



Dear Exhibitor:

As the official sponsor of Licensing Expo 2018, LIMA is pleased to welcome you to the world's largest trade show for the Licensing Industry. We are proud to partner with UBM for this essential event for global licensing professionals, featuring exhibitors and attendees from all facets of this growing industry.

Over the course of three days, May 22-24, 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 colleagues and make valuable new business connections.

Each year, LIMA produces the Licensing University™ seminars held jointly with the Expo. Whether you are a senior executive or new to licensing, there is always something new to learn about our fast-paced industry! These sessions provide valuable information on a wide range of timely topics – from retail to social media to advanced strategies and beyond. In conjunction with these seminars, LIMA's certification program, Coursework in Licensing Studies (CLS), will also commence during the show.

As we all come together in Las Vegas, Licensing Expo also presents the perfect occasion to celebrate our industry's success. Please join us for our annual International Licensing Awards Ceremony on Tuesday, May 22 – honoring the best licensed properties and programs of the year, as well as our newest inductees to the LIMA Licensing Hall of Fame.

Please reach out to us 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 May 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,

A handwritten signature in black ink that reads "Charles M. Riotto". The signature is written in a cursive, flowing style.

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 exclusive savings on exhibit space on the Show floor.

Founded in 1985, LIMA is the leading trade organization for the global licensing industry. Founded in 1985, LIMA's mission is to foster the growth and expansion of licensing around the world and create greater awareness of the benefits of licensing to the business community at large. Members in over 40 countries enjoy access to an array of benefits, including extensive educational programming and worldwide networking events. LIMA is the exclusive sponsor of events organized by UBM's Global Licensing Group: Licensing Expo, Brand Licensing Europe, Licensing Expo Japan, Licensing Expo China, and NYC Summit. Visit licensing.org for more information.

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.

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