

# BADGE REGISTRATION

## Exhibitor Badge & Conference Registration

All exhibitors and booth staff **MUST** register staff for an exhibitor badge to be granted access to the show floor during move-in, move-out and operating show hours. There are no limitations to how many badges an exhibiting company may have. If you would like to bring guests/clients please have them register for FREE at [www.LicensingExpo.com](http://www.LicensingExpo.com)

### HOW TO REGISTER FOR EXHIBITOR BADGES & CONFERENCE

#### **If you are a RETURNING customer:**

1. An email has been sent out to notify you that registration has gone live. You can log in via the registration page directly - [click here](#) to begin registering yourself and your staff. You will use the same log-in information created last season to register (which will be your e-mail and your chosen password). If you cannot remember your password, please select "forgot password" below the log-in information.

#### **If you are a NEW customer:**

1. A welcome email will be sent with your username (e-mail address) and a link to create a password. This will be your username and password going forward to register your staff for all UBM Licensing Events. If you did not receive this email, please contact [exhibitor\\_reg@licensingexpo.com](mailto:exhibitor_reg@licensingexpo.com)
2. In addition to the welcome email, a second email will be sent to notify you that registration for your event is now live and you can begin registering your staff at [www.ubmexhibitor.com](http://www.ubmexhibitor.com). *Please note: You must complete create your password (step 1) before you can login to your portal to begin registering.*

In the UBM Exhibitor Community you will be able to register staff, make edits/cancellations, and print/send confirmations.

Badges will NOT be mailed. Please bring your confirmation with you on show site to print your badge.

For any registration questions or assistance logging into your account, please contact [exhibitor\\_reg@licensingexpo.com](mailto:exhibitor_reg@licensingexpo.com).

*\*If you do not receive either of the mentioned emails, please check your spam/junk folder or contact customer service to confirm your email address.*

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### LICENSING UNIVERSITY CONFERENCE

**The all-inclusive conference program is just \$195 or \$175 for LIMA members.**

Attend Licensing University and acquire new strategies, innovative ideas and practical solutions you need to succeed. More than 25 sessions are available on topics from retailing strategies to the legal side of licensing to extending your brand globally.

Whether you're new to licensing or an industry veteran, you'll get the targeted information and knowledge you need to take your business to the next level.

**At the time of exhibitor registration, you will have the opportunity to purchase a Licensing University pass.**

For a full Licensing University Schedule, please visit [www.licensingexpo.com](http://www.licensingexpo.com)

### BADGE RETRIEVAL

- In order to reduce our environmental footprint, **WE WILL NOT BE MAILING BADGES THIS YEAR.**
- When you complete exhibitor registration, you will be sent a confirmation email with a barcode and confirmation number. Print out this email and bring it with you to Licensing Expo.
- You will print out your exhibitor badge at a self-service Badge Printing Stations on show-site.