



## **FOR IMMEDIATE RELEASE**

### **Sports Licensing and Tailgate Show Opens Registration for January 14-16, 2015 Gathering**

*Show nearly sold out, with 40 new exhibiting brands and  
key retailers already registered to attend*

SAN JUAN CAPISTRANO, Calif. – September 12, 2014 – The Sports Licensing and Tailgate Show, the premier event for brand owners, licensors, licensees and retailers in the world of sports licensed products, is pacing to be one of the best shows in recent history.

When the show stages in January, attendees will see nearly 300 returning exhibitors, including Cutter & Buck, NFL Players Incorporated, and Top of the World, as well as more than 50 new exhibiting brands including, Gear for Sports/Under Armour, Pets First, Inc, Emerson Street Clothing Co, Jack Mason Brand, CI Sports, and the popular clothing brand, Peace Love World, Inc who will bring their line of licensed women's apparel to the show floor.

To date, more than 1100 key buyers and decision makers have already registered to attend. Representatives from Fanatics, Kohl's Department Stores, Sports Authority, Target and HSN, among with many independent retailers have already committed to attend.

The Sports Licensing and Tailgate Show will launch several features for the 2015 show with the goal of providing value and service to attending retailers and exhibitors. This year's show will include a reengineered awards program designed to recognize achievements of outstanding retailers, licensees and licensors.

The popular License to Buy program returns to the event, providing buyers the opportunity to get money back on orders placed at the show. Participating brands typically provide additional order incentives to encourage retailers to take action, making the Sports Licensing and Tailgate Show a true order placing tradeshow.

The introduction of the Independent Retailer Conference will provide an additional opportunity for attendees to maximize their show experiences. The Independent Retailer Conference is dedicated entirely to the unique lifestyle and responsibilities of small business owners. The education-rich, action-packed, concise sessions offer retailers the chance to engage, learn and connect with retail experts, industry leaders, service providers and like-minded entrepreneurs.

“Attendees of the IRC at the Sports Licensing and Tailgate Show can expect an interactive experience that leaves them better educated and more inspired – with takeaway tools to bring back to their stores,” said Liz Crawford, Vice President and Group Show Director for the Licensing Group. “This is an exciting and valuable extension of the show.”

Non-licensed merchandise has a home at the Sports Licensing and Tailgate Show as well. The Tailgate Zone is home to products that are meant to enhance sports outings with everything from coolers, tailgate games, tents, chairs, cooking equipment and more. Products featured in this area help retailers identify products that will enhance their overall product offering.

The opening night party sponsored by the National Football League Players Association will kick off the show at 5:00 p.m. January 14. This networking event will give exhibitors and attendees the chance to make new friends and contacts and strengthen existing relationships in a casual and relaxing environment.

Registration and housing have opened for the January 14-16, 2015 event at the Las Vegas Convention Center, South Hall. Register today to take advantage of purchasing opportunities and business growth services. Take care of everything at once by booking your hotel through the official housing partner, Travel Planners. Visit [www.sportstailgateshow.com](http://www.sportstailgateshow.com) to complete your online registration and book housing.

# # #

### **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](http://www.sportstailgateshow.com) for more information.

### **About Emerald Expositions**

Emerald Expositions is a leading operator of large business-to-business tradeshow in the United States, producing over 90 tradeshow 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](http://www.emeraldexpositions.com).

### **MEDIA CONTACTS:**

Kate Blom-Lowery

Sports Licensing and Tailgate Show  
Director of PR  
[kate.lowery@emeraldexpo.com](mailto:kate.lowery@emeraldexpo.com)  
(949) 226-5779

Nikki Puckett  
Sports Licensing and Tailgate Show  
Marketing Manager  
[nikki.puckett@emeraldexpo.com](mailto:nikki.puckett@emeraldexpo.com)  
(949) 226-5750