

SPORTS **LICENSING** & **TAILGATE** **SHOW**

EXHIBITING INFORMATION

JANUARY 22-24, 2019

LAS VEGAS CONVENTION CENTER

SPORTSTAILGATESHOW.COM





The Sports Licensing and Tailgate Show in Las Vegas is the only event dedicated to the business of sports and collegiate licensed merchandise. Retailers from across the country and around the world come to Las Vegas every year to find new products, meet new vendors and – most importantly – to write orders.

The Show continues to grow year after year and attracts the widest variety of retailers. Buyers come from concessionaires, college bookstores, mass market retailers, gift shops, drug stores, sporting goods stores and more. Every retailer goes through a strict qualification process to ensure exhibitors get the most qualified audience possible.

The 2018 show saw dramatic growth in the collegiate licensing segment. In addition to hundreds of college bookstore buyers, including Follett and Barnes & Noble College Booksellers, there were nearly 200 college licensing departments in attendance. These are just a few of the schools that attended:

Arizona State University
Auburn University
Brigham Young University
Butler University
College of William & Mary
East Tennessee State University

Georgia Tech
Kansas State University
Northwestern University
Rutgers University
Texas A&M University
The Ohio State University

University of Michigan
University of Notre Dame
University of Southern California
Utah Valley University
Vanderbilt University
Yale University

WHO SHOULD EXHIBIT?

Licensees, manufacturers and brand owners representing professional or collegiate leagues and teams. Exhibitors represent all product categories – from apparel & accessories to housewares to pet products.

This is the only place where you can access this many targeted buyers at one time, under one roof!
Reserve your booth space today! Contact **Matt Lawson: matt.lawson@emeraldexpo.com or (813) 531-7760.**

LEAGUES/AGENCIES THAT PARTICIPATED IN 2018:



2018 ATTENDANCE BY THE NUMBERS

 **2,000+** QUALIFIED BUYERS

 **200** COLLEGIATE LICENSING REPRESENTATIVES

 **1,300** STORE FRONTS

 **4,400+** TOTAL ATTENDANCE

 **49** STATES + D.C. PRESENT

15 COUNTRIES PRESENT.
TOP 4: CANADA, AUSTRALIA, MEXICO AND UNITED KINGDOM.

96% OF ATTENDEES HAVE PURCHASING AUTHORITY

JUST A FEW OF THE RETAILERS IN ATTENDANCE



MARKETING & SPONSORSHIP OPPORTUNITIES

Set yourself apart from your competition and get the attention of buyers with our unique marketing opportunities. There is something to fit every marketing objective and every budget.

LICENSE TO BUY

For only \$695, exhibitors can place a License to Buy coupon in the show directory. The License to Buy program incentivizes buyers to visit your booth by rewarding them with money back on purchases they make at the show. The 2018 program was the biggest ever, with \$7.3 million in orders written and \$96,000 rewarded to buyers.

NEW PRODUCT ZONE – \$395

Show off your new items and drive additional traffic to your booth. The New Product Zone is a cost effective way for you to highlight your latest products!



TOTALREACH PACKAGES

Get exposure online, in print and onsite! Our TotalReach packages offer maximum exposure for minimum investment, making them a great value.

SEE THE FULL LIST OF AVAILABLE OPPORTUNITIES AT [SPORTSTAILGATESHOW.COM](https://sportstailgateshow.com).

**HAVE A UNIQUE SPONSORSHIP IDEA? LET US KNOW!
CUSTOMIZED PACKAGES ALSO AVAILABLE.**



CONTACT US TODAY TO RESERVE YOUR BOOTH AND DISCUSS MARKETING OPPORTUNITIES!

MATT LAWSON: MATT.LAWSON@EMERALDEXPO.COM OR (813) 531-7760