

GENERAL SHOW INFORMATION

LICENSING INDUSTRY MERCHANDISERS ASSOCIATION

LAS VEGAS **LICENSING**
EXPO 2017



Dear Exhibitor:

LIMA is the official sponsor of Licensing Expo 2017, and we are pleased to welcome you to the world's largest trade show for our global Licensing Industry. We are proud to be a part of this essential event for licensing professionals from around the world, featuring exhibitors and attendees from all facets of this growing industry.

Licensing Expo offers the opportunity to meet with an extensive range of manufacturers and retailers to help enhance your brand's awareness and revenue potential. Over the course of three days, May 23-25, you will also be able to experience all the new, emerging trends from the entertainment, fashion, digital and corporate brand space – not to mention exploring a variety of international pavilions. Whether on the show floor, at the LIMA Awards or at licensing's biggest bash – the Opening Night Party – there are also countless ways to reconnect with your colleagues from around the world and network with new ones.

Each year, LIMA produces the Licensing University™ seminars held in conjunction 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. Our Coursework in Licensing Studies (CLS) program will also commence during the show for anyone interested in a Certified Licensing Professional distinction. 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 seeing our colleagues from around the world this May, as well as the latest licensing innovation and creativity ready to impact the global marketplace!

Wishing you a productive and successful show!

All the best,

Charles M. Riotto
President
LIMA

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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 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 for more information and to utilize licensing's definitive online resource.

Join LIMA Today!

Becoming a LIMA member is easy, visit 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 member: www.licensing.org/join

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