

FOR IMMEDIATE RELEASE



**Sports Licensing and Tailgate Show Recognizes
Active Duty and Veteran Heroes with Operation Hat Trick (OHT) Interactive Hero Wall**

SAN JUAN CAPISTRANO, Calif. –January 12, 2015– The Sports Licensing and Tailgate Show, the premier event for brand owners, licensors, licensees and retailers interested in sports licensed products, announced today details about a promotion to recognize military service members and veterans that have served our country through Operation Hat Trick, which is supported by exhibitors '47 Brand, Wincraft, and Victory Tailgate.

Operation Hat Trick (OHT) is an organization that generates awareness, support, and funding for the recovery of America's wounded warriors through the sale of OHT merchandise and products, proceeds of which are donated to those organizations around the country that fulfill OHT's mission. OHT, in partnership with its exclusive apparel licensing partner '47 Brand and non-apparel partners Wincraft and Victory Tailgate, is making a very direct and positive impact on the lives of our heroes by generating an incremental royalty on the sale of co-branded OHT products. OHT's slogan says it all..."They promised to defend, we promise to support."

Attendees entering the Sports Licensing and Tailgate Show (SLTS) will have the opportunity to honor active service members and veteran heroes on a Hero Wall. The activity wall will be placed on the Sports Licensing and Tailgate Show exhibit floor. Attendees will be encouraged to write a tribute to a serviceman or woman or veteran. Participants are asked to take a selfie with their message and post on social media at #STLShow, allowing them to share the message with their hero.

"We are proud to recognize those that have given of themselves to serve our country. The sacrifice of these brave service members and veterans goes beyond themselves individually and extends to their families," commented Liz Crawford, Vice President and Sports Licensing and Tailgate Show Group Show Director for the Licensing Group. "As a result of their brave service and commitment to protecting our country, we are able to enjoy the freedom that comes with

living in the United States. We thank them for their service and are happy to recognize their efforts in this small way.”

“OHT is the only caused-based initiative born and fostered on college campuses through the unified efforts of hundreds of collegiate institutions, pro sports teams, high schools, and corporations,” said Dot Sheehan, OHT Founder and OHT President. “These varied groups demonstrate an inspiring level of solidarity in supporting our wounded service men, women, and veterans” she added. Conceived in 2007 and taken to a national level in 2012 by Sheehan and under the strategic guidance of SLTS exhibitor The Collegiate Licensing Company (CLC), OHT has been adopted by key retailers throughout the country totaling thousands of retail doors and now generates significant funds that directly support injured service members and veterans.

Donations can be made to Operation Hat Trick by visiting <http://www.operationhattrick.com/inside/donation/index>.

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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 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.

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