

Your booth at Licensing Expo is only part of the picture. Promotional opportunities help you spread the word about your presence at the show, attract more licensing partners, and set yourself apart from the competition.

EXHIBITOR MARKETING CHECKLIST

FREE PROMOTIONAL OPPORTUNITIES

DUE DATE

- | | | |
|--------------------------------|---|-------------|
| ASAP
FINAL: MARCH 24 | ONLINE AND PRINTED SHOW DIRECTORY LISTING
Log in to the My Show Planner Exhibitor Dashboard to approve your listing information for the online and printed show directory. | |
| ASAP | EMAILS AND SOCIAL MEDIA - Upload brand logos and product shots to be considered for inclusion in Licensing Expo social media and email promotions to attendees. | |
| VARIES | GLOBAL PARTNER PROGRAM - (Exhibitors Contracted for Licensing Expo and Brand Licensing Europe 2017 Only) - Exhibitors who qualify for this program are eligible for more value-added promotional and PR opportunities. | COMING SOON |
| ONGOING | MATCHMAKING SERVICE - Search the attendee database to find potential licensing partners and schedule meetings before the show starts. | |
| MARCH 1 | LICENSE GLOBAL EXHIBITOR PREVIEW - Showcase your brand and booth in front of 80,000 readers in the Licensing Expo Exhibitor Preview, featured in the April issue of <i>License Global</i> magazine. | |
| APRIL 7 | ONE TO WATCH CONTEST - (New Exhibitors Only) - Submit your brand/property to be considered for this award from <i>License Global</i> , which recognizes innovation in licensing. | COMING SOON |
| MAY 6 | ON-SITE EVENT PROMOTION - Tell us about events, contests or appearances you're hosting in the exhibit hall to be considered for the official Licensing Expo Events Calendar. | |

SPONSORED PROMOTIONAL OPPORTUNITIES

DUE DATE

- | | | |
|-----------------|--|-------------|
| ASAP | ONLINE DIRECTORY UPGRADES - Make your listing in the online show directory stand out, reach more attendees and get access to leads based on who views your listing. | |
| VARIES | OFFICIAL LICENSING EXPO SPONSORSHIPS - Opportunities include floor decals, Licensing Expo website and email ads, Opening Night Party opportunities, publication bins and more. There's something to fit budgets of all sizes. | |
| VARIES | LICENSE GLOBAL MAGAZINE ADVERTISING - Reach 80,000 licensing professionals in the industry's most widely read and respected publication. Contact sharon.weisman@ubm.com or +1 212 952 6637 | |
| ONGOING | VIRTUAL PRESS OFFICE - Get your brand and licensing news out to 100,000 journalists. | |
| MARCH 24 | SHOW DIRECTORY ADVERTISING - Promote your brand and presence in the official printed show directory. | COMING SOON |
| APRIL 3 | LICENSE GLOBAL SHOW DAILIES - Submit news about your brand, new licensing agreements and related stories to be considered for inclusion in the Show Dailies, published each day of Licensing Expo. Submit news to Nicole.Silberstein@ubm.com. | |