



FOR IMMEDIATE RELEASE

**The Independent Retailer Conference Returns to The
Sports Licensing and Tailgate Show**

Tailored specialty retailer focused sessions provides a true value-add for show attendees

SAN JUAN CAPISTRANO, Calif. – December 30, 2015 – The Sports Licensing and Tailgate Show, the premier event for brand owners, licensors, licensees and retailers interested in sports licensed products, is pleased to announce the schedule of specialty retailer focused sessions taking place on the show floor. These learning opportunities are part of the Independent Retailer Conference (IRC) hosted during the 2016 show set to stage January 24-26, 2016.

The IRC delivers valuable education specific to independent merchants. Over twenty educational sessions will be delivered by the IRC, located in the center of the show floor. The schedule includes 15-minute pop-up sessions that will take place the first two days of the show, with topics and take-a-ways for specialty retailers. Sessions are free to show attendees.

Attendees are encouraged to stop in to meet business and topic experts to receive one-on-one support and business advice. Subject matter experts will be available days one and two of the show, just across from the IRC show space.

Sunday January 24, 2016

9:45 – 10:15 | Digital Marketing Demystified
Ron Cates, Social Media Marketing Expert, Constant Contact

10:30 – 10:45 | Ideas to Improve Profit & Cash Flow NOW!
Paul Erickson, Senior Vice-President, RMSA Retail Solutions

11:00 – 11:15 | How to Engage Employees to Become Exceptional Brand Ambassadors

Patty Dominguez, Co-Founder, Create Buzz

11:30 – 11:45 | Trademarks and Brand Protection: Am I protected from the Counterfeiters and Infringers?

Laurie Marshall, Founder, Marshall Law Group

12:00 – 1:00 | Digital in Diapers: Marketing to the Millennials and Generation Z

Rich Kizer & Georganne Bender, Internationally Recognized Retail Experts

1:15 – 1:30 | More Photos, Less Copy! How to Effectively Use Photos In Your Email Blasts

Jason Holladay, Email Marketing Expert, Email Contact

1:45 – 2:00 | Top 10 Organic Growth Strategies Your Competition Wishes They Knew

Pamela Herrmann, Co-Founder, Create Buzz

2:15 – 2:30 | Trademarks and Licensing: Are Your Trademarks Ready?

Laurie Marshall, Founder, Marshall Law Group

2:45 – 3:00 | What Your Customers REALLY Want!

Rich Kizer & Georganne Bender, Internationally Recognized Retail Experts

3:15 – 3:30 | Open-to-Buy: Where Better Inventory Management Begins

Paul Erickson, Senior Vice-President, RMSA Retail Solutions

3:45 – 4:00 | Retail 101: Ten Tips To Make 2016 Your Best Year Yet

Nicole Leinbach Reyhle, Author and Forbes.com Contributor

Monday January 25, 2016

9:45 – 10:15 | Digital Marketing Demystified

Ron Cates, Social Media Marketing Expert, Constant Contact

10:30 – 10:45 | Top 10 Organic Growth Strategies Your Competition Wishes They Knew

Pamela Herrmann, Co-Founder, Create Buzz

11:00 – 11:15 | Retail 101: Five Things You Can Do Today to Help Increase Your Store Success

Nicole Leinbach Reyhle, Author and Forbes.com Contributor

11:30 – 11:45 | World Class Email Marketing

Ron Cates, Social Media Marketing Expert, Constant Contact

12:00 – 1:00 | He Said, She Said: Men and Women and Shopping and More!
Rich Kizer & Georganne Bender, Internationally Recognized Retail Experts

1:15 – 1:30 | The Psychology of Price – The Mark Up & Markdown Game
Paul Erickson, Senior Vice-President, RMSA Retail Solutions

1:45 – 2:00 | Learn How to Create the Perfect Subject Line to Get Your Emails Opened
Jason Holladay, Email Marketing Expert, Email Contact

2:15 – 2:30 | Trademarks and Licensing: Are Your Trademarks Ready?
Laurie Marshall, Founder, Marshall Law Group

2:45 – 3:00 | How to Set Your Sales Floor to Sell!
Rich Kizer & Georganne Bender, Internationally Recognized Retail Experts

3:15 – 3:30 | Ideas to Improve Profit & Cash Flow NOW!
Paul Erickson, Senior Vice-President, RMSA Retail Solutions

3:45 – 4:00 | Driving Traffic to Your Brick & Mortar Store via Email
Jason Holladay, Email Marketing Expert, Email Contact

For a complete list of session descriptions please visit the Sports Licensing and Tailgate events page. Sessions as of November 2015. Schedule subject to change.

Registration and housing have opened for the January 24-26, 2016 event at the Las Vegas Convention Center, South Hall. Once your show registration is complete, book your hotel through the official housing partner, OnPeak (formerly, Travel Planners.) Visit www.sportstailgateshow.com to complete your online registration and book housing today.

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About Sports Licensing and Tailgate Show

Held annually in Las Vegas, the Sports Licensing and Tailgate Show is the premier event for brand owners, licensors, licensees and retailers interested in sports licensed products. Home to over 350 exhibits and thousands of retailers, this is the only show of its kind to target the sports and tailgating market. Exhibiting companies hold the licenses for professional, collegiate and all other sports teams and represent all product categories. Visit www.sportstailgateshow.com for more information.

About Emerald Expositions

Emerald Expositions is a leading operator of large business-to-business tradeshows in the United States, producing over 90 tradeshows and conference events per year connecting over 335,000 buyers and sellers across nine diversified end-markets, including general merchandise, sports, hospitality and retail design, jewelry, photography, decorated apparel, building, healthcare and military. Emerald Expositions is headquartered in San Juan Capistrano, California. The company's shows are typically the most prominent and important for exhibitors and attendees within their various industries. To learn more about Emerald Expositions, please visit www.emeraldexpositions.com.

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