



**FOR IMMEDIATE RELEASE**

### **Sports Licensing and Tailgate Show Opens Registration to Higher Participation**

*Booth sales pacing well over last year*

**SAN JUAN CAPISTRANO, Calif. – September 30, 2015** – The Sports Licensing and Tailgate Show, the premier event for brand owners, licensors, licensees and retailers in the world of sports licensed products, has opened registration for the 2016 show. Attendees can begin to make plans for what is shaping up to be a record setting event.

The show floor is already 85% sold out and will feature more than 300 returning exhibitors, including Champion, Fabrique Innovations, Gameday Couture, Jack Mason Brand, Under Armour, Victory, Tailgate as well as new exhibiting brands including, CollegeGuitars.com, Freaker USA Gameday Ironworks LLC, Gameday Leggings, Rhino Rugby, and more.

In 2015, nearly 2000 key buyers and decision makers were in attendance to preview the latest in sports licensing gear, apparel, home goods and gifts. Representatives from Amazon, Sport Chalet, Nordstrom, Dunhams Sport, Burlington, Big 5 Sporting Goods, Fred Meyer, Kohl's, Lids, Pro Image and Target have already registered to attend the 2016 show. Several universities and colleges have already registered to find the latest in licensed gear, including, UCLA, Indiana University, Kansas State, Iowa State, Oklahoma State.

League participation is pacing ahead of last year, with the inclusion of the NBA, CLC, NHL, NFLPA, NASCAR, etc.

“The Sports Licensing and Tailgate Show has shown significant growth over the past three years. We continue to bring new brands and buyers, education, networking, buying programs and more to ensure that everyone leaves with a positive return on their investment,” said Liz Crawford, Vice President and Group Show Director for the Licensing Group. “The high quality of

exhibiting brands and the increased buying power of attending retailers continues to prove that this is the event to attend to meet your business goals.”

The popular License to Buy program will return to the event, providing buyers the opportunity to get money back on orders placed at the show. Participating brands provide order incentives to encourage retailers to take action, making the Sports Licensing and Tailgate Show a true order placing tradeshow. In an effort to update and maximize the benefits of the program, a few changes have been made to alleviate the long lines on the last day, and provide more time to shop and buy.

The Independent Retailer Conference (IRC) will be back to provide attendees an opportunity to sharpen their skills and learn retail focused tips that will help them strengthen their business. The IRC is dedicated entirely to the unique lifestyle and responsibilities of small business owners by providing education-rich, action-packed, concise sessions. The IRC sessions will take place on the show floor near booth number #4076.

The Sports Licensing and Tailgate Show will once again feature non-licensed product in the Tailgate Zone. Brands and merchandise in this area are meant to enhance sports outings and can help retailers identify products that will augment their overall product offering. Retailers can find everything from coolers, tailgate games, tents, chairs, cooking equipment and more.

The opening night party will kick off the show at 5:00 p.m. on January 24. 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 24-26, 2016 event at the Las Vegas Convention Center, South Hall. Register today to take advantage of purchasing opportunities, networking and business growth services. Once your show registration is complete, book your hotel through the official housing partner, OnPeak (formally, Travel Planners.) Visit [www.sportstailgateshow.com](http://www.sportstailgateshow.com) to complete your online registration and book housing today.

###

### **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 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](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  
Director of Marketing  
[nikki.puckett@emeraldexpo.com](mailto:nikki.puckett@emeraldexpo.com)  
(949) 226-5750