2,500**

Quarter Page **\$1,450**

Without animation or video -10% on the above prices

Enhanced Editorial Entry **\$395**

Loose/Bound Inserts **POA**

All opportunities can hyperlink directly to your website in the digital versions!

\$3,500

FULL PAGE
ADVERT



ENHANCED
EDITORIAL
ENTRY

\$395



Your exhibitor
information and
logo or image,
here



All prices are subject to UK VAT unless a VAT/tax exemption number is provided or your company is based outside of the EU.

SHOW PLANNER SPONSORSHIP

LICENSING EXPO 2016 SHOW PLANNER

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 expo and can pick up their copy at the entrance to the expo 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 above competitors and maximise traffic to your booth.



EXCLUSIVE SPONSORSHIP

The fold-out planner includes a complete floorplan for the expo as well as an accompanying line list of exhibitors. It will be used continuously throughout the expo as an essential navigational tool. Sponsoring the planner allows one exhibitor the chance to create instant impact and maximise stand traffic.

\$8,000



All prices are subject to UK VAT unless a VAT/tax exemption number is provided or your company is based outside of the EU.

UPGRADING TO A PACKAGE OR SPONSORSHIP HELPS INCREASE YOUR ROI.



Level 1: \$450.00



Exhibitor profiles were viewed **over 170,000 times** last year; choose your **LicensingExpo.com** exhibitor profile:

- 4 panels to show off **product images** and/or descriptions
- Access to **online leads**

Months and months of exposure -- in front of attendees planning for 2016!



Level 2: \$950.00



Exhibitor profiles were viewed **over 170,000 times** last year; choose your **LicensingExpo.com** exhibitor profile:

- 4 additional panels to show off **videos** (and/or image/text descriptions)
- **Priority slotting** in LicensingExpo.com search results
- Corner Peel image on your **online booth**
- Listed in the **Featured Exhibitor** search

Months and months of exposure -- in front of attendees planning for 2016!



Category Sponsor: \$2,000.00



- **Exclusive** per category
- 300 x 50 pixel **banner** on your product category
- Your company **listed #1** in the search results
- Includes the Level 2 package

**Discounts may be available; contact [Kyle](#) today: 513-527-8804*

Upgrade online in your My Show Planner Exhibitor Portal.

Click "Pick Online Display" once logged in.

Or call Kyle Plymesser at 513-527-8804

UPGRADING TO A PACKAGE OR SPONSORSHIP HELPS INCREASE YOUR ROI.



Show Highlights Package: **\$1,450.00**



- **PREMIUM** placement on the exhibitor directory home screen
- Limited quantity available
- Includes the Level 2 package

**Discounts may be available; contact [Kyle](#) today: 513-527-8804*



Floor Plan Sponsor: **\$3,000.00**



- Exclusive 200 x 200 pixel banner on the online floor plan
- Only 1 available
- Banner links to your online exhibitor profile
- Banner prints any time the hall is printed
- Includes the Level 2 package

**Discounts may be available; contact [Kyle](#) today: 513-527-8804*



Directory Sponsorship: **\$4,995.00**



- Exclusive banners on the exhibitor directory
- 180 x 150 pixel banner on the HOME PAGE of the exhibitor directory
- Includes the Level 2 package

**Discounts may be available; contact [Kyle](#) today: 513-527-8804*

Upgrade online in your My Show Planner Exhibitor Portal.

Click "Pick Online Display" once logged in.

Or call [Kyle Plymesser](#) at 513-527-8804

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 <http://licensingexpo.vporoom.com>

ONLINE PRESS KIT

With our Online Press Kit service we can cost-effectively host your trade show marketing collateral online that will make an impact on the media and your target audiences during an event. Ditching paper collateral saves time, money, trees and frees up valuable booth space.

The Online Press Kit hosts your company's product information, white papers, news releases, logos, images, videos and other supporting materials and will be available for the media and interested business leads, 24/7. VPO promotes your Online Press Kit news to our extensive, industry-specific international media lists and sends you reports containing data on how viewers interacted with your press kit content.

PRESS KIT OPTIONS

Below are our 3 available online press kit levels:

		
Micro	Standard	Premium
Keep Your Event News Top-of-Mind	Reach Audiences through Multiple Channels	Engage Media & Clients with Brand Experience

FOR MORE INFORMATION:

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

PRESS KIT COMPARISON CHART

	Micro	Standard	Premium
US Pricing	\$399	\$699	\$999
Design			
Logo, company description and contact info display	✓	✓	✓
Choice of Design Template		✓	✓
Photo Slide Show			✓
Document Posting			
# of Documents	3*	6*	10*
Ability to post multimedia	✓	✓	✓
Ability to post multimedia with news releases		✓	✓
Social/Content Distribution			
Social sharing buttons on press kit	✓	✓	✓
RSS feed for news releases	✓	✓	✓
Email Alerts sent when news releases are posted to your press kit	✓	✓	✓
Weekly Reports containing data on your press kit views	✓	✓	✓
Company Social media feed display		✓	✓
Auto post press kit content to company social accounts		✓	✓
Lead Generation form for easy lead gathering or addition of call to action buttons			✓
SEO			
Mobile friendly viewing (responsive design)	✓	✓	✓
Special SEO Optimization Tools			✓
Customized URLs for each press kit page			✓

*Additional documents can be purchased for each option for \$80 per file.

FOR MORE INFORMATION:

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

ONLINE PRESS KIT + NEWS RELEASE DISTRIBUTION PACKAGES

In addition to hosting your trade show marketing collateral in an online press kit, you can also distribute your trade show news to thousands of media, websites and trade publications through PR Newswire, the world's largest distribution network.

Combine a Standard Online press kit with a PR Newswire distribution by purchasing one of the following packages:

	Web Visibility - \$800	National Exposure Package - \$1299	Multimedia Exposure Package - \$1975**
Standard Online Press Kit	✓	✓	✓
1 PR Newswire Release			
Distribution to 4,000 + websites	✓	✓	✓
Distribution to major newspapers, television, radio and trade magazines in all 50 states and PR Newswire For Journalists		✓	✓
Multimedia			
1 Photo (appears as a link in the release – not embedded)	✓		
Photo, video, PDFs, audio, logos (up to 3). Photos, logos and videos are embedded into the release.			✓
Add-ons			
Basic Photo or Video - \$325	O	O	
Media Vantage Clipping - \$350	O	O	O

O = Optional.

**Additional multimedia assets can be added to this package for \$299 per asset.