



**FOR IMMEDIATE RELEASE**

**Hall of Famers and Celebrity Brands Bring Star-Power and Excitement to the Sports Licensing and Tailgate Show**

**SAN JUAN CAPISTRANO, Calif. – January 13, 2016** – The Sports Licensing and Tailgate Show, the premier event for brand owners, licensors, licensees and retailers interested in sports licensed products, welcome several exhibitors that have been featured on national TV shows, adding star power to upcoming show which stages January 24-26, 2016 at the Las Vegas Convention Center.

The show floor is already 95% 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.

Exhibiting brands bring noteworthy celebrities or have made headlines on their own. Be sure to stop by and visit:

**Nate "Tiny" Archibald**, retired American professional basketball player. He spent 14 years playing in the NBA, most notably with the Cincinnati Royals, Kansas City, Omaha Kings and Boston Celtics. He is the only player to lead the league in scoring and assists in the same season. Archibald was selected in the second round of the 1970 NBA Draft (19th pick) by the Cincinnati Royals. He was also drafted by the Texas Chaparrals of the American Basketball Association. Archibald played for the Cincinnati Royals / Kansas City Kings from 1970–1976, the New York Nets from 1976–1977, the Boston Celtics from 1978–1983, and the Milwaukee Bucks from 1983–1984. He was named to the NBA's 50th Anniversary All-Time team and was inducted to the Naismith Basketball Hall of Fame in 1991. Archibald will appear each day of the show in the Inkredible, Inc. booth 8111 from 12:00 p.m. – 2:00 p.m.

**Ruben Sierra**, former Major League Baseball outfielder, Sierra goes by the nicknames El Caballo and El Indio. Over 20 seasons, Sierra played for the Texas Rangers from 1986–1992, 2000–2001,

2003, Oakland Athletics from 1992–1995, New York Yankees from 1995–1996, 2003–2005, Detroit Tigers though 1996, Cincinnati Reds and Toronto Blue Jays in 1997, the Chicago White Sox in 1998, Seattle Mariners in 2002, and the Minnesota Twins in 2006. Sierra made his major league debut on June 1, 1986 as an outfielder and hit a home run in just his second MLB at bat becoming the first Texas Rangers player to accomplish this feat. Sierra will be at the Zippguard booth 9068 from 11am -2pm each day of the show.

**Gameday Couture booth 3137**, an exhibitor with celebrity ties will be on the show floor in booth 3137. The husband and wife owners of Gameday Couture appeared on the reality show “Shark Tank,” where entrepreneurs pitch their business plans to a panel of investors. The couple’s high-fashion game-day clothing line had a natural pairing with panelist and Dallas Mavericks owner Mark Cuban. Cuban is now an investor in Gameday Couture. The firm is licensed with more than 30 universities, including Oklahoma State University (where owners went to school and got their first license), the University of Oklahoma, University of Tulsa and University of Arkansas.

**Coopersburg Sports, a division of Coopersburg Associates, Inc., PA booth 2051**, family owned and operated since 1791, they are America's oldest manufacturers of turned wood products. They were originally known as Coopersburg Handle Works which produced a wide range of items—from tool handles and G.I. pack shovels (produced during WWII) to tools for the fishing and poultry industry and full size bats for some major league players during the 1950s. A natural extension of the bat turning business led to the license with MLB in the early '90s. Coopersburg Sports was featured in an episode of The Profit. The Profit is a show that airs on CNBC Prime about struggling businesses finding a “savior” in the person of multi-millionaire Marcus Lemonis. In each episode, Lemonis, the CEO of Camping World and Good Sam Enterprises finds a business in need of help and radically change its core while investing a hefty amount of his money to save it. As a result of the show, have a new subdivision called Coopersburg Products LLC was formed to distribute new product lines. Coopersburg Sports now has licenses with NFL, NCAA, NASCAR and NHL coming on board soon with their licensed merchandise.

“The Sports Licensing and Tailgate Show has grown to be the gathering place for not only the brands, licensors and retailers executing the business of the industry, but it is also the place that athletes and celebrities come to share their professional experiences and notable events. It is exciting to see so many former players and celebrities join the show,” said Liz Crawford, Vice President and Group Show Director for the Licensing Group. “Their involvement in the show brings a fun energy and vibe, making business productive and fun.”

A complete list of exhibiting brands, appearances and events are available on the Show Planner and on the Sports Licensing and Tailgate Show mobile app. Search Sports Licensing and Tailgate Show in your app store.

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

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