

**VIRTUAL LICENSING
EXPO 2021**

LICENSING EXPO VIRTUAL SALES BROCHURE

VIRTUAL LICENSING EXPO 2021

CONNECTING THE GLOBAL LICENSING INDUSTRY ONLINE



1

2

3

4

LICENSING EXPO VIRTUAL OVERVIEW

IP DISCOVERY & SECURING DEALS

Exhibitors - **thousands of IPs available for license** across all industry categories

Digital Brand Roadshows broadcast LIVE to showcase upcoming IPs and brands

Matchmaking Concierge Service offered to all exhibitors & VIP attendees to improve meeting quality and attendance

Improved platform experience 100% focused on IP discovery and connections

EDUCATIONAL CONTENT FOCUSED ON TRENDS & IPS

World-renowned keynotes on each day of the event

On-demand education sessions on the **industry's latest trends**

Licensing International's **Licensing University** educating newcomers about the benefits of licensing

Sustainability clinics with renowned experts

License This! Competition launching at Expo to introduce new IPs to the industry

ONLINE & IN-PERSON EXPERIENCES

After-hours social programme in key cities: NY, LA, Chicago & London

World renowned **Licensing International Excellence Awards** streaming live on day

VIP hospitality delivered to VIP licensees and retailers during Keynotes & Digital Brand Roadshows

A TAILORED RETAIL EXPERIENCE

Dedicated retail sessions on the latest trends

VIP invitation to **Digital Brand Roadshow**

VIP hospitality delivered during Keynotes & Digital Brand Roadshows

Free access to Licensing University

Retail clinics with industry experts

DAILY EVENT TIME AND SCHEDULE

	Day 1	Day 2	Day 3
Platform open	7am ET / 4am PT	7am ET / 4am PT	7am ET / 4am PT
Keynote	11am ET / 8am PT	11am ET / 8am PT	11am ET / 8am PT
Roadshow #1	3pm ET / 12pm PT	2pm ET / 11am PT	2pm ET / 11am PT
Roadshow #2	6pm ET / 3pm PT	6pm ET / 3pm PT	6pm ET / 3 pm PT
Platform close	9pm ET / 6pm PT	9pm ET / 6pm PT	9pm ET / 6pm PT
Other events	Licensing International Excellence Awards 12pm ET / 9am PT		In-Person Socials 7pm NYC (ET) 7pm LA (PT) 7pm London (BST)

1

12 JULY - 15 AUG

PLAN YOUR VISIT

- Online platform opens
- Exhibitor previews
- Schedule meetings

Search the exhibitor list, find new properties, schedule meetings and build your diary in advance

The online platform will open for exhibitors on 21 June, three weeks prior to attendee opening



Share my business card with CAPCOM USA

CAPCOM USA
United States of America

utor of interactive entertainment for game consoles, PCs, handheld and wireless devices. Founded in 1983, the company has created hundreds of games including groundbreaking Ace Attorney®, Mega Man® and Devil May Cry®. Capcom maintains operations in the UK, France, Germany, Tokyo, Taiwan, USA, Canada, Hong Kong and Korea, with corporate headquarters located in Osaka, Japan.

r and Resident Evil are either registered trademarks or trademarks of Capcom Co., Ltd., in the U.S. or other countries. Street Fighter is a registered trademark of Capcom U.S.A., Inc. All other marks are the property of their respective owners.

MORE

<http://www.capcom.com> | <https://www.capcom-europe.com/>

2

16 AUG - 23 AUG



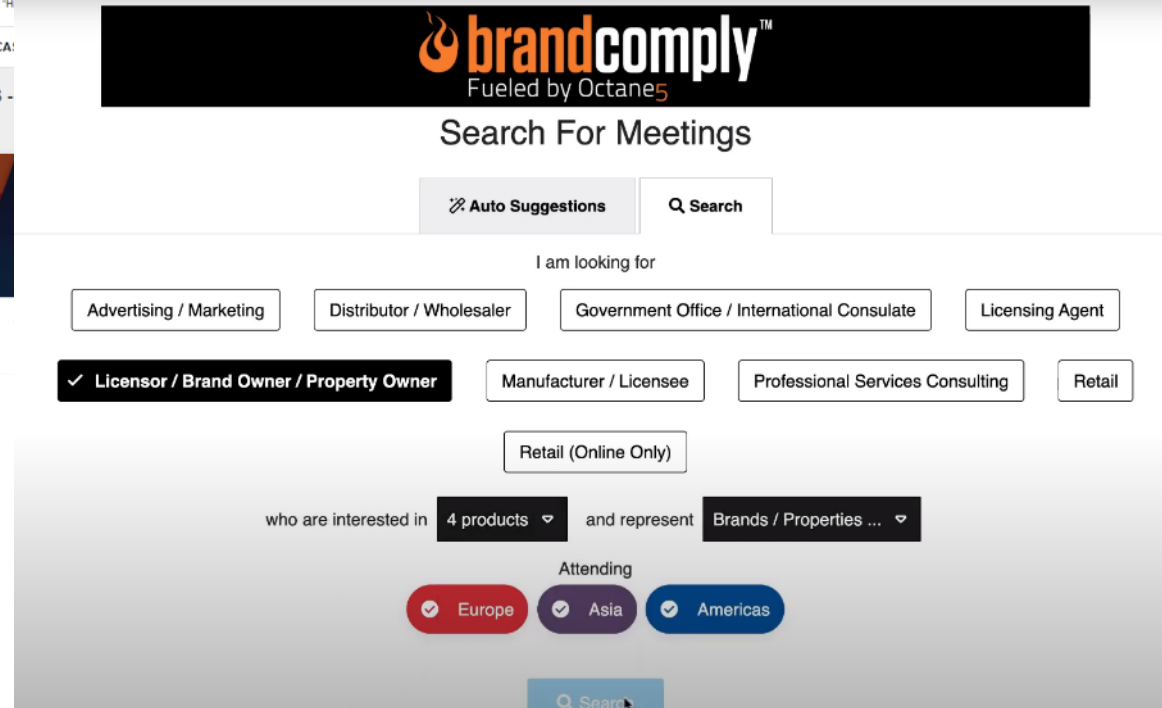
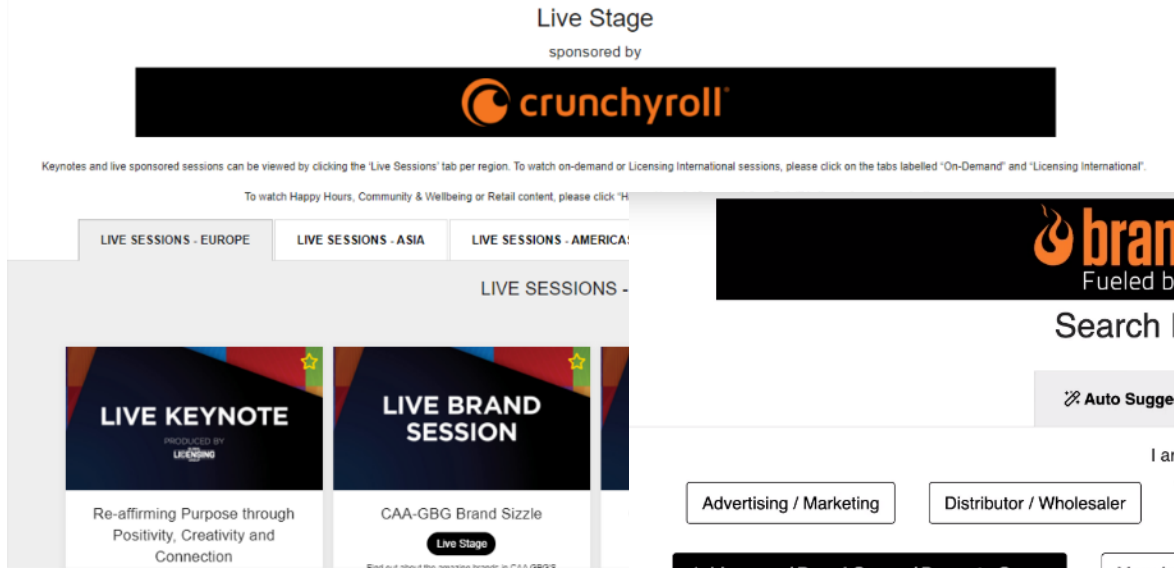
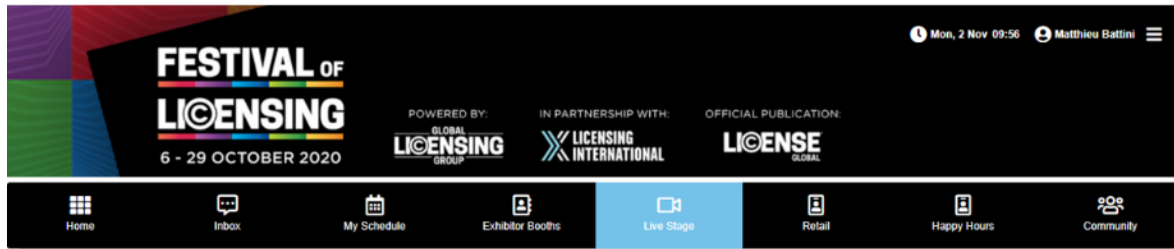
ON-DEMAND CONTENT

Online platform remains open

Seminar content available to watch on-demand

Continue to schedule meetings

Watch more than 30 on-demand sessions including Licensing University, spotlights on growth categories and retailer-specific trends and advice.



3

24 AUG - 26 AUG

ONLINE EVENT

3 days of networking, deal making and inspiration

Live keynotes and digital brand roadshows

Browse virtual booths, search for new properties, attend online meetings, watch live content.

Attend local in-person social events



AARDMAN
United Kingdom

Aardman is an independent and multi-award-winning studio best known for creating much-loved characters Wallace & Gromit, Shaun the Sheep, Timmy Time and Morph. It produces feature films, series, advertising, gas innovative attractions for both the domestic and international market. Aardman's Sales & Marketing division is renowned for developing and building enduring character brands across all media. They specialise in market commercial potential of their properties in a way that celebrates and respects their intrinsic creative values. Alongside the classic brands in the portfolio Aardman have also acquired third party representation for a number of productions are global in appeal, novel, entertaining, brilliantly characterised and full of charm reflecting the unique talent, energy and personal commitment of the Aardman team. The studio's work is often initiated, and yet I lead the field producing a rare brand of visually stunning content for cinema, broadcasters, digital platforms and live experiences around the world. The studio runs the Aardman Academy to nurture talent and strengthen the industry and education. The Aardman Academy offers a variety of courses from intensive one-day workshops teaching production skills and storyboarding, to comprehensive twelve-week courses for professionals in craft to

BOOK MEETINGS

<p>EXHIBITOR LICENSOR / BRAND OWNER / PROPERTY OWNER</p> <p>ADAM VINCENT-GARLAND CATEGORY MANAGER - DIGITAL GAMES, TOYS & GIFT SALES & MARKETING AARDMAN</p>	<p>EXHIBITOR LICENSOR / BRAND OWNER / PROPERTY OWNER</p> <p>HANNAH MCFARLANE LICENSING AND MARKETING COORDINATOR SALES AND MARKETING AARDMAN</p>	<p>EXHIBITOR LICENSOR / BRAND OWNER / PROPERTY OWNER</p> <p>ROB GOODCHILD COMMERCIAL DIRECTOR AARDMAN</p>	<p>EXHIBITOR LICENSOR / BRAND OWNER / PROPERTY OWNER</p> <p>JESS HOUSTON CATEGORY MANAGER - PUBLISHING AND SOFT LINES. AARDMAN</p>
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FESTIVAL OF LICENSING
Tue 6 Oct 07:00 - 07:30 (London)

Meeting participants:
 - Greg McDaniel (Licensor/Manager)
 - Matthew Sallis (Licensor/Owner)
 - Anna Knight (Licensor)

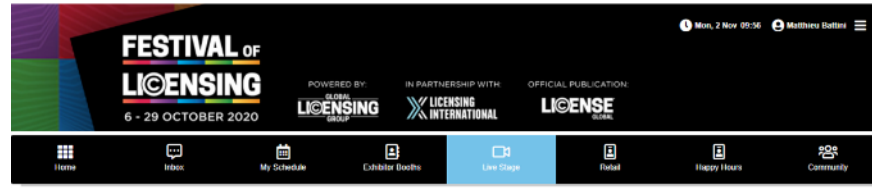
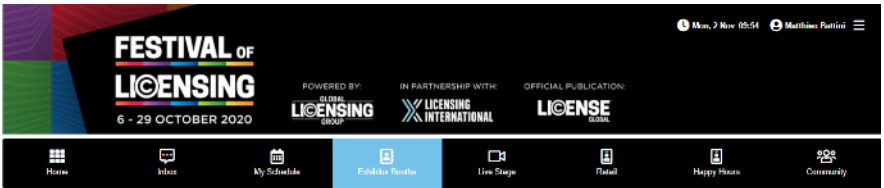
PRODUCT SHOWCASE

<p>Shaun the Sheep IP / Brand</p> <p>Shaun is back in a brand new half hour seasonal special airing on BBC One and Netflix in late 2021! The world's most loyal sheep continues to delight audiences around the world, giving kids and families together with its unique brand of quirky comedy every day, with over 170 episodes and 2 feature length</p> <p>Link Brochure</p>	<p>Wallace & Gromit IP / Brand</p> <p>Wallace and Gromit have been delighting audiences with their timeless Oscar winning adventures for over 30 years. Loved by families of all ages around the world, Wallace & Gromit continue to bring a warmth to the household and remain the quietest of British national treasures! About to embark on a brand new ground-</p> <p>Link Brochure</p>	<p>Morph IP / Brand</p> <p>A perennially popular and newsworthy character with universal appeal, Morph has a dedicated fan base of nostalgic adults and a growing fan base of new young fans. In the new series, THE EPIC ADVENTURES OF MORPH, Morph and his side-kick Chas are reunited with their old pals Grandmorph, Delilah and the Very</p> <p>Link Brochure</p>
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Online meetings directly happening on the platform:

- Up to 8 people participating in the same meeting
- A dedicated team to help you if you face issues or have a question
- A concierge service available to help secure the exact meetings you require

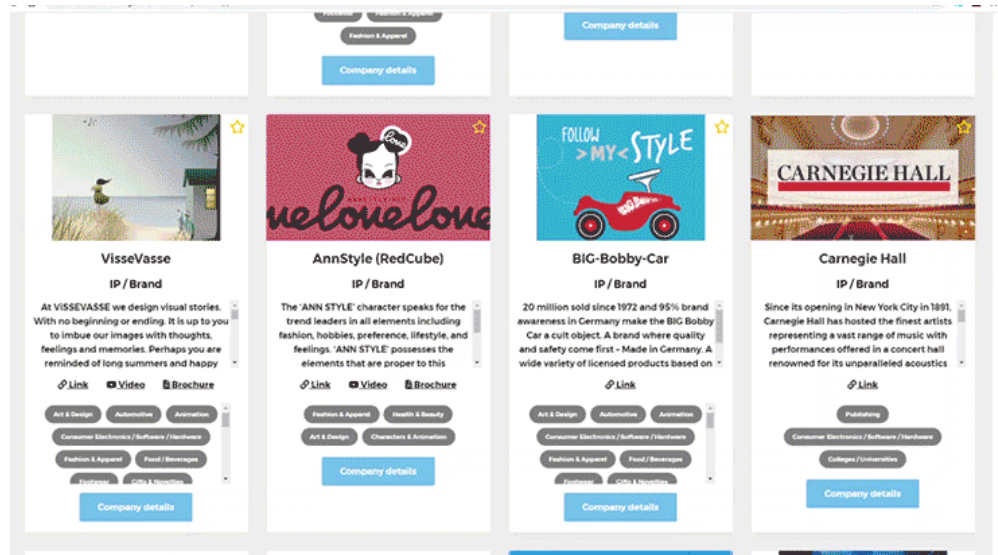
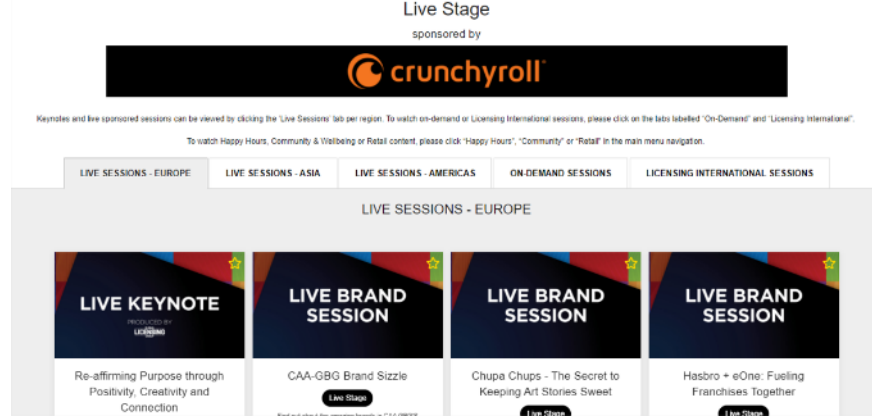
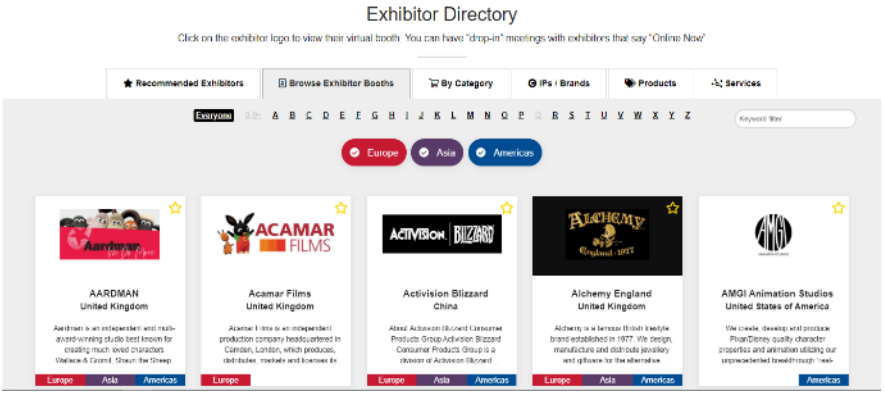
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27 AUG - 30 NOV

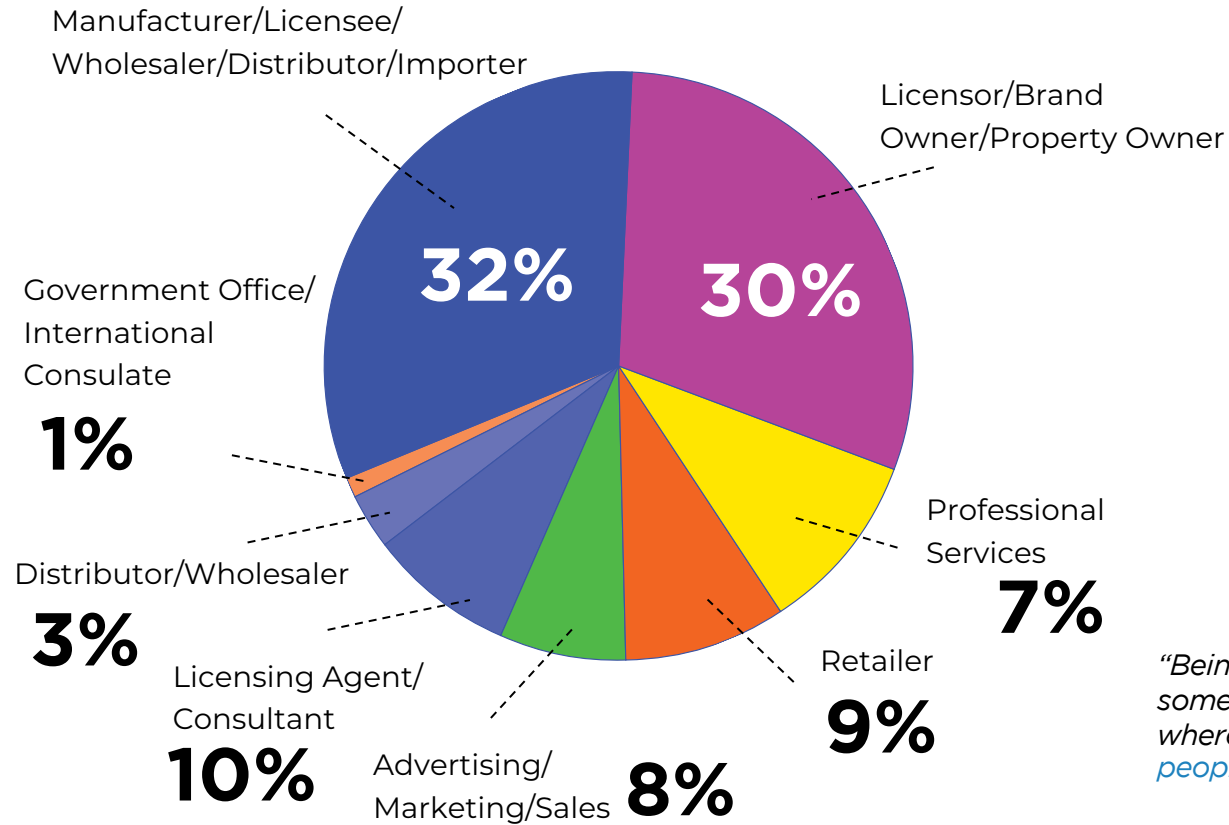
POST-EVENT
Online platform remains open
Watch seminar content on-demand

Enjoy all content on-demand for three months after the event ends



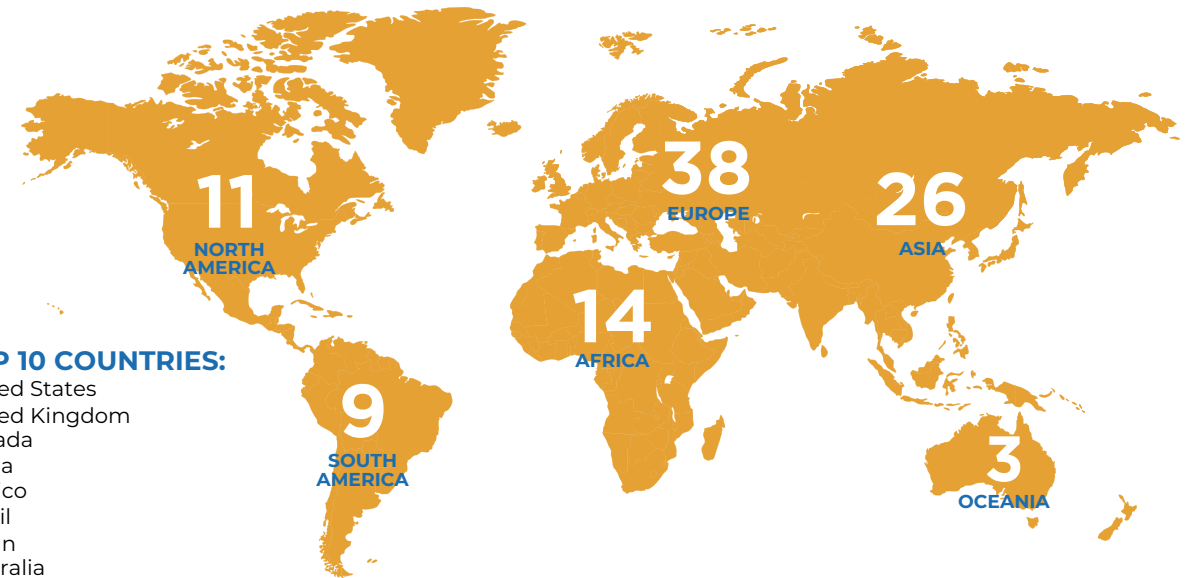
LE 2019 OVERVIEW

REGISTRATIONS BY BUSINESS TYPE



100+ COUNTRIES

Represented by registered attendees



TOP 10 COUNTRIES:

- United States
- United Kingdom
- Canada
- China
- Mexico
- Brazil
- Japan
- Australia
- Republic of Korea
- Germany

“Being at the show allows us to connect with people from all over the world. There’s always something to learn from both licensees and licensors, connect with different industries, and see where the trends are going. [Licensing Expo helps me get the right contacts and actually meet people that make the deals.](#)” **Attendee Testimonial – Daniel Thomas, Rocking Athletic Wear**

FESTIVAL OF LICENSING

FOL 2020 OVERVIEW



ATTENDEE HIGHLIGHTS

3,579

brand new attendees

8,200+

total attendance

110

countries in attendance

61%

attendee engagement

6,923

meetings booked

ATTENDEES INCLUDED:

CALZEDONIA

Walmart



AMERICAN EAGLE



Carrefour

CHILLY'S

SELFRIDGES & CO

PULL & BEAR

PRIMARK



target

Danilo

POTTERY BARN

El Corte Inglés

12,000+

content views

207

exhibiting companies

80,000+

Virtual booth views

267

average views per booth



"Our experience at Festival of Licensing was invaluable - the deals signed, connections made and education offered far exceeded expectations. We are thrilled to be walking away with newfound relationships with qualified licensees that we would otherwise not have had the chance to speak with and look forward to exciting developments for our brands that are a direct result of exhibiting at Festival of Licensing." **Exhibitor Testimonial - Carol Janet, CEO of Design Plus**

"The FOL has been brilliant, I've been able to reconnect with so many people and meet new ones too, all from the comfort of my own home! The systems have been flawless, and the meetings have run like clockwork." **Attendee Testimonial - Emily Aldridge, Licensing Director at Abye Corp**

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**LICENSING EXPO
VIRTUAL
EXHIBITING &
SPONSORSHIP
OPPORTUNITIES**

The background features a complex geometric pattern of blue lines and dots. On the left, there are curved, overlapping shapes. On the right, a series of parallel lines create a perspective effect, receding into the distance. The overall color palette is various shades of blue, from light to dark.

EXHIBITING OPPORTUNITIES

EXHIBITING AT LICENSING EXPO

DESIGN YOUR OWN ONLINE SHOWCASE / VIRTUAL BOOTH – FROM \$3,500

Home Inbox My Schedule Exhibitor Booths Live Stage Retail Happy Hours Community

Morph

Share my business card with AARDMAN

AARDMAN
United Kingdom

Aardman is an independent and multi-award winning studio best known for creating much-loved characters Wallace & Gromit, Shaun the Sheep, Timmy Time and Morph. It produces feature films, series, advertising, games & interactive and innovative attractions for both the domestic and international market. Aardman's Sales & Marketing division is renowned for developing and building enduring character brands across all media. They specialise in marketing and realising the commercial potential of their properties in a way that celebrates and respects their intrinsic creative values. Alongside the classic brands in the portfolio Aardman have also acquired third party representation for a number of top Children's brands. Its productions are global in appeal, novel, entertaining, instantly characterised and full of charm reflecting the unique talent, energy and personal commitment of the Aardman team. The studio's work is often imitated, and yet the company continues to lead the field producing a new brand of visually stunning content for cinema, broadcasters, digital platforms and live experiences around the world. The studio runs the Aardman Academy to nurture talent and strengthen ties between the animation industry and education. The Aardman Academy offers a variety of courses from intensive one day workshops teaching production skills and storyboarding, to comprehensive twelve-week courses for professionals in craft based subjects from model making to animation. In November 2018 it became an Employee Owned Organisation, to ensure Aardman remains independent and to secure the creative legacy and culture of the company for many decades to come.

AARDMAN
www.aardman.com

EXHIBITOR VIDEOS

AARDMAN Video Player

BOOK MEETINGS

EXHIBITOR LICENSOR / BRAND OWNER / PROPERTY OWNER

ADAM VINCENT-GARLAND
CATEGORY MANAGER - DIGITAL GAMES, TOYS & GIFT SALES & MARKETING
AARDMAN

HANNAH MCFARLANE
LICENSING AND MARKETING COORDINATOR SALES AND MARKETING
AARDMAN

ROB GOODCHILD
COMMERCIAL DIRECTOR
AARDMAN

JESS HOUSTON
CATEGORY MANAGER - PUBLISHING AND SOFT LINES.
AARDMAN

Europe Europe Europe Europe

PRODUCT SHOWCASE

Aardman

Shaun the Sheep
IP / Brand

Wallace & Gromit
IP / Brand

Morph
IP / Brand

Link Brochure

ONLINE SHOWCASE / VIRTUAL BOOTH INCLUDES:

- Company Name, Logo & Description
- Address
- Website, Email & Social Networks
- Interactive Canvas Image (Static Image, Carousel or 3D Virtual Booth)
- Unlimited # of IP/products & services on display
- Drop-in meetings on live event days
- Up to 3 videos
- Access to matchmaking meetings service with unlimited inbound and outbound connections
- Ability to search and filter across all event attendees
- Connection recommendations based on matching interests
- Inclusion in exhibitor and brand directory
- Access to booth leads and analytics in exhibitor zone
- Business card drop-off function

(Booth leads from business card drop-offs and booth analytics will be available from 6 weeks prior to the event and up to 3 months after)

EXHIBITING AT LICENSING EXPO

EXAMPLE INTERACTIVE CANVAS IMAGES FROM FESTIVAL OF LICENSING



Acamar Films

Acamar Films is an independent production company headquartered in Camden, London, which produces, distributes, markets and licenses its international award-winning pre-school animated series Bing. The company was founded in 2005 to create and produce film and television projects to "move and delight audiences worldwide". Its CEO Mikael Shields has over 30 years' experience and an international reputation for identifying, developing, financing and producing a wide range of hit film and television projects including Nick Park's Oscar winning Wallace & Gromit, the global phenomenon that is Pingu, BAFTA winning Hilltop Hospital, the multi-award winning Flatworld and Aardman Animation's Rex The Runt. Other projects include Noddy, Funny Bones, Operavox, The Animals of Farthing Wood, Narnia, The Borrowers, Pond Life and LAVA LAVA. Mikael has led multi-award-winning creative teams in senior roles at the BBC, EVA Entertainment, Pearson Television, Atom Films, Ealing Studios and now at Acamar Films. Visit us at www.acamarfilms.com



EXHIBITING PACKAGES

DESIGN YOUR OWN ONLINE SHOWCASE / VIRTUAL BOOTH – FROM \$3,500

	Tier 1 Up to 5 booth personnel	Tier 2 Up to 10 booth personnel	Tier 3 Up to 20 booth personnel	Tier 4 More than 20 booth personnel
Platform Access	✓	✓	✓	✓
Showcase Page	✓	✓	✓	✓
Online Tier 1	✓ \$3500			
Online Tier 2		✓ \$5000		
Online Tier 3			✓ \$6500	
Online Tier 4				✓ \$7500
Concierge Service	Included	Included	Included	Included
Keynotes, On-Demand Seminars Content Access	✓	✓	✓	✓
Licensing University Content Access	(Optional Upgrade)	(Optional Upgrade)	(Optional Upgrade)	(Optional Upgrade)

Please note that the # of booth personnel includes agents acting on your behalf and attending meetings with or for you.

Please also note that the # of booth personnel is directly attributable to the #s of meetings each exhibiting company may have.



SPONSORSHIP & MARKETING

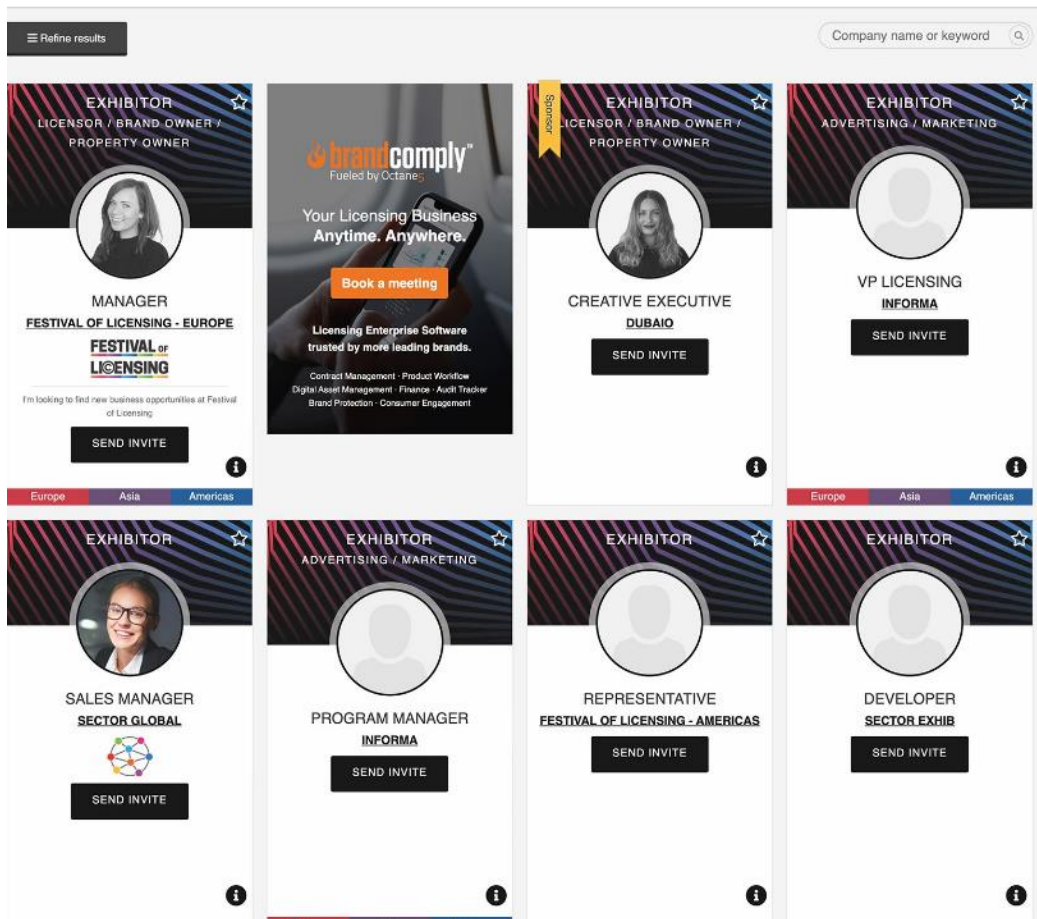
OPPORTUNITIES

The background features a series of parallel, slightly curved lines that create a strong sense of perspective, receding towards the right. The lines are in various shades of blue, from light to dark, and are set against a solid blue background. The overall effect is modern and architectural.

PLATINUM OPPORTUNITIES

MATCHMAKING SPONSOR

SPONSOR LICENSING EXPO VIRTUAL'S MATCHMAKING SERVICE – POWERING MORE THAN 4,500 BUSINESS MEETINGS - \$24,300



PRE-EVENT DELIVERABLES:

- Logo in footer of all Licensing Expo Virtual attendee emails. Listed as Platinum Sponsor
- Logo in Licensing Expo Virtual adverts. Listed as Platinum Sponsor
- Logo and 50-word profile on Licensing Expo Virtual website sponsor page. Listed as Platinum Sponsor
- Logo on Licensing Expo Virtual matchmaking website page. Listed as Matchmaking Sponsor.
- 1x interview conducted by License Global editor and hosted on licenseglobal.com
- 2 x social media posts across Licensing Expo + License Global channels
- Opportunity to provide quote for any press releases specifically discussing Matchmaking
- Priority inclusion in Licensing Expo Virtual media day

DURING EVENT DELIVERABLES:

- ~~Branding banner strip added to footer of any video guides produced for exhibitors & attendees helping them to make the most out of the matchmaking service~~
- ~~Logo and "helping them to make the most out of the matchmaking service" message featured across the online meeting section of the virtual platform~~
- Search category advert to be placed within matchmaking search pages. Advert to appear within ALL category search results (on rotation with specific category sponsors)
- Static banner advert placed within online meetings video portal (will appear at the top of the screen for every meeting that takes places within portal)
- Matchmaking concierge service
- Sponsor will receive a post-sponsorship report including the following:
 - Total number of placements for the sponsor logo + sponsored by message (email + website + collateral + meeting bookings page)
 - Number of impressions per placement
 - Number of clicks per placement

REGISTRATION SPONSOR

SPONSOR LICENSING EXPO VIRTUAL'S REGISTRATION PORTAL AND GET YOUR BRAND IN FRONT OF MORE THAN 12,000 PARTICIPANTS

The screenshot shows a registration confirmation email from the Festival of Licensing. The header includes the event logo and a 'FIND OUT WHAT' button. The main content area is titled 'REGISTRATION CONFIRMED' and includes a personalized greeting to 'Dear [First Name]'. The email body contains the following text:

REGISTRATION CONFIRMED

Dear **[First Name]**,

Your registration for Festival of Licensing is now confirmed. We look forward to you to the largest licensing event of 2020. Your registration key is:

When: 6-20th October 2020 - [Add to calendar](#)
Access the event: This is a virtual event. You will receive an email within a login and setup your profile. Please look-out for an email from foi@eventnet.net you may need to check your spam folder. Once complete, you can access the platform pre-show.
If you experience any issues, please contact foi@eventnetworking.com

To make sure that you get the most out of the event, we advise that you:

- Secure meetings and build new connections or meet existing partners [Matchmaking Service](#)
- Stay up to date with the latest updates and speaker announcements on [#FestivalofLicensing](#) on social media or by visiting [What's On](#)
- If you wish to take part in all three weeks or change your weeks of participation you can do this from within the platform – simply [login](#), edit your profile or weeks of interest to you.

If you have any questions or issues, please [visit our FAQs page](#) for more information or get in touch with us at festivaloflicensing@informa.com.

We look forward to seeing you there.

The Festival of Licensing Team

Sponsored by:

YOUNG TOYS

Since 1980, YoungToys has been a leader of South Korean kids entertainment industry with its proprietary animated TV series and toys. Its flagship boys' action property, TOBOT, is present in over 100 countries. Additionally, preschool properties Kongsuni and Friends and Boys action property, Metalions are following success story of TOBOT. YoungToys is represented by KOCCA (Korea Creative Content Agency).

[Twitter](#) [Facebook](#) [Instagram](#) [LinkedIn](#)

FESTIVAL OF LICENSING BROUGHT TO YOU BY:

LICENSING GROUP **LICENSING INTERNATIONAL**

The bottom of the page features a navigation bar with links for Accessibility, Terms of Use, Privacy Policy, Cookie Policy, and Visitor Terms and Conditions.

PRE-EVENT DELIVERABLES:

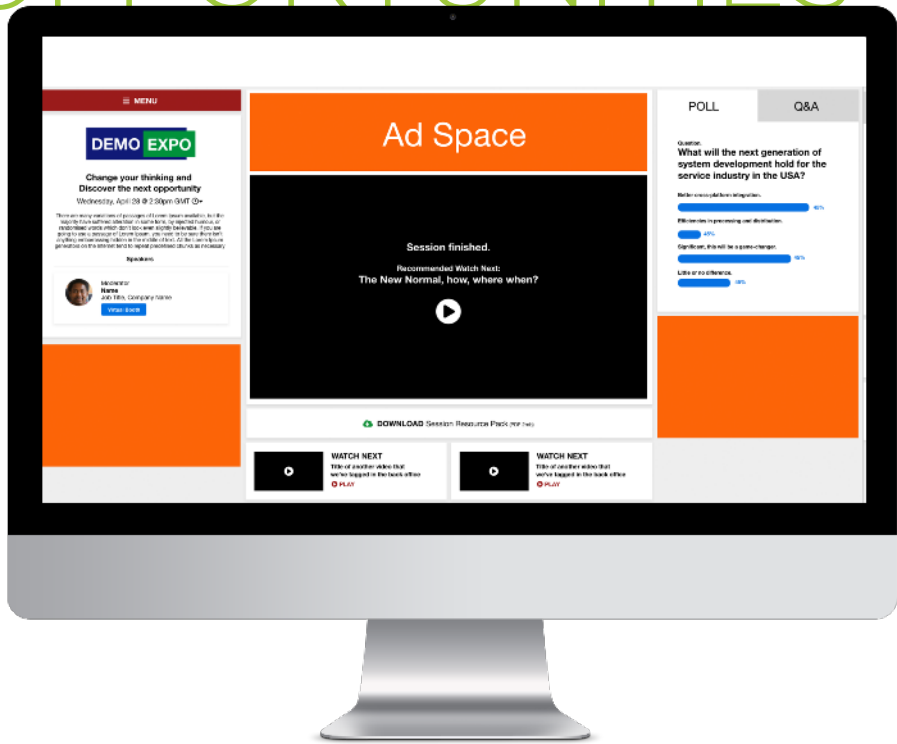
- Logo in footer of all Licensing Expo Virtual attendee emails. Listed as Platinum Sponsor
- Logo in Licensing Expo Virtual print adverts Listed as Platinum Sponsor
- Logo and 50-word profile on Licensing Expo Virtual website sponsor page. Listed as Platinum Sponsor
- 1x interview conducted by License Global editor and hosted on licenseglobal.com
- 2 x social media posts across Licensing Expo + License Global channels
- Mention in any press releases distributed as part of Licensing Expo Virtual
- Priority inclusion in Licensing Expo Virtual media day
- Sponsor logo on the online registration page (homepage)
- Sponsor logo on the registration confirmation page
- Sponsor logo and 50-word profile on the registration confirmation email
- Branding banner strip added to footer of video guides produced for exhibitors & attendees helping them to make the most out of the event. Videos will be hosted on Licensing Expo Virtual website and within Licensing Expo Virtual online event platform. Videos related to Matchmaking Service will not contain logo and banner strip.

DURING EVENT DELIVERABLES:

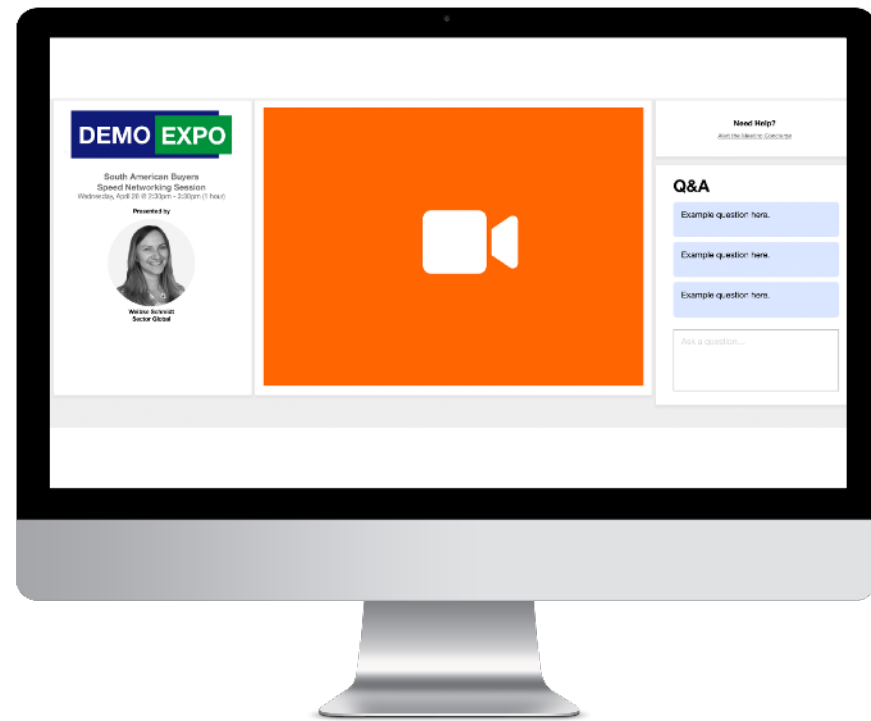
- Featured exhibitor profile within exhibitor directory and matchmaking search
- Matchmaking concierge service

CONTENT SPONSORSHIP

GET YOUR BRAND IN FRONT OF ATTENDEES AND EXHIBITORS VIEWING LIVE AND ON-DEMAND CONTENT THROUGHOUT LICENSING EXPO



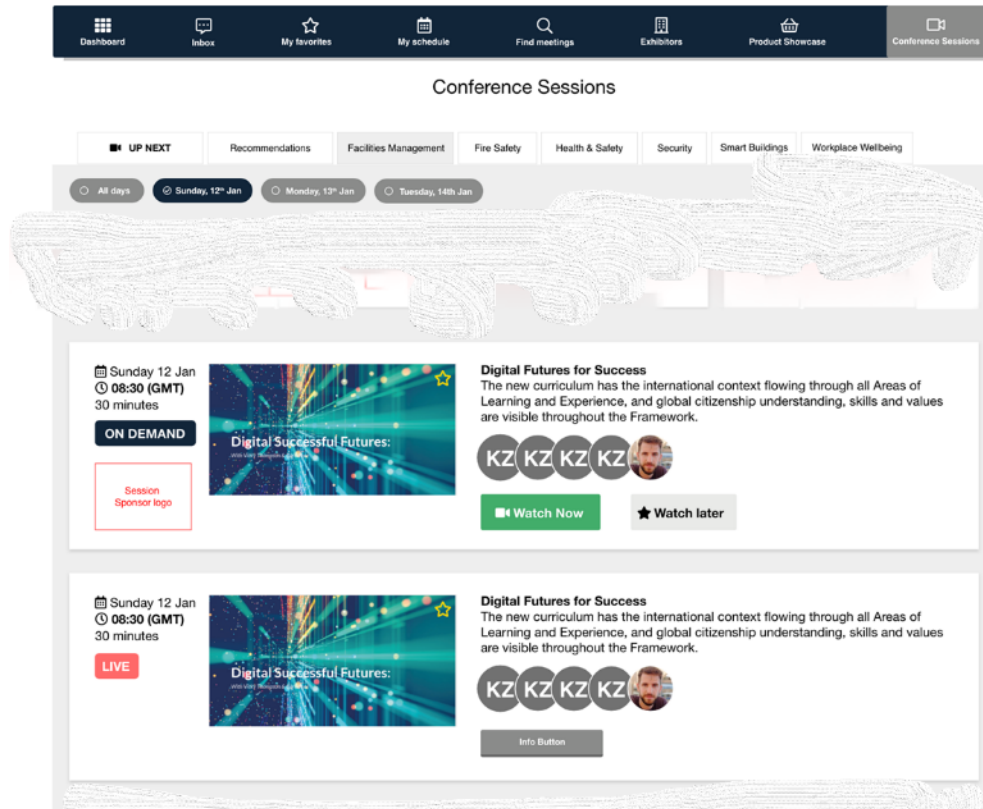
3 x static image placements surrounding all live and on-demand sessions



30 second pre-roll video played before all live and on-demand sessions

RETAIL SPONSOR

SPONSOR LICENSING EXPO VIRTUAL'S RETAIL PROGRAMME – EXCLUSIVELY FOR PARTICIPATING RETAILERS OFFERING TRENDS,



PRE-EVENT DELIVERABLES:

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- Logo and 50-word profile on Licensing Expo Virtual website sponsor page. Listed as Platinum Sponsor
- 1x interview conducted by License Global editor and hosted on licenseglobal.com
- 2 x social media. Social media posts to be on Twitter, Facebook & Instagram across Licensing Expo + License Global
- Mention in any press releases distributed as part of Licensing Expo Virtual.
- Priority inclusion in Licensing Expo Virtual media day
- Opportunity to provide quote for any press releases written to promote Licensing Expo Virtual Retail Programme

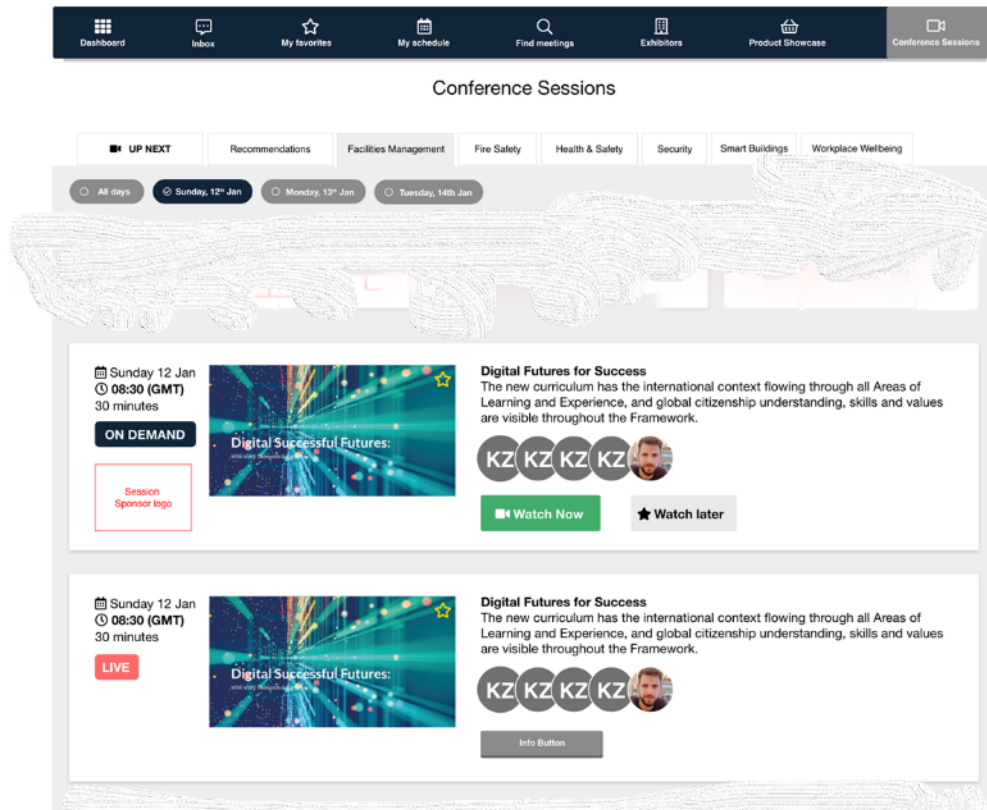
DURING EVENT DELIVERABLES:

- Featured exhibitor profile within exhibitor directory and matchmaking search
- Matchmaking concierge service
- 30 second video advert to be played before all retailer on-demand education sessions
- Static banner adverts (3 x display adverts; leaderboard & 2 x rectangles) on display for all retailer on-demand education sessions
- Opportunity to provide 1 x retail expert to help run 121 retailer clinics*

**Retailer clinics are 121 appts specifically for retail attendees that can be booked through the online meetings portal. Retail experts must volunteer a minimum of 2 hours (4 x 30 minute clinics) or a maximum of 6 hours (12 x 30 minute clinics) to hold clinics. Experts cannot choose which retailers they advise and they can split time across each event day or during one day only*

KEYNOTE & SEMINAR CONTENT

SPONSOR LICENSING EXPO VIRTUAL KEYNOTES & ON-DEMAND SEMINAR CONTENT* - \$23,000



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- 2 x social media. Social media posts to be on Twitter, Facebook & Instagram across Licensing Expo + License Global
- Mention in any press releases distributed as part of Licensing Expo Virtual.
- Priority inclusion in Licensing Expo Virtual media day
- Opportunity to provide quote for any press releases written to promote Licensing Expo Virtual Keynotes or on-demand seminar content

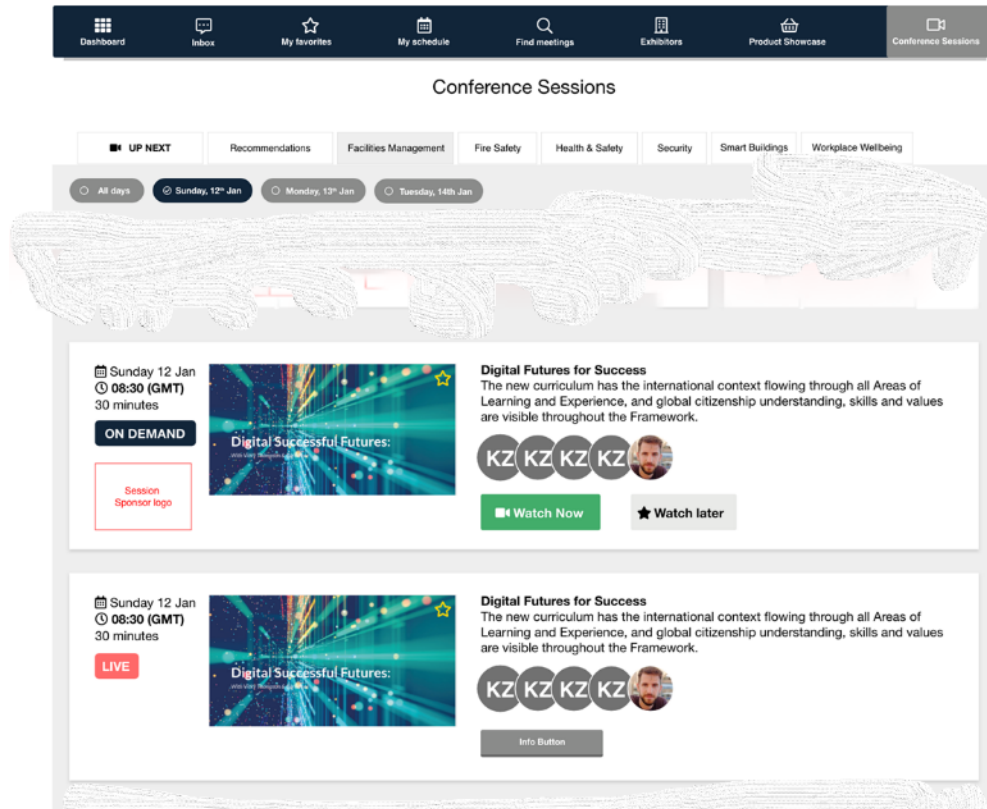
DURING EVENT DELIVERABLES:

- Featured exhibitor profile within exhibitor directory and matchmaking search
- Matchmaking concierge service
- 30 second pre-roll advert to be played prior to all live keynotes and on-demand seminar content. Advert to be shown during entire on-demand period pre, during and post show (14 weeks). Please note live keynotes will convert to on-demand content shortly after broadcast.
- Static banner adverts (3 x display adverts; leaderboard & 2 x rectangles) on display for all live keynotes and on-demand seminar content

**please note this sponsorship does not include Licensing University or retailer-specific sessions taking place as part of Licensing Expo Virtual*

LICENSING UNIVERSITY SPONSOR

SPONSOR LICENSING UNIVERSITY | HOME TO LICENSING INTERNATIONAL'S STELLAR CONTENT PROGRAMME FOR THOSE NEW TO



PRE-EVENT DELIVERABLES:

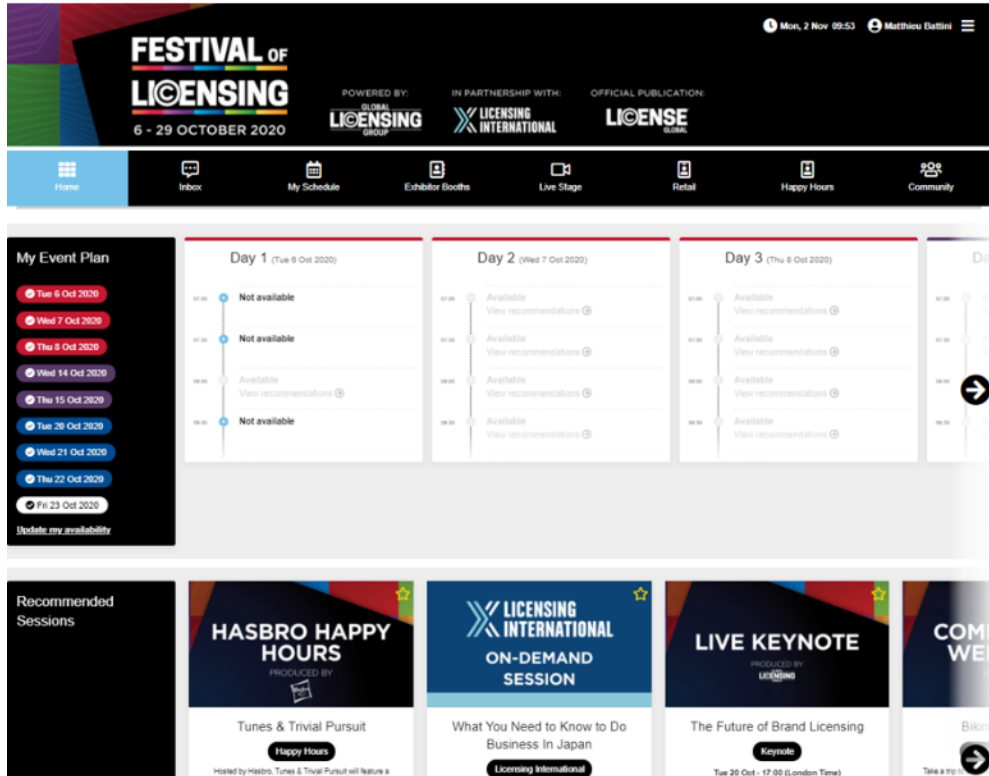
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- Priority inclusion in Licensing Expo Virtual media day
- Opportunity to provide quote for any press releases specifically written to promote Licensing University @ Licensing Expo Virtual

DURING EVENT DELIVERABLES:

- Featured exhibitor profile within exhibitor directory and matchmaking search
- Matchmaking concierge service
- 30 second pre-roll advert to be played prior to all Licensing University on-demand sessions. Advert to be shown during entire on-demand period pre, during and post show (14 weeks).
- Static banner adverts (3 x display adverts; leaderboard & 2 x rectangles) on display for all Licensing University on-demand sessions

SUSTAINABILITY SPONSOR

ALIGN WITH LICENSING EXPO VIRTUAL'S SUSTAINABILITY MESSAGE AND GOALS - \$12,000



PRE-EVENT DELIVERABLES:

- Logo in footer of all Licensing Expo Virtual attendee emails. Listed as Platinum Sponsor
- Logo in Licensing Expo Virtual print adverts Listed as Platinum Sponsor
- Logo and 50-word profile on Licensing Expo Virtual website sponsor page. Listed as Platinum Sponsor
- 1x interview conducted by License Global editor and hosted on licenseglobal.com
- 2 x social media. Social media posts to be on Twitter, Facebook & Instagram across Licensing Expo + License Global
- Mention in any press releases distributed as part of Licensing Expo Virtual.
- Priority inclusion in Licensing Expo Virtual media day
- Opportunity to provide quote for any press releases specifically written to promote sustainability as part of Licensing Expo Virtual

DURING EVENT DELIVERABLES:

- Featured exhibitor profile within exhibitor directory and matchmaking search
- Matchmaking concierge service
- Opportunity to provide one panelist to take part in on-demand education session on sustainability + licensing as part of Licensing Expo Virtual content programme
- Opportunity to provide 1 x sustainability expert to help run 121 sustainability clinics*

**Sustainability clinics are 121 appts for exhibitors or attendees to gain specific advice on how to approach sustainability within their business. They can be booked through the online meetings portal. Sustainability experts must volunteer a minimum of 2 hours (4 x 30 minute clinics) or a maximum of 6 hours (12 x 30 minute clinics) to hold clinics. Experts cannot choose who they advise and they can split time across each event day or during one day only*

LICENSE THIS! SPONSOR

SPONSOR LICENSE THIS! COMPETITION @ LICENSING EXPO VIRTUAL - \$11,000

License This! is a competition aimed at **unlicensed brands and properties** helping them to secure new deals and extend their brands into the global licensing industry. It is open to any artwork, brand or character that has no merchandising deals already in place or pending.

The competition is made up of three different categories:

- **Character & Animation**
- **Brand & Design**
- **Inventions / Product Innovations**

The **Character & Animation and Brand & Design categories** are both aimed at unlicensed brands and properties looking to use the platform to secure a licensing deal or agency representation. **The applicants are usually illustrator/publishing/animation focused.**

The **Inventions / Product Innovations category** is about tangible product inventions (that are patented or patent-pending) or innovative product designs that would benefit from licensing, either through in-bound (i.e. putting a character on it to enhance it) or out-bound to a manufacturer (i.e. a wearables item that is licensed by a mass manufacturer from the inventor).

www.licensingexpo.com

PRE-EVENT DELIVERABLES:

- Logo in footer of all Licensing Expo Virtual License This! emails. Listed as Platinum Sponsor of the competition.
- Logo and 50-word profile on Licensing Expo Virtual License This! website sponsor page. Listed as Platinum Sponsor.
- 1x interview conducted by License Global editor and hosted on licenseglobal.com.
- 2 x social media posts. Social media posts to be on Twitter, Facebook & Instagram across Licensing Expo + License Global
- Mention in any press releases written to promote Licensing Expo Virtual License This!
- Opportunity to provide quote for any press releases written to promote Licensing Expo Virtual License This!
- Priority inclusion in media day
- 1 x judge from sponsoring company included in Licensing Expo Virtual License This! judging panel. Judge to take part in virtual shortlisting process at date TBD

DURING EVENT DELIVERABLES:

- 1 x judge from sponsoring company to take part in live judging panel during Licensing Expo Virtual License This! (24-26 August 2021, Virtual)
- Opportunity to provide mentorship to the winner (s) for one year
- Opportunity to provide quote for any press releases written to promote winners of Licensing Expo Virtual License This!
- Mention in any press releases written to promote winners of Licensing Expo Virtual License This!

Sponsorship is also open for Brand Licensing Europe's License This! Competition. If you're interested in sponsoring BLE's competition or both competitions, please contact your account manager.

The background features a complex geometric pattern of blue lines and dots. The lines are arranged in a series of parallel, slightly curved paths that create a sense of depth and movement. The dots are scattered across the background, adding texture and visual interest. The overall color palette is various shades of blue, from light to dark.

OTHER
OPPORTUNITIES

PREVIEW VIDEOS

PREVIEW VIDEOS

Preview videos are 30 second advertising slots offering additional brand visibility to participating exhibitors.



PREVIEW YOUR BRAND & IPs PRIOR TO LICENSING EXPO VIRTUAL

\$500 per 30 second video

Forming an integral part of the Licensing Expo Virtual attendee acquisition campaign, preview videos will be displayed in the following locations:

- **Event website preview section** – from 8 weeks prior to the event
- **Event virtual platform preview section** - once registered for the event, attendees will be given access to the platform 6 weeks prior and can view all preview videos in the dedicated preview area
- **Licensing Expo social media** – preview videos will be posted on Licensing Expo social media channels daily throughout the lead-up to the event from 5 weeks prior

Videos must be supplied as MP4 or .mov files.

There is a **maximum of 30 slots available** and social media posts will be operated on a first come first serve basis.

Exhibitors can book up to 3 preview videos

DIGITAL BRAND ROADSHOWS

NEW DIGITAL BRAND ROADSHOWS - VIDEO SHOWCASES HIGHLIGHTING COMPELLING BRAND IPs LINKED VIA A COMMON THEME - \$1350 PER 90 SECOND VIDEO INCLUSION

DIGITAL BRAND ROADSHOWS - DAILY LIVE BROADCASTS

Part of Licensing Expo Virtual's content programme will be **six, 40-minute Digital Brand Roadshows broadcast LIVE**. Digital Brand Roadshows will take place daily at 11am PST and 3pm PST. *(Please note the first showcase on August 24 takes place at 12pm due to the Licensing International Excellence Awards)*

The Digital Brand Roadshows aim to highlight compelling brand IP through an exciting collection of 90 second exhibitor videos linked via a common theme. Participation is open to all exhibitors and can highlight any* aspect of their portfolio that serves their own objectives for Licensing Expo Virtual. Think new brand launches, new content releases, an upcoming slate, showcasing an entire licensing portfolio, TV/film/animation content trailers, product imagery or a mixture of everything. The only stipulation is to remain relevant to the theme.

24 AUGUST
12-12.40pm PT

Collaborations and partnerships

24 AUGUST
3-3.40pm PT

New exhibitors to the event

25 AUGUST
11-11.40am PT

Heritage and nostalgia

25 AUGUST
3-3.40pm PT

Licensing around the world

26 AUGUST
11-11.40am PT

The live experience

26 AUGUST
3-3.40pm PT

Animation & anime

WHAT'S INCLUDED?

The Digital Brand Roadshows will be accessible to all event attendees and exhibitors – **although bespoke invites and hospitality will be sent to a selection of key licensees and retailers.**

For each video, please supply: background information on the content supplied: IPs or properties referenced; relevance to the theme; target audience; why this is particularly exciting or compelling to a licensee/retailer audience etc.

Our **License Global editors** will use this background information to compose the voiceover narrative accompanying the entire roadshow as well as specific introductions for each 90 second video and curate a logical order and grouping of all videos. The purpose of the voiceover content will be to educate the viewing audience about the content of each video and provide an **overarching storytelling narrative** linking together each video within the overall theme. They will also provide broader colour and context around the theme such as growth statistics, importance to the licensing industry etc.

It will be clear to the viewing audience which exhibitor has supplied each video.

Please note videos must be supplied as MP4 or .mov files and must be supplied by July 31st, 2021 to guarantee inclusion.

Exhibitors can purchase video slots in all six showcases – a maximum of 3 slots per showcase will be allowed per exhibitor

DIGITAL BRAND ROADSHOWS

NEW DIGITAL BRAND ROADSHOWS - VIDEO SHOWCASES HIGHLIGHTING COMPELLING BRAND IPs LINKED VIA A COMMON THEME - \$1350 PER 90-SECOND VIDEO INCLUSION

COLLABORATIONS AND PARTNERSHIPS

Unexpected brand collaborations and partnerships are instrumental in building buzz and conversation at market, offering a “surprise and delight” for customers. This Digital Brand Roadshow will highlight those collaborations and partnerships that are activating at market and driving brand awareness for both parties.

Collaborations can be defined as the joining together of two or more differing brand owners to create a co-developed product. Eligible companies include existing LEV licensor exhibitors, as well as agents.

NEW EXHIBITORS TO THE EVENT

This Digital Brand Roadshow will highlight all of the **new** at Licensing Expo Virtual. From new exhibitors to exhibitor’s new brands, IP and initiatives, find all that is brand-new in one convenient place!

This Roadshow is applicable to all new exhibitors, as well as existing exhibitors that are debuting brand-new (not showcased before at an event) IP or product launches. This showcase is intended to drive brand discoverability. Eligible companies include brand licensors, licensee, agent or service providers.

HERITAGE AND NOSTALGIA

Everyone loves a good retro property, and the heritage and nostalgia category will look at those brands we have all loved from years past, as well as those institutions that form the basis of our collective cultures.

Heritage brands are defined as those in a non-profit or museum category; while nostalgia can be defined as any IP that leans on past-generational content or properties. Eligible companies include brand licensors, licensee or agent.

LICENSING AROUND THE WORLD

Licensing Expo is the global marketplace for brands and IP to come together and showcase all that is on offer. The Licensing Around the World Digital Brand Roadshow will highlight the most compelling IP from the world’s leading markets including the U.K., Europe, Latin America, Asia and more.

Exhibitors and properties eligible should be defined as global in nature, having programs that are facilitated in at least two global markets. Eligible companies include brand licensors, licensee or agent.

THE LIVE EXPERIENCE

How are your brands activating in-person or via location-based experiences? This Digital Brand Roadshow will shine a bright light on how brands are bringing fans together through innovative and compelling experiences and live events.

Live events can be tours, museum experiences, retail activation, theme parks, venue-specific exhibitions, etc. Eligible companies include brand licensors, licensee or agent.

ANIMATION AND ANIME

Animation and anime is a global phenomenon, bringing exciting entertainment IP to the forefront and bringing all demographics together across its global properties. In this Digital Brand Roadshow, find some of the hottest animation and anime brands, as well as those that will surely be hot at retail in 2022 and beyond.

Animation and anime is defined as an entertainment category and can include children’s, adult or family properties. Eligible companies include brand licensors, licensee or agent.

SEARCH CATEGORY ADVERTS

SEARCH CATEGORY ADVERTS - WITHIN ONLINE MEETINGS AREA - \$1000 PER ADVERT



SEARCH CATEGORY ADVERTS

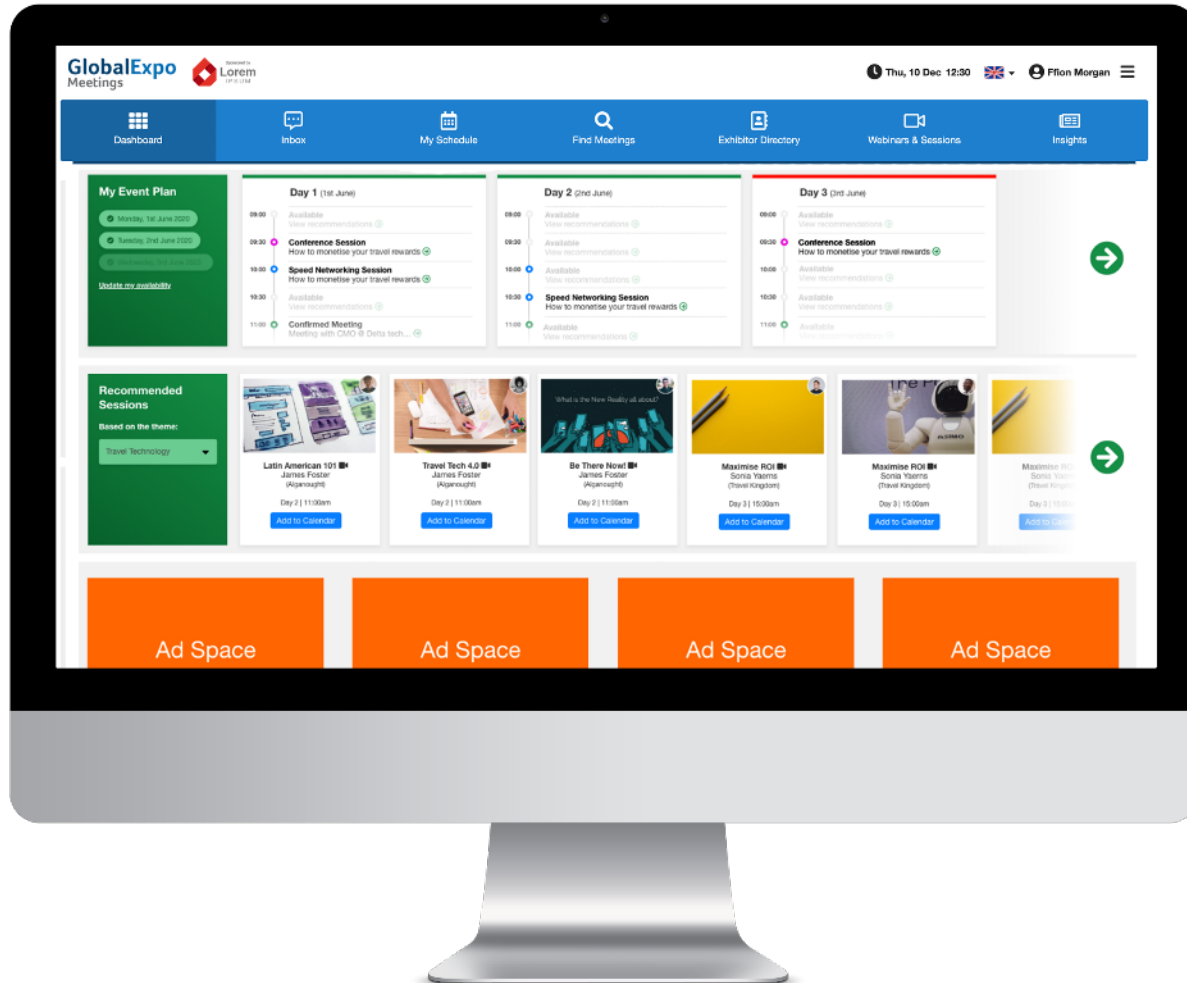
Sponsored search categories in the form of adverts that appear following category searches carried out within the online meetings section. Each advert contains embedded web links to in-platform virtual booths for additional meeting opportunities. A maximum of three adverts are shown per search category and rotate at random for optimal visibility. One out of the three adverts per category will be taken by the overall matchmaking sponsor. The adverts will appear in the first two rows of results on desktop and the first eight rows of results on mobile.

Search categories include:

1. Characters / Animation
2. TV / Film / Video / Streaming
3. Video Games / eSports / Mobile Apps
4. Corporate Brands
5. Fashion Brands / Private Label
6. Collegiate / Universities
7. Food & Beverage / FMCG
8. Heritage / Charity / Non-profit
9. Sports
10. Automotive
11. Celebrity / Influencer
12. Publishing
13. Music
14. Art, Design & Images
15. Travel & Leisure
16. Toys / Games / Board Games

FOOTER ADVERTS

FOOTER ADVERTS - WITHIN VIRTUAL PLATFORM - \$650 PER ADVERT



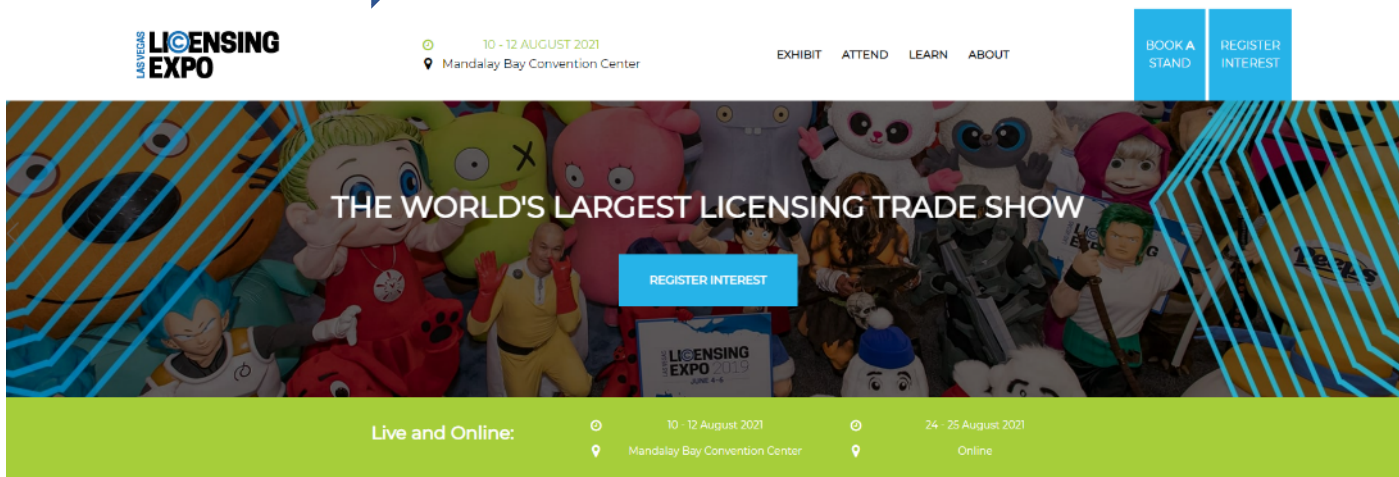
FOOTER ADVERTS

Opportunity for brands to be displayed at the footer of most pages throughout the virtual platform to create brand awareness and new meeting opportunities.

- 4 slots available – first come first serve basis
- File type – PNG, JPEG, PDF
- Maximum height – 400 pixels
- Suggested ratio (w/h): 2:1

EVENT WEBSITE ADVERTISING

ADVERTISING ON LICENSINGEXPO.COM THROUGHOUT THE LEAD-UP TO THE EVENT



DISPLAY ADVERTISING ON LICENSINGEXPO.COM

Secure banner advertising on www.licensingexpo.com during the highest traffic months leading up to the show..

Available ad placements – bookable per month:

Top Leaderboard – 728x90 (desktop) & 320x50 (mobile) <https://das.informamarkets.com/ad-specs/license/leaderboard.php>

Second Leaderboard – 728x90 & 320x50 (mobile) <https://das.informamarkets.com/ad-specs/license/leaderboard.php>

Floor Ad – 1200x90 <https://das.informamarkets.com/ad-specs/license/floor.php>

You can purchase ads in May, June, July & August

Top Leaderboard = Licensing Expo China advert
Second Leaderboard = Parker advert
(Floor advert not shown on this image)