

LAS VEGAS
LICENSING
EXPO

LICENSING EXPO **SALES BROCHURE 2022**

MAY 24-26, 2022



THE MEETING PLACE FOR THE GLOBAL LICENSING INDUSTRY



Overview:

Licensing Expo is the largest event dedicated to licensing and brand extension. We bring together brand owners with retailers, licensees, and manufacturers for 3 days of deal-making, trend spotting and networking.

Dates:

May 24-26, 2022 – Mandalay Bay Convention Center

May 27-June 03, 2022 – Online

LE 2019 OVERVIEW

EVENT PERFORMANCE



5,000+
exhibiting brands



8.1 meetings
secured by an exhibitor on average



4,900+
pre-booked meetings through
the Matchmaking Service



91% of show attendees influence
the final buying decision

LE 2019 HIGHLIGHT VIDEO

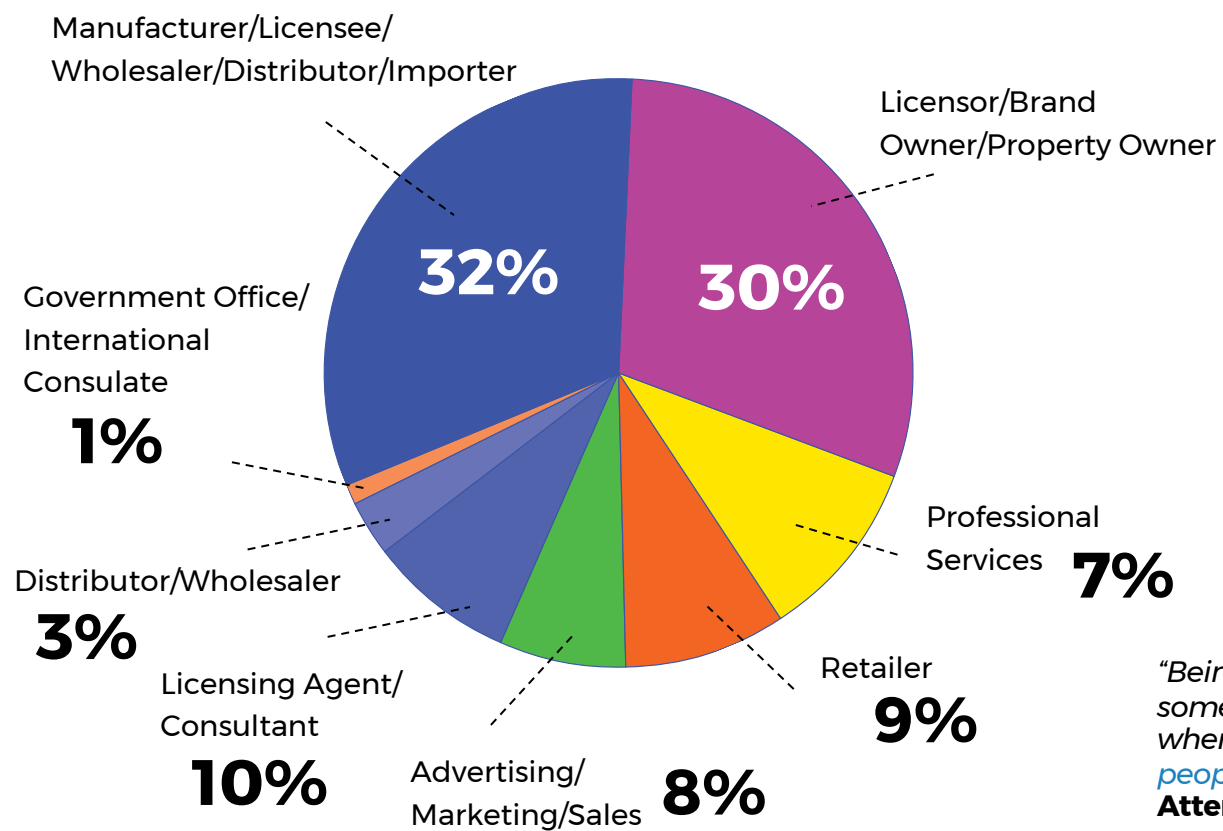


"A tradeshow like [Licensing Expo](#) helps us meet our goals by giving us an opportunity to meet with all the key people in the industry because they all congregate here at the same time, so it saves us a lot of time, money, and resources for travel."

Exhibitor Testimonial – Ian Shepherd, Founder & CEO, The Social Store

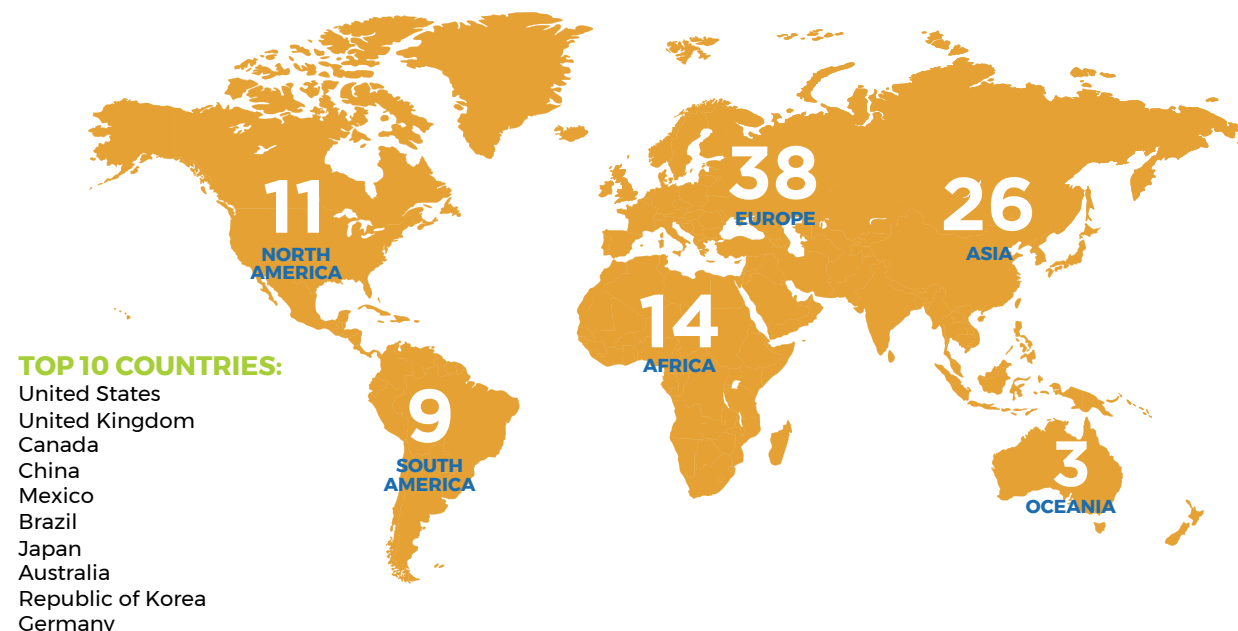
LE 2019 OVERVIEW

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

REASONS TO EXHIBIT

TOP 5 REASONS TO EXHIBIT

1

Meet the key players in the licensing industry

Thousands of retailers and manufacturers from 100+ countries register to attend Licensing Expo searching for new brands to license

2

Secure new licensing deals

Use our dedicated matchmaking service to search through all registered attendees and book meetings pre-show and post-show

3

Showcase your brand at the world's largest licensing event

Display current and upcoming licensed products to retailers and manufacturers looking for their next big retail opportunity

4

Extend your brand into new categories & territories

Get in front of the widest range of product manufacturers and retailers across the globe, representing apparel and DIY to beauty and homewares

5

Stand out from your competitors

Reinforce your commitment to the marketplace - let people know you're here to stay



EXPERIENCE THE NEW EXPO

In 2022, we're revolutionizing LE's format to maximize ROI for exhibitors and ensure you can access the best manufacturer and retailer attendees no matter where they are in the world.

Our new, multi-platform format includes a **3-day in-person event** supported by a **7-day online event** with opportunities to showcase your brand before, during, and after each event using our easy-to-access virtual platform.

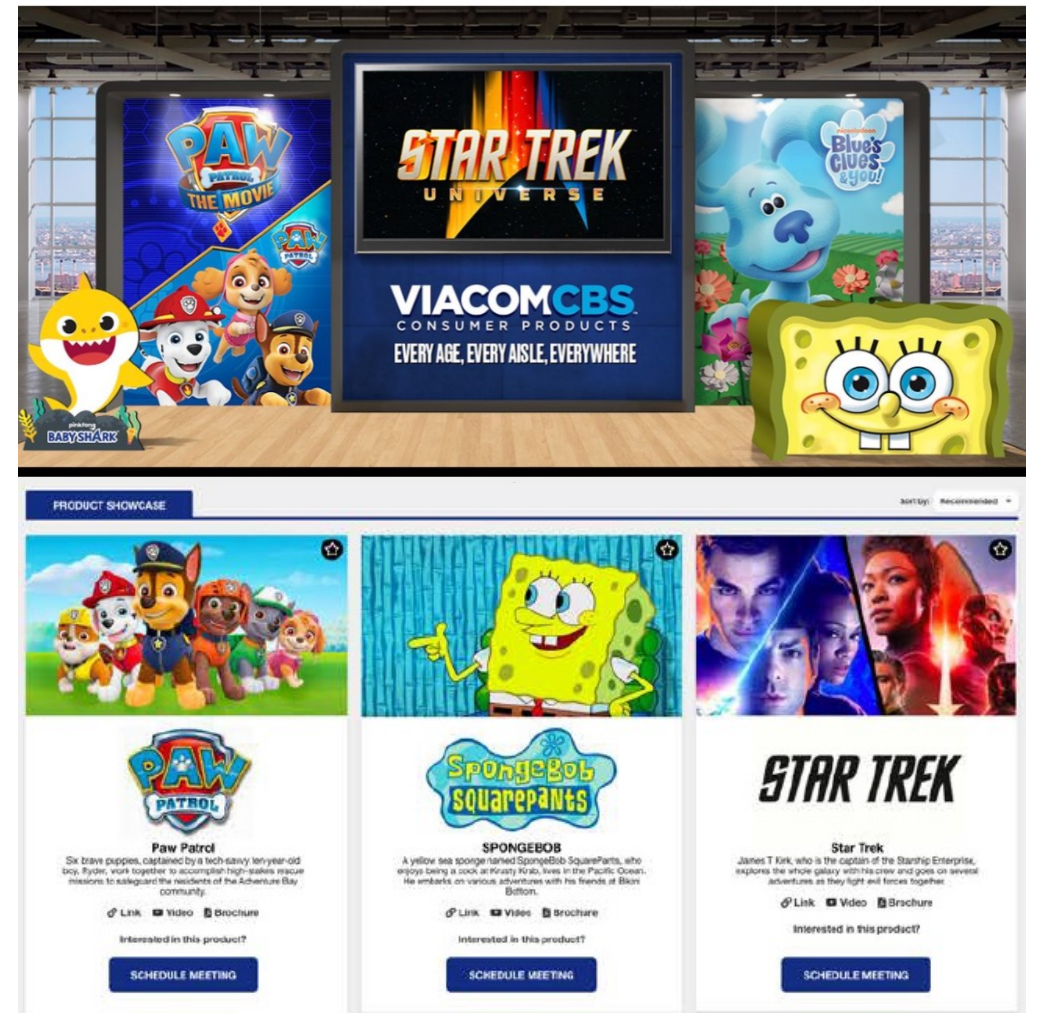
- No longer limited by geography or time, you can **showcase your brand both face-to-face and online**; content remains accessible digitally for 9 weeks.
- Experience the excitement you can only encounter at a live event: the buzz of an excited exhibit hall, the tangible feel of new products, and the irreplaceable connection of meeting the global licensing community face-to-face.
- The online event enables you to arrange virtual meetings with colleagues unable to be at Las Vegas in-person and reach contacts throughout the world.

Licensing Expo Virtual

In August 2021, the Global Licensing Group ran Licensing Expo Virtual, an online event that welcomed thousands of attendees from all around the world and showcased our success in bridging the online divide between our consumer base.

Highlights include:

- 200+ exhibitors and 5,000+ visitors globally
- 6,100+ confirmed meetings took place in 2021 - compared to 4,900+ in 2019
- Exhibitors averaged 380+ booth visits over the 3-day event



ViacomCBS showcase page at Licensing Expo Virtual. Showcase pages include exhibitor listing, product showcases, halo imagery, business card collection points and much more.

LE VIRTUAL 2021 OVERVIEW

"We have combined our collection of learnings from our past virtual events with those born from partner and customer conversations in order to produce the most productive and impactful online event to date for the licensing community."
Anna Knight, VP of Licensing, Informa Markets

6,132
MEETINGS BOOKED

5,000+
VERIFIED VISITORS

69%
% OF EXECUTIVE /
C-LEVEL ATTENDEES

84
COUNTRIES IN
ATTENDANCE



4,500+
CONTENT VIEWS

210
EXHIBITING COMPANIES

80,100+
VIRTUAL BOOTH VIEWS

LICENSING EXPO VIRTUAL • ATTENDEE BREAKDOWN



381
AVG VIEWS PER BOOTH

CONNECTING THE GLOBAL LICENSING INDUSTRY ONLINE



VISITOR SAMPLE (LE 2019)

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 (LE 2019)

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%

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%

AREAS DESIGNED TO ALIGN WITH YOUR BUSINESS



CHARACTER & ENTERTAINMENT

- Character
- Animation
- Entertainment
- Music
- Gaming
- TV
- Film
- Publishing
- Apps



BRANDS & LIFESTYLE

- Corporate Brands
- Fashion
- Heritage
- Sports
- Automotive
- Charities
- Celebrities
- FMCG



ART, DESIGN, & IMAGE

- Artists
- Designers
- Image Libraries
- Illustrators
- Photographers

To see the current floorplan for LE 22, please [click here](#).

GLOBAL LICENSING GROUP

The Global Licensing Group is the licensing industry's leading trade show organizer and media partner. Our mission is to provide licensing opportunities around the world to bring brands and products together.

Whether you're interested in growing your brand awareness or generating business in new territories, speak to one of the team and discover what the Global Licensing Group can do for you. Including Licensing Expo, our brands include:



The only pan-European event dedicated to licensing and brand extension, bringing together 260+ leading brand owners with 8,000+ retailers, licensees and manufacturers for three days of deal-making, networking and trend spotting.



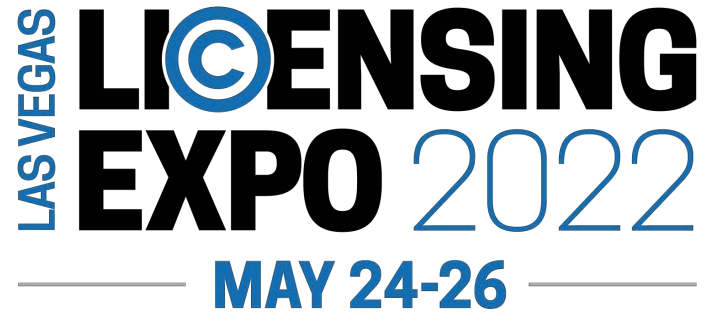
License Global magazine is the leading news source for the brand licensing industry, delivering award-winning editorial content including news, trends, analysis and special reports about the global consumer product and retail marketplace.



Co-located with the Children Baby Maternity Expo (CBME) in Shanghai, Licensing Expo China is the Global Licensing Group's newest event, located in the world's fastest growing licensing market.



The Brand & Licensing Innovation Summits address the latest industry trends and topics. Taking place in Europe in June and New York in October, each conference will help delegates with navigating the changing retail & content landscape.



We look forward to welcoming you to LE 2022 in-person and virtually.

If you would like to speak to a member of the team about the opportunities available, please enquire today.

[ENQUIRE TODAY](#)