# LICENSING EXPO

## **SALES BROCHURE 2023**







LAS VEGAS | NEW YORK | LONDON | SHANGHAI



#### **BRINGING BRANDS AND PRODUCTS TOGETHER**

Licensing Expo Las Vegas 13-15 June 2023 France Licensing
Day 2023
France
9 March 2023

**Licensing Expo**Shanghai
14-16 December 2022

Brand Licensing Europe London 4-6 October 2023 Brand & Licensing Innovation Summit New York 8-9 Nov 2022

**OFFICIAL SPONSOR** 



OFFICIAL PUBLICATION LICENSEGLOBAL

License Global is the official publication for all Global Licensing Group events, and the leading licensing news source globally.

WWW.LICENSEGLOBAL.COM



JUNE 13-15, 2023

Licensing Expo is the world's leading event dedicated to licensing and brand extension. Bringing together brand owners with retailers, licensees and manufacturers for 3 days of deal-making, trend spotting and networking.



## 2022 KEY STATS



Total attendance: 12,469

Number of meetings: 5,248



#### Attendance by visitor type (%)



Licensor/brand owner/property owner

Manufacturer/licensee/wholesaler/distributor



Number of countries represented: 77

% of CEO/Director: 57% of Visitors



- Advertising/sales/marketing
- Professional services

Retail

Licensing agent/consultant



Number of exhibiting companies: 238

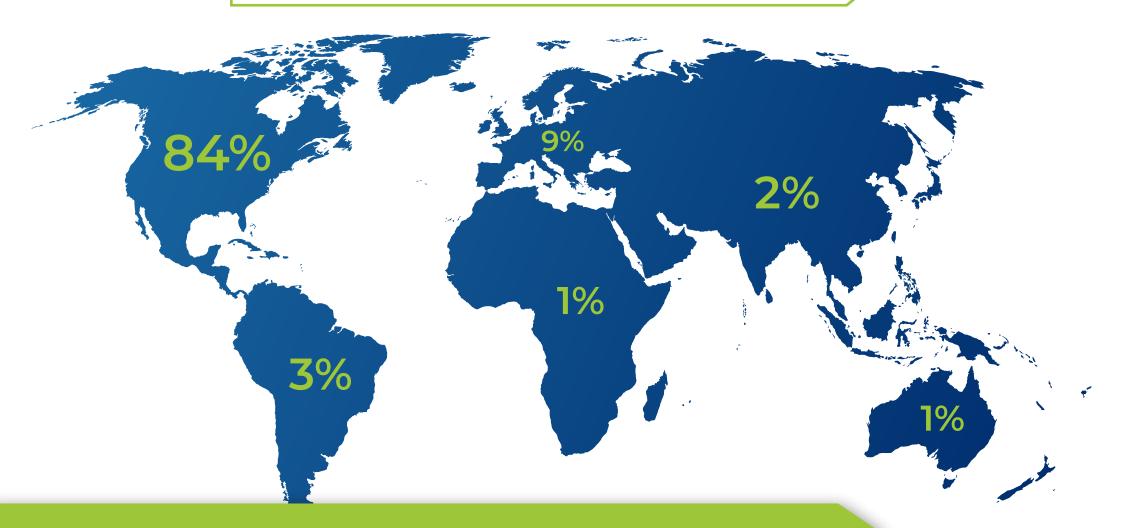






### **GEOGRAPHICAL BREAKDOWN**

STATS FROM 2022



77

2022 saw strong international attendance despite the global pandemic and significant travel restrictions in place, with 77 countries in attendance and 2,744 of international attendees.

## 2022 VISITOR SAMPLE

#### **Product Category Represented**

#### Toys & Games 41% Fashion 40% Gifts & Novelties 29% TV / Video / Film / DVD / Streaming Media 26% Houseware & Home Décor 20% Food & Beverage 16% Video Games 16% **Automotive 15%** Health & Beauty 14% **Publishing 14% Location-Based Entertainment 14% Juvenile & Infant Products 14% Sporting Goods / Outdoor 13% Stationery / Paper Goods 13%** Music 13% **Consumer Electronics / Software / Hardware 12%** Footwear 11% Pet Products 9% Travel / Leisure 7% Casino / Lottery 3% **Services / Promotions 2%**

#### **Property Category Interest**

Character & Animation 47% TV / Video / Film / DVD / Streaming Media 42% Toys & Games 40% **Video Games 34%** Art & Design 32% Fashion 31% **Corporate Brands 28% Celebrity / Influencers 27%** Sports 23% Music 22% Food & Beverage 15% **Publishing 13%** Colleges / Universities 10% Travel & Leisure 9% **Automotive 8% Heritage / Charity 5%** 

## 2022 VISITOR SAMPLE













































































PENSKE





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HOT TOPIC

















































## / LICENSING EXPO 2022 TESTIMONIALS

Licensing Expo is the place to be. Everyone we want to talk to is here.

ALLISON TIMBERLAKE, SENIOR MARKETING MANAGER, LAI GAMES



**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



STU SELTZER, PRESIDENT, SELTZER LICENSING GROUP



ANDREW CARLEY, DIRECTOR OF GLOBAL LICENSING, BBC STUDIOS

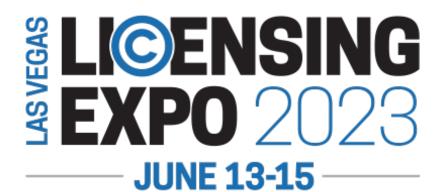
We will be back next year, we're in the licensing industry, so we can't miss the show.

MARIA ALCAIDE, OWNER, LICENSING HAÜS



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

SCOTT BROOKS, CREATOR, DANCING LEMURS





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
- \$167.92bn 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
- \$3.16bn value of the Global Art & Design Licensing industry

ARTISTS | DESIGNERS | IMAGE LIBRARIES | ILLUSTRATORS

#### Sports

- 22% visitors interested in the Sports zone
- 1 in 4 retailers looking to partner with a Sports brand
- \$31.68bn value of the Global Sports Licensing industry

**SPORTS TEAMS | SPORTS LEAGUES | SPORTS COMPETITIONS** 

## ENHANCED EXHIBITING EXPERIENCE

In 2023, 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 & post show with our 'business card drop-off feature' for additional ROI outside of the live event dates.



## ENHANCE YOUR PRESENCE

## EXPO ENSING

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













## OFFICIAL PUBLICATION LICENSEGLOBAL

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







## GET IN TOUCH - SALES CONTACTS

#### **North American Sales**

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**REQUEST A CALL HERE**