



License to Buy

SHOW SPECIALS PROGRAM

JANUARY 22-24, 2019 | LAS VEGAS CONVENTION CENTER
SPORTSTAILGATESHOW.COM

What is License to Buy?

The License to Buy Show Specials Program is the most cost-effective marketing opportunity for exhibitors. License to Buy offers incentives for buyers to visit your booth AND write orders. Not only do buyers get the discount or special offered with the coupon, they can actually earn money back on orders placed at the show!

How does it work?

For only \$695, exhibitors can place a License to Buy coupon in the show directory. Buyers use these coupons to take advantage of discounts and specials from participating exhibitors. When a buyer makes cumulative purchases of \$500 or more, the Sports Licensing and Tailgate Show rewards them with money back.

We're making some changes to the program for 2019 to make it easier for buyers and exhibitors by reducing paperwork and wait times:

- 1) Instead of offering 1.5x rewards on days 2 and 3, we are increasing the rewards amount for all three days (see table below). The minimum qualifying order is still \$500 per exhibiting company.
- 2) Each LTB exhibitor will be given order confirmation forms to complete and give to each qualifying buyer. Buyers will no longer have to collect signed coupons or business cards from the exhibitors or submit their original purchase orders.

NEW REWARDS AMOUNTS FOR 2019!

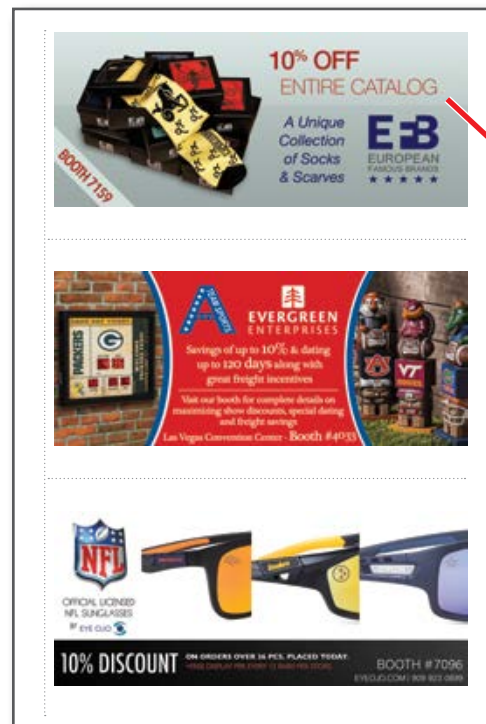
On cumulative orders of:	SLTS Rewards:
\$500 – \$4,999	\$75
\$5,000 – \$19,999	\$125
\$20,000 – \$24,999	\$200
\$25,000 and up	\$225

Bonuses:

When a buyer places orders with more than 4 participating License to Buy companies, they earn an additional bonus of \$50 per company over 4.

What does it look like?

License to Buy coupons are printed in a special section of the show directory like the example below. Terms and conditions of the License To Buy program will appear on the back of each coupon.



License to Buy Coupon Specs:

- 4-3/4" W x 2" H
- 4-Color or Black and White
- 4-Color ads MUST USE CMYK
- NO RGB
- NO BLEEDS
- Materials due: **December 14, 2018**

PDF's are the preferred file format with all fonts embedded. If PDF is unavailable we can accept your ad as either an EPS, JPG or TIFF file - all fonts must be converted to outlines, all graphics linked and files should be a minimum of 300 dpi. We cannot accept Microsoft Word, Publisher or PowerPoint files for ads.

IN 2018, \$7,330,621 IN ORDERS WERE WRITTEN THROUGH 97 PARTICIPATING LICENSE TO BUY EXHIBITORS.

169 RETAILERS PARTICIPATED AND RECEIVED MORE THAN \$96,000 IN REWARDS.

SEE THE FULL LIST OF RETAILERS ON THE NEXT PAGE.



We have been part of the License To Buy Program the last three years. It tripled our orders this year and all our customers look forward to using the program at the show. It is the best "special" we have at any show.

– Sewing Concepts



For more information about License to Buy, contact:

Matt Lawson
(813) 531-7760 | matt.lawson@emeraldexpo.com



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2018 Participating Retailers:

ACD Sports	Evco, Inc. (The Sports Zone)	Norfolk Academy	Star Spangled, LLC
Ad Pro	EWU Bookstore	North Ends Trading Post	St. John's School
Agape Fashion	Fanatics 101	Northern Sports	St. Mark's School of Texas Student Store
All Star Sports	Fan Pride	Number21 Sports, LLC	Strawberry Patch
Alumni Hall Stores	Gadgets & Gizmos	On The Ball Sports, Inc.	Summit Sports, Comics & Games
Atlantic Coast Sports	Gameday Connexion, Inc.	Osborne Family Enterprises	That Sports Store on Main
A to Z Enterprises	Garnet & Gold	Out of Bounds Sports	The Bolles School Campus Score
Auburn University Bookstore	Gator Mania	Packerland Plus	The Buckeye Store and More
Avantika, Inc.	Global Sports	Palmetto Moon	The Corporate Edge
AV Sports & Graphics	Grand Canyon University	Pastime Sports & Games	The Clubhouse / University Spirit
Baseball Plus	Gulf Coast Cards	Pearl's Sports Shop	The Duck Store
Behrtschen Enterprises	Guys & Gals Gifts (Designs by Nature)	Prep 2 Pro Sports	The College Corner
Bigg Sports	Greater Atlanta Christian School	Prerna, Inc.	The Lodge
Bill's Sports Collectibles	Hampden-Sydney College Campus Store	Premium Investments (Sports Cards Collectibles)	The M Store
Bleacher Bums	Hall of Fame Cards	Proimage Sports	The Sports Scene
Boise State University Bronco Shop	Harves Sport Shop	Pro Stop Sports Wear	The Tiger Sports Shop
Bond's Drug/Bond's Tailgaters	Heads Up Sports	Race Daze Collectibles	The Ultimate Sports Fan
Book Mart Corp. / Campus Book Mart	Husker Hounds	Ramson's Imports	The University Book Store
Bounce Back Sports	Invision Inc. (Campus Emporium)	R and S Impressions, Inc.	The University Store
BSB Sports Collection and Pro Club Wear	Jeda Enterprises	Red Lester Sports	TNC Sports
BSM Sports (Broad Street)	Jewelry Warehouse	Ricks Vending & Dist.	Toomers Druges
BYU Bookstore	Jimmys Sports World	Rose-Hulman Bookstore	Touchdown Gifts
Cal Student Store (BBA Bookstore CA. Inc.)	Kalcorp Enterprises (Aggieland Outfitters)	Runways & Raceways	Trenz Shirt Co.
Chris' University Spirit	Klig's Kites	Scott's Toys & Collectibles, Inc.	UCLA Store
Chapel Hill Sportswear	Kryptonite Collectibles	Silver and Blue Outfitters	UCSB Bookstore
Classic	KTNW Associates	SIMC, LLC	University Book Store, Inc.
CMU Bookstore	LF Diversified Investments, LLC	Sioux Shop	University of Colorado
Collectors Heaven, LLC	Lucky Dog Sports	Southern Sportz Store	University of Richmond Bookstore
College Station Sports Stores	Mancave Store	Speckle Bellies Clothing	University Outpost Bookstore
College Book Store, Inc.	Marina K Salva, Inc.	Spokane Pulltab	Unam Investments
Collegiate School	McCaulou's, Inc.	Sports Center, LLC	Upstate Tailgate, Inc.
Create a Plaque	Meuniens, LLC	Sports Fanatic, Inc. (Pruess Investments)	Utah State University Campus Store
Creative Sports	MH2 Sports	Sports Fans	Vandal Store
Crimson Proud, LP (Balfour of Norman)	Miami Fanwear, LLC	Sports Fever	Waukesha Sportscards
CR Sports, Inc.	Michael J Rubenstein, Inc. (Manny's)	Sports Obsession	We're Good Sports, Inc.
CTP Enterprises, LLC	MICDS Campus Store	Sports Outlet Express	William & Taylor, Inc.
CWU Wildcat Shop	Miko, LLC	Sports Team Accessories, Inc.	WKU Store
Cynter Enterprises	Morehead State University Bookstore	Sports Treasures	Wolfpack Outfitters
DCT Enterprises, Inc.	Naval Academy Business Service	Sportz Zone	Yame, Inc. (VISports)
Delta Landing Company	NBJ5	SS and J Sports, Inc.	Yogiraj Corporation
Denver Autographs.com	NDSU Bookstore	Squeeze Play	
Duck Store	Neil's Corner Spot, Inc.	Stadium Signatures	
El Camino College District	NLCycle, LLC		

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