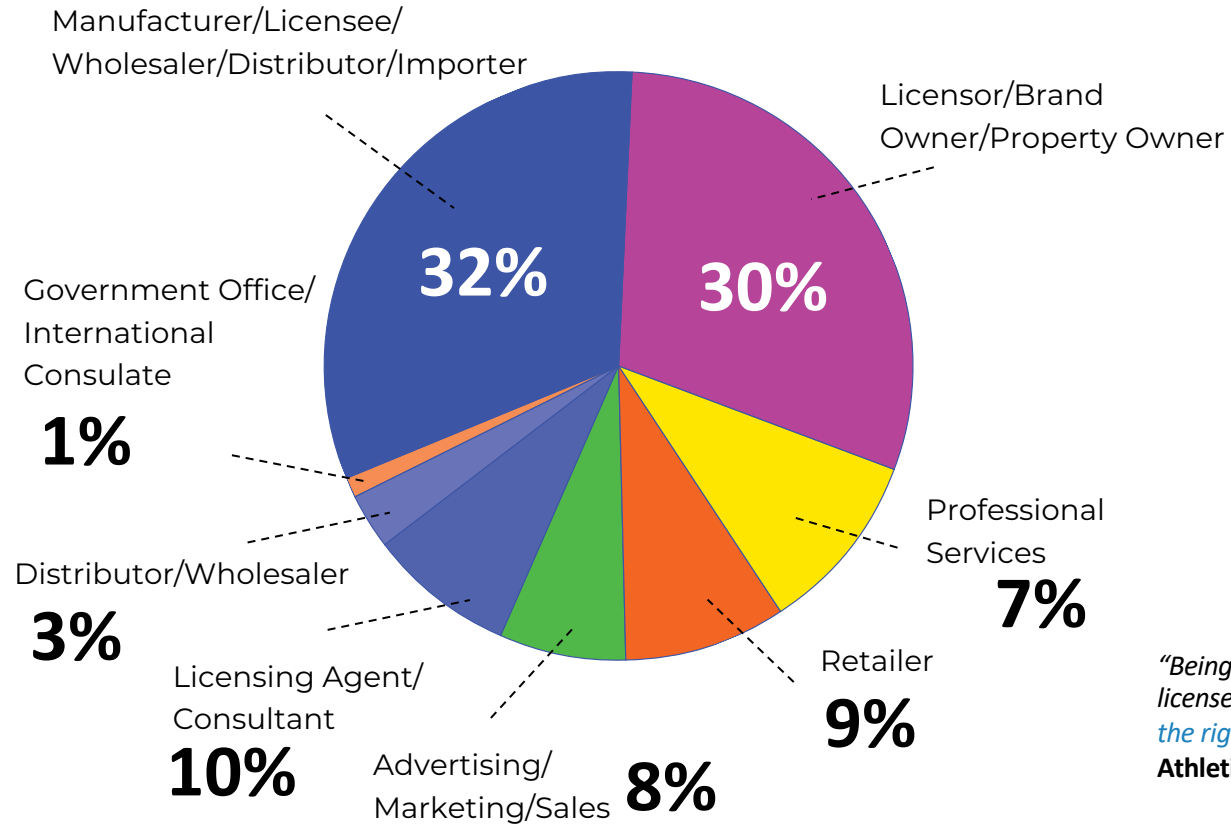


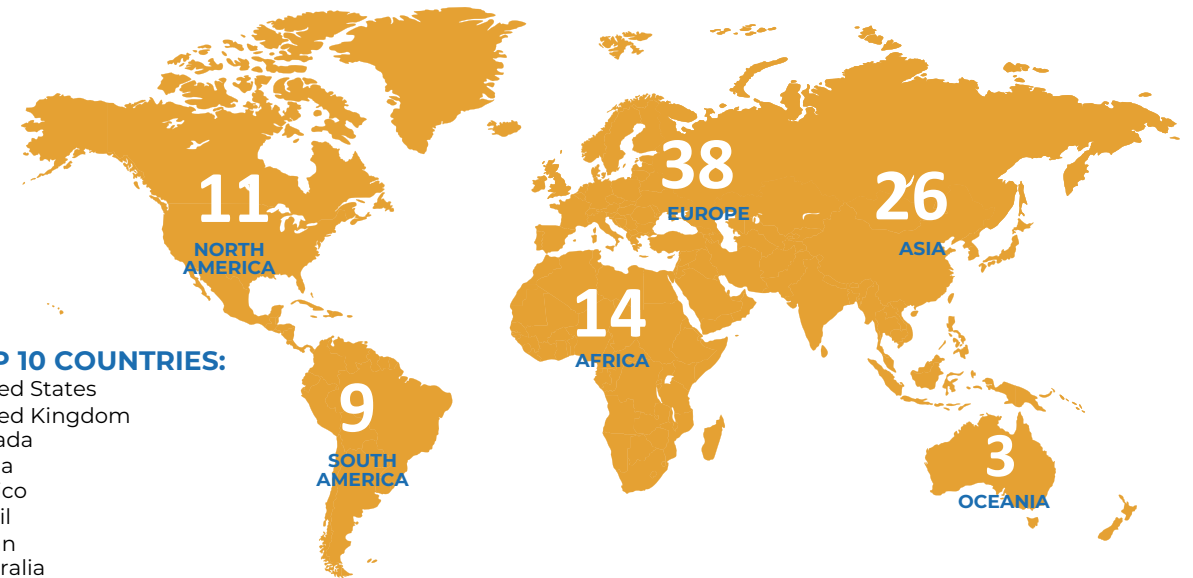
LE 2019 OVERVIEW

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

VISITOR SAMPLE (LE19)

ACCUTIME WATCH CORP.

ALDI

AMAZON.COM

AMERICAN EAGLE OUTFITTERS

ARMY AIRFORCE EXCHANGE

BARNES & NOBLE

BED BATH & BEYOND

BENTEX GROUP

DREAMTEX

FANDANGO

FERRERO

FOOTLOCKER

FOREVER 21

FUN.COM

GAMESTOP

GAP INC

H3 SPORTGEAR

HAPPY SOCKS

HEWLETT PACKARD

HOT TOPIC

HUDSON BAY COMPANY

JO-ANN STORES

JOHNSON & JOHNSON

JOURNEYS GROUP

JUST FUNKY

KOHL'S

LENS.COM

LIDL

LOWES

MACY'S

MAD ENGINE

MARSHALL RETAIL GROUP

MCDONALD'S

MEIJER

MELLO SMELLO

MINISO CORPORATION

MZ BERGER AND COMPANY

NEFF HEADWEAR

NESTLE

NEW ERA CAP

NEWELL BRANDS

NORDSTROM

OLD NAVY

ORIENTAL TRADING COMPANY

PACSUN

PAMPERED CHEF

PARTY CITY

PETCO

PEZ CANDY

POLAROID

ROSS STORES

SAINSBURY'S

SAKAR INTERNATIONAL

SAKS FIFTH AVENUE

SG COMPANIES

SILVER BUFFALO

SIMON & SCHUSTER

SKULL CANDY

SUPREME

TARGET

TESCO

THERMOS

THINKGEEK

TJX

TOPPS EUROPE

TOTAL WINE & MORE

TOYS'R'US

TREVCO

UNIQLO

UPPER DECK

VANS

VTECH

WALGREENS

WALMART

WENDY'S

WICKED COOL TOYS

WOWWEE

ZAK DESIGNS

ZAPPOS

ZULILY.COM

AUDIENCE INTEREST (LE19)

What our visitors license/ manufacture (product categories)

Animation	20%
Toys/Games/Hobbies	20%
Apparel/Footwear/Accessories.....	17%
TV/Video/Film/DVD/Streaming Media	15%
Art & Design	14%
Children/Baby Products	14%
Video Games	14%
Gifts & Novelties	13%
Publishing	13%
Food/Beverages.....	12%
Stationery/Paper Goods.....	11%
Consumer Electronics/Software/Hardware.....	10%
Health & Beauty	10%
Sporting Goods/Outdoor	10%
Housewares/Home Furnishings/Décor	9%
Mobile/Internet	9%
Promotions/Incentives.....	9%
School Supplies.....	7%
Textile & Trim.....	7%
Automotive	6%
Pet Products.....	5%
Private Label	5%

Comparatively, Festival of Licensing saw a large increase in the following product categories: Housewares /Home Furnishing/ Décor & School supplies

Visitor area of interest

Characters and Entertainment	49%
Toys & Games.....	47%
Animation	37%
Film.....	37%
Fashion & Apparel.....	33%
Video Games & Apps.....	33%
Art & Design	30%
Sports.....	29%
TV/Broadcast/Streaming	25%
Music.....	24%
Celebrity.....	21%
Corporate Brand.....	20%
Technology	17%
Publishing	17%
Digital Media Influencers	17%
Food & Beverage.....	17%
Health & Beauty	14%
Housewares & Home Décor	13%
Theme Parks & Live Events	12%
Automotive	12%
Agent.....	11%
Travel & Leisure	11%
Colleges/Universities.....	9%
Trade Show	8%
Non Profit/Associations/Government	6%
Related Services	4%

Comparatively, Festival of Licensing saw increased interest growth in the following categories: Fashion, Corporate Brands, Video Games & Apps & Food & Beverage