SEX LICENSING EXPO 2024

MANDALAY BAY CONVENTION CENTER

SALES BROCHURE









Advancing the business of brand licensing. Reaching 200,000+ licensing professionals worldwide.

REALIQUENSING EXPO	BRAND & LI©ENSING INNOVATION SUMMIT	LICENSING FOR RETAIL DAY	SBRAND SLI©ENSING SEUROPE	≱LI©ENSING BEXPO	FRANCE LI©ENSING DAY	E LI©ENSING UNLOCKED	LI©ENSE GLOBAL
The world's largest licensing trade show	A Conference shaping the future of licensing & retail	An exploration of brand licensing for retailers	Europe's leading event for licensing and brand extension	The leading event for the growing Asian licensing market	A day of licensing for the French licensing market	Brand licensing made easy	The leading licensing news source globally
EVENT	EVENT	EVENT	EVENT	EVENT	EVENT	365+) ALLINGS EDUCATION	365+) ALL MEDIA

LICENSING EXPO RETURNS IN 2024 MAY 21-23, 2024

Licensing Expo is the only global event to **bring together thousands of brands under one roof** and enable conversations that help bring the brands we love to the world in new and meaningful ways.

























IT STARTS HERE

2023 KEY STATS

12,000+ Visitors

95% of 2019 attendance

287 Exhibitors

+21% vs. 2022

107 Countries

Top countries in attendance:



Non-US audiences back to 2019 proportions, with strong growth in South and Central America and Asia

1,100+ Retailers attended including:



FOREVER 21 INDITEX



+47% Increase in retai attendance over 2019

It was great to see the licensing industry back at Licensing Expo 2023 and buzzing with excitement. The energy was incredible – attendance was up, we booked quality meetings and the Matchmaking platform was a great help. We had over 300 meetings in three days – many came through the Matchmaking system. Whether you are looking to create new partnerships or further existing relationships, Licensing Expo is THE show for everything licensing. We could not have built our business without it!



Steven Heller, Founder, The Brand Liaison



Media Outlets incuded:

BENZINGA BARRON'S Bloomberg
THE WALL STREET JOURNAL

Visitor Attendee

36%	,)	20%	13%	11%	7%	6%	3%
Manufacturer/Licensee		Brand Owner/Licensor	Retail	Licensing Agent/	Professional Services	Distributer/ Wholesaler	Promotional/ Advertising Agency



Increase in decision makers

C-Suite or Director level making up 60% of all attendance



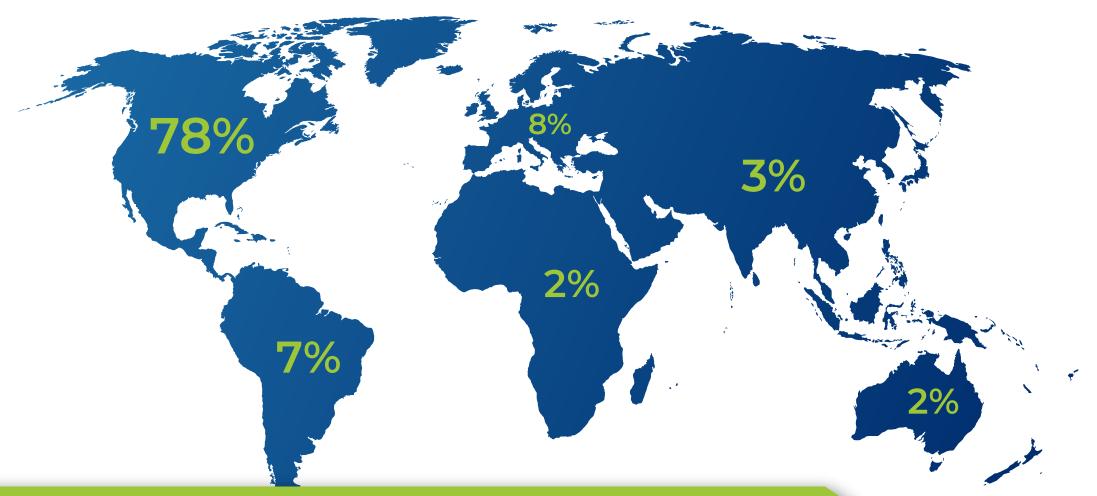


6,800+ meetings confirmed

Booked through the official Licensing Expo matchmaking platform

GEOGRAPHICAL BREAKDOWN

STATS FROM 2023



107 countries

2023 saw strong international attendance returning to 2019 levels, with strong growth in South and Central America and Asia.

2023 VISITOR SAMPLE

Product Category Represented

Toys & Games 38%

Fashion 36%

Gifts & Novelties 33%

Houseware & Home Décor 20

TV / Video / Film / DVD / Streaming Media 14%

Juvenile & Infant Products 13%

Food & Beverage 12

Sporting Goods / Outdoor 12%

Stationery / Paper Goods 12%

Health & Beauty 11%

Video Games 10%

Music 9%

Consumer Electronics / Software / Hardware 9%

Publishing 8%

Pet Products 8%

Location-Based Entertainment 6%

Automotive 4%

Travel / Leisure 4%

Services / Promotions 4%

Casino / Lottery 2%

Footwear 0%

Property Category Interest

Character & Animation 60%

Toys & Games 48%

TV / Video / Film / DVD / Streaming Media 46%

Video Games 38%

Fashion 36%

Celebrity / Influencers 35%

Corporate Brands 31%

Sports 29%

Music 27%

Food & Beverage 18%

Colleges / Universities 15%

Publishing 11%

Travel & Leisure 8%

Art & Design 7%

Heritage / Charity 4%

Automotive 2%





2023 VISITOR SAMPLE



























Durlington



















WILLIAMS-SONOMA



































































COACH







































LICENSING EXPO TESTIMONIALS

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The 2023 Licensing Show was yet another positive and energy filled experience for my boutique art & design agency. Representing a select team of international emerging and classic art brands, I focus on matchmaking to connect with new companies [...]. I attribute the success of my shows to diligently using matchmaking as a way to open new doors to global markets. And, the best part of this experience is meeting fascinating people and making "new" friends along the way!

JENNIFER ZOLAN, FOUNDER, ZOLAN LICENSING AGENCY

Decision makers are always here. We're sitting down with the people who actually make the business happen.

MICHAEL KELLY, VP OF GLOBAL PUBLISHING, HASBRO

Multiple meetings, all sorts of territories, all around the world, has **fulfilled everything** we planned for and everything we hoped for.

ANDREW CARLEY, DIRECTOR OF GLOBAL LICENSING, BBC STUDIOS

We had 150 appointments before the show started. We're going to have well over 200 by the time this is done.

STU SELTZER, PRESIDENT, SELTZER LICENSING GROUP

it's hot.

We will be back next year, we're in the licensing industry, so we can't miss the show.

MARIA ALCAIDE, OWNER, LICENSING HAÜS

I want to do licensing, gotta go where it's hot right? **This is where**

SCOTT BROOKS, CREATOR, DANCING LEMURS





MAY 21-23



ON AVERAGE,
EXHIBITORS
EXPECT TO
SIGN 7
LICENSING
DEALS FROM
EXHIBITING
AT LICENSING
EXPO

Top 5 reasons to exhibit:



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



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



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



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



Stand out from your competitors - Reinforce your commitment to the marketplace – let people know you're here to stay





Character & Entertainment

- 78% visitors interested in the Character & Entertainment zone
- 4 in every 5 retailers looking to partner with an entertainment brand
- \$138.1bn value of the Global Character & Entertainment Licensing industry

CHARACTER | ANIMATION | ENTERTAINMENT | MUSIC GAMING | TV | FILM | PUBLISHING | APPS

Brands & Liftesyle

- 65% visitors interested in the Brands & Lifestyle zone
- 7 in 10 retailers looking to partner with a lifestyle brand
- \$112.47bn value of the Global Brands & Lifestyle Licensing industry

CORPORATE BRANDS | FASHION | HERITAGE | SPORTS AUTOMOTIVE | CHARITIES | CELEBRITIES | FMCG

Art & Design

- 32% visitors interested in the Art, Design & Image zone
- 1 in 10 retailers looking to partner with art/design brand
- \$3.56bn value of the Global Art & Design Licensing industry

ARTISTS | DESIGNERS | IMAGE LIBRARIES | ILLUSTRATORS

Sports

- 23% visitors interested in the Sports zone
- 1 in 4 retailers looking to partner with a Sports brand
- \$37.36bn value of the Global Sports Licensing industry

SPORTS TEAMS | SPORTS LEAGUES | SPORTS COMPETITIONS

ENHANCED EXHIBITING EXPERIENCE

In 2024, your presence at Licensing Expo will be **improved with digital add-ons to provide you with an enhanced online presence ahead of the event, allow you to generate more leads and provide better reporting and insights post-show to help you measure ROI from your time exhibiting.**

By securing your booth at Licensing Expo, you will also benefit from our 'Lead Generation package' to provide you with more measurable ROI than ever before which includes:



• Unlimited lead retrieval scanners allowing you and your entire team to scan visitor badges, capture leads and deliver digital content to visitors through QR codes.



• A Showcase Page in our online platform to showcase your IP and book meetings ahead of time with visitors.



• Concierge Matchmaking Service to provide 121 assistance with meeting outreach with select attended to meet your needs.



• Lead Generation pre & at show with our 'business card drop-off feature' for additional ROI.



ENHANCE YOUR PRESENCE

EXPO EXPO

Enhance your presence beyond your booth with a variety of sponsorship options













OFFICIAL MEDIA PARTNER LICENSE GLOBAL

Showcase your brand, services or products to the global licensing industry year-round







GET IN TOUCH - SALES CONTACTS

North American Sales

Kelli Couchee 1-212-600-3934 kelli.couchee@informa.com Account Director

Christie Ramsey 1-310-699-5452 christie.ramsey@informa.com

Sarala Govindan 1-646-255-0636 sarala.govindan@informa.com **Contact for Asia Sales** Account Director

Raquel Villazon 1-310-633-1280 raquel.villazon@informa.com **Contact for LATAM Sales**Account Executive

Allie Mintz 1-631- 655-6949 allie.mintz@informa.com

Account Manager

UK, Ireland & Russia Sales

Greg McDonald +44 (0) 7827 956197 greg.mcdonald@informa.com

Cassius Anderson +44 (0) 7990 400015 cassius.anderson@informa.com

Business Development Manager

EMEA Sales (Excluding UK, Ireland & Russia)

Matthieu Battini +44 (0) 7943 801759 matthieu.battini@informa.com

Business Development & Account Director

REQUEST A CALL HERE