



**FOR IMMEDIATE RELEASE**

**The 2016 Sports Licensing and Tailgate Show Closes After Successfully  
Conducting the Business of the Industry**

*Brand owners, licensors, licensees and retailers enjoyed three days of order writing, deal making, education and networking*

**SAN JUAN CAPISTRANO, Calif. – January 26, 2016** – The Sports Licensing and Tailgate Show, the premier event for brand owners, licensors, licensees and retailers interested in sports licensed products, came together for three days of order writing, deal making, education and networking, showing why sports fan merchandise represents \$22 billion in retail sales and is one of the fastest growing market segments according to the Licensing Letter.

Held annually at the Las Vegas Convention Center, the Sports Licensing and Tailgate Show staged this week, January 24-26, 2016. The show welcomed over 380 exhibitors and thousands of retailers. Exhibiting companies hold the licenses for professional, collegiate and all other sports teams and is the only show of its kind to target the sports merchandise and tailgating market.

This week, the show was home to more than 2000 key buyers and decision makers on hand to preview the latest in sports licensing gear, apparel, home goods and gifts. Representatives from Amazon, Dunham's Sports, Burlington, Dillard's, Wal-Mart, Fred Meyer, Bed Bath and Beyond, Kohl's, Lids, Pro Image and Target were ready to bring sports licensed gear and accessories into their stores. Over 60 universities and colleges were also in attendance to find the latest in licensed gear, including UCLA, Indiana University, Kansas State, Iowa State, Oklahoma State, and others.

The show has experienced double digit growth over the past several years. Exhibitors include brands like, Champion, Fabrique Innovations, Gameday Couture, Jack Mason Brand, Row One Brands, Under Armour, Victory Tailgate as well as new exhibiting brands including,

CollegeGuitars.com, Freaker USA, Gameday Ironworks LLC, Gameday Leggings, 4PlayersOnly and Rhino Rugby. These brands represent everything from apparel, accessories, home goods, gift items, pet products, footwear, stationery, baby products and much more.

Leagues that exhibited include, NBA Properties, Collegiate Licensing Company, NHL, NFL Players Inc., NASCAR, Fermata Partners, Learfield Licensing Partners, Chelsea Football Club, and others.

“The Sports Licensing and Tailgate Show continues to provide a valuable platform for those who are engaged in the sports licensed products business. This growing market segment is highlighted by this year’s record attendance of buyers and the number of exhibiting brands launching creative products,” said Liz Crawford, Vice President and Group Show Director for the Licensing Group. “With the football playoffs happening just as the show was launched, there was a fun energy and excitement that accompanied the business being done on the show floor.”

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

The Independent Retailer Conference (IRC) was back to provide attendees an opportunity to sharpen their skills and learn retail focused tips that will help them strengthen their business when they return home. The IRC is dedicated to the unique lifestyle and responsibilities of small business owners, providing education-rich, action-packed, concise sessions throughout show days.

Networking sessions, including playoff game viewing, the opening night party and Day 2 happy hour, rounded out the 3 days of business, providing retailers and exhibitors the opportunity to build and strengthen relationships.

“The show has been a great way for us to meet retail buyers and show the collection in person,” said Molly Seitz, NUYU. “There has been a great reaction to our products from the buyers. AS a result of our exhibiting, we have made connections and relationships that we would not have been able to make otherwise.”

“This was my first time attending the Sports Licensing and Tailgate Show. It is a great format with a relaxed setting that provides an excellent opportunity to shop at your own pace. A show like this is a true benefit for specialty retailers looking for ways to differentiate themselves and find innovative new products to bring into their mix,” John Franco, commented Taterhill Trading Company.

Chad Bryant, Spirit Jersey stated, “we’ve been doing the show for three years and we always open new accounts, find new leads, have productive discussions and meetings, and enjoy the networking. This show has a great vibe and we find true value in exhibiting.”

"I came to the Sports Licensing and Tailgate Show because of the Independent Retailer Conference and have gained a wealth of information that every retailer should be thinking about, said Corey Peterson, Hemslojd Inc. "Next time I'll bring my staff so they can benefit from this experience, also."

Registration for the 2017 Sports Licensing and Tailgate show is scheduled to open in the fall. The show is scheduled for January 17-19, 2017 at the Las Vegas Convention Center, South Hall. Those interested in exhibiting at the 2017 show can contact Matt Lawson at [matt.lawson@emeraldexpo.com](mailto:matt.lawson@emeraldexpo.com).

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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 380 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.

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