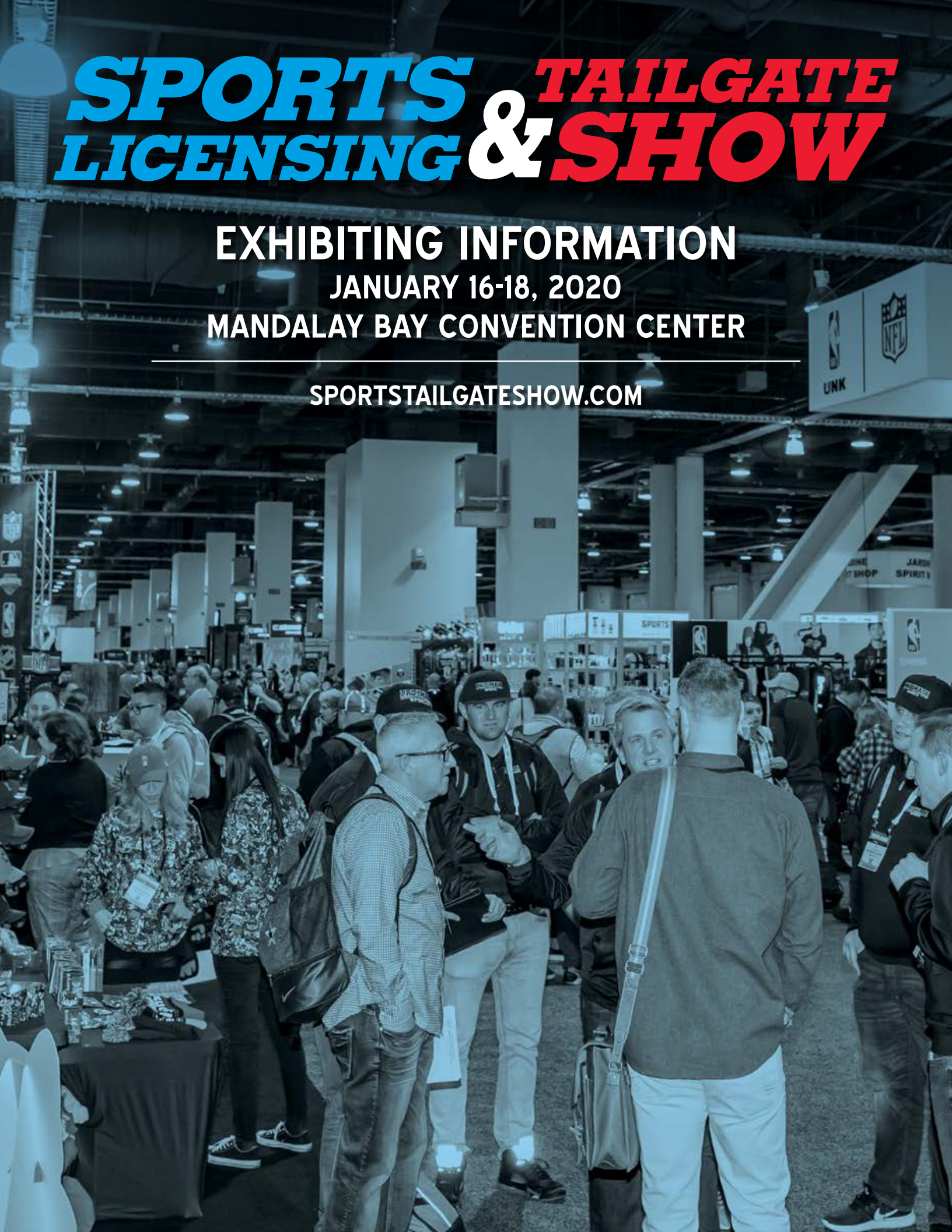


SPORTS LICENSING & TAILGATE SHOW

EXHIBITING INFORMATION
JANUARY 16-18, 2020
MANDALAY BAY CONVENTION CENTER

SPORTSTAILGATESHOW.COM





The Sports Licensing and Tailgate Show is the only event dedicated to the business of sports and collegiate licensed merchandise. Retailers and schools from across the country and around the world come to Las Vegas every year to find new products, meet new vendors and - most importantly - write orders. So if you are a licensee, manufacturer or brand owner representing professional or collegiate leagues and teams, you need to be at this show.

The 2020 Sports Licensing and Tailgate Show will take place **January 16-18** at the **Mandalay Bay Convention Center**. This one-year move will allow exhibitors and attendees to enjoy the campus atmosphere and all of the dining and nightlife options Mandalay Bay has to offer. The ICLA Winter Symposium will also be back in 2020, bringing with it its extensive collegiate audience.

RETAIL ATTENDANCE

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.

COLLEGIATE ATTENDANCE

The collegiate licensing segment remained strong in 2019. 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:



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.

2019 ATTENDANCE BY THE NUMBERS

 **2,000** QUALIFIED BUYERS

 **120** COLLEGIATE LICENSING REPRESENTATIVES

 **1,100** STORE FRONTS

 **4,700+** TOTAL ATTENDANCE

 **47** STATES + D.C. PRESENT

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

JUST A FEW OF THE RETAILERS IN ATTENDANCE



“ The Sports Licensing and Tailgate Show has quickly become our favorite, and now the most successful show we've ever attended. A must-attend for anyone servicing this industry! ”
 – Bryan Shellhamer, COO, Co-Owner, SDS Design Associates, Inc.

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 \$795, 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 2019 program was the biggest ever, with \$16 million in orders written and \$185,000 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.
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