



FOR IMMEDIATE RELEASE

**Nominations for the 2015 Sports Licensing and Tailgate Show Awards
are Open for Online Submission**

*Nominate outstanding licensees, retailers and licensors in recognition
of their successes over the past year*

SAN JUAN CAPISTRANO, Calif. – December 3, 2014 – Show organizers announced recently the launch of the new 2015 Sports Licensing and Tailgate Awards. The Awards are designed to recognize the highest achievements in the Sports Licensing industry over the past year. Winners will be recognized on site during the 2015 Sports Licensing and Tailgate Show, held in Las Vegas at the Las Vegas Convention Center, South Hall, January 14- 16, 2015.

[Nominations for the 2015 Sports Licensing and Tailgate Awards are now open](http://www.sportstailgateshow.com/show-info/awards/#sthash.ITnTeyqT.dpuf) (<http://www.sportstailgateshow.com/show-info/awards/#sthash.ITnTeyqT.dpuf>) and accepted through Tuesday, December 9, 2014. Formerly the Rising Star Awards, the newly revamped awards platform will recognize winners based on creativity, originality and innovation – what was special about the product or promotion, as well as the success of the product or promotion – how well was it received in the marketplace in terms of its goals? Additionally, the awards will now include licensees, retailers and licensors.

“The Sports Licensing and Tailgate Awards gives us the opportunity to celebrate successes, recognize hard work, share ideas and encourage future industry achievements,” said Liz Crawford, VP and Show Director. “The new awards platform is exciting as it allows more companies and categories, than ever before to be recognized for their accomplishments.”

Award Categories:

Licensee:

- Best new sports licensed product (sold at retail for 12 months or less)

- Best sports licensed apparel item
- Best sports licensed fashion accessory
- Best sports licensed tailgate product
- Best non-licensed tailgate product (licensed products will not be accepted in this category)
- Best sports licensed gift/novelty product

Retailer:

- Best use of social media
- Most creative in-store promotion
- Best marketing campaign
- Community service award

Licensor:

- Most creative partnership

Nominations will be accepted through the online nomination form. All qualifications and submission guidelines are outlined on the nomination page. Winners will be selected by SportsFan Retailer magazine. A “People’s Choice” award will also be chosen by industry peers via social media.

The deadline for nominations has been extended to December 9, 2014, so be sure to enter now to be considered. Finalists will be announced by December 19, 2014. To register for the show, visit www.sportstailgateshow.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 300 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 65 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.

MEDIA CONTACTS:

Nikki Puckett
Sports Licensing and Tailgate Show

Marketing Manager
nikki.puckett@emeraldexpo.com
949-226-5750

Kate Blom-Lowery
Sports Licensing and Tailgate Show
Director of PR
kate.lowery@emeraldexpo.com
(949) 226-5779