

LAS VEGAS LICENSING EXPO 2019

JUNE 4-6
MANDALAY BAY CONVENTION CENTER

POST-SHOW PR REPORT

TOTAL COVERAGE

148
MEDIA HITS

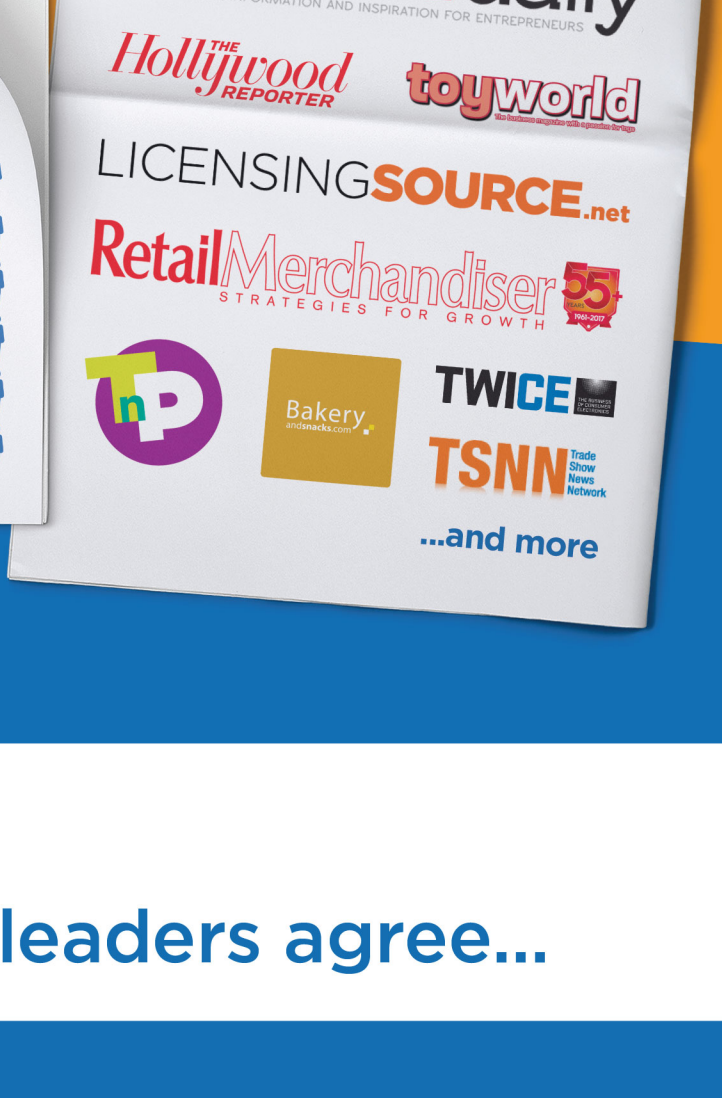
Total Unique Impressions:
672 MILLION+
672,685,727

- Entertainment - 64
- Toys - 26
- Licensing Trade - 15
- Local - 10
- Retail - 8
- Business - 7
- Cannabis - 4
- Home Goods - 4
- Video games - 3
- Fashion - 1
- Food and Beverage - 1
- Lifestyle - 1
- Marketing Trade - 1
- Sports - 1
- Technology - 1
- Trade show trade - 1

#LicensingExpo2019 was used 1,028 times over the course of the Expo (June 4-6) and on average 343 times a day

#LicensingExpo was used 897 times over the course of the Expo (June 4-6) and on average 299 times a day

THOUGHT LEADERSHIP COVERAGE



Industry thought leaders agree...

“Licensing Expo helps us meet our goals from a marketing standpoint, brand awareness, just being a part of this community, being able to network with other leaders of licensing, and certainly from a business development standpoint. We meet a lot of quality leads, mostly from being scheduled in advance but there are a lot of great walk ins too.”
Michael Stone, co-founder Beanstalk

“The quality of our meetings has been terrific. More international than ever which is incredibly important and the majority of people who are coming are very qualified visitors.”
Nick Woodhouse, President and CMO Authentic Brands Group (ABG)

“Our experience getting setup here at the Licensing Expo was second to none. The Licensing Expo is a world class team and we look forward to coming back next year.”
Drake Sutton-Shearer, CEO, PROHBT

PRESS RELEASES



11 PIECES OF COVERAGE

- Meet the Licensing's 40 Under 40 with License Global's Annual "The Influentials" Report
- The Global Licensing Group and National Retail Federation Collaboration to Deliver Licensing Insights for Retailers at NRF 2019: Retail's Big Show
- Licensing Expo 2019 Announces New Exhibitors Reflecting Growing Property Categories in the Licensing Industry
- Licensing Expo 2019 Announces Alliance with Prohbt



- Licensing Expo and InventHelp Collaboration Announces 'Pitch the Brands' during Licensing Week 2019



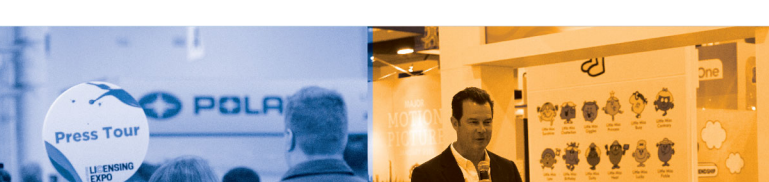
- License Global Announces the 2019 Leading Licensees Spanning All Categories, from Toys to Consumables, Apparel and Beauty

DIGIDAY

- Licensing Expo Keynote Features Retail Innovator Rachel Shechtman



- Top International Brands Choose Licensing Expo 2019
- Magic Wheelchair, Monster City to Reveal One-of-a-Kind Creation at Licensing Expo



- Licensing Expo Reinforces Its Value Across All Property Categories with 2019 Results



MEDIA DAY



Participating brands and media include...

Forbes PROHBT

LAS VEGAS SUN kidscreen

BRITANNICA 250 nickelodeon

BUSHROAD Starline FOW SONY PICTURES

SESAME STREET toyworld kawanimals

LICENSING MAGAZINE CAA-GBG GLOBAL BRAND MANAGEMENT GROUP ...and more

“It was very well organized and gave us unexpected exposure to the press.”
Chris Antoine, Partner and CEO, Dreamdust Studios

“It introduced our activation to people that gave us instant feedback on what we were doing and helped us refine our messaging.”
Cleno Fries, SVP Marketing, PROHBT

“Allows you to prepare the brand pitch for before the show.”
Juliana Durque, CEO, Kawanimals

“This year's media tour was the best yet. Well-organized with a good mix of companies and brands covered. The presentations were informative and the opportunity to meet some of the companies in a relaxed setting at some post-tour social was useful. I would recommend any media representatives in Vegas to join next year's tour.”
John Baulch, Toy World Magazine

PRESS ATTENDANCE

154
MEDIA ATTENDED

Forbes LAS VEGAS REVIEW JOURNAL LAS VEGAS SUN

8 NEWS NOW 3 NEWS LAS VEGAS FOX 5 KVVU-TV kidscreen toyworld RetailMerchandise

...and more

3 BROADCAST OPPORTUNITIES

Reaching approximately

766,500 local Las Vegas TV viewers

and 3,825,100 digital viewers

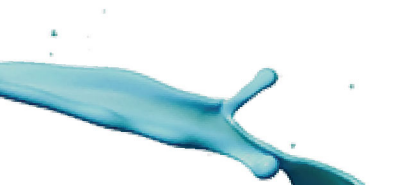


CBS Las Vegas
“An exclusive interview with Doug the Pug”

FOX Las Vegas
“Licensing Expo at Mandalay Bay”

NBC Las Vegas
“Licensing Expo underway at Mandalay Bay, heavyweight champ George Foreman weighs in”

22 onsite, live on camera interviews



...and more