



License to Buy

SHOW SPECIALS PROGRAM

JANUARY 16-18, 2020 | MANDALAY BAY 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 \$795, 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.

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!

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

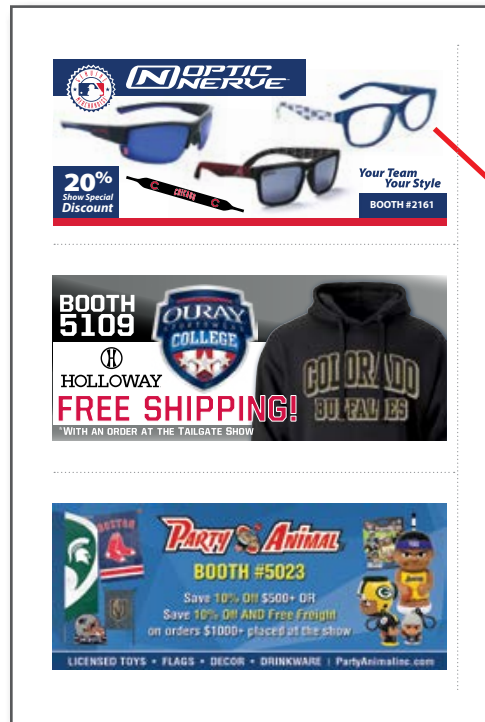
Bonuses:

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. No limit.

“ We had an epic show this year, largely due to the License to Buy program. Our orders doubled from last year, making it an extremely productive show. It’s great to see more and more buyers taking advantage of this tool. ”

What does it look like?

License to Buy coupons are printed in a special section of the show directory like the example below.



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 8, 2019**

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 2019, \$16,000,000+ IN ORDERS WERE WRITTEN THROUGH 130 PARTICIPATING LICENSE TO BUY EXHIBITORS.
276 RETAILERS PARTICIPATED AND RECEIVED MORE THAN \$185,000 IN REWARDS.
SEE THE FULL LIST OF RETAILERS ON THE NEXT PAGE.

For more information about **License to Buy**, contact: **Matt Lawson**
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2019 Participating Retailers:

4 Ever Sports
7th Inning Stretch
A+ Hats N More
ACD Sports
AD Pro
Agape
Association of Graduates of the USAAA
Auburn University Bookstore
Aude's Novelties
AV Sports
Avantika, Inc. DBA Prolmage Sports
B&B Retail, Inc.
BA Trading
Balfour of Normal
Baseball Plus
BBA Bookstore CA, Inc. DBA Cal Student Store
Berea College Visitor Center
Best of Big Red
Big Red Shop, Inc.
Bill's Sports Collectibles
Bismarck State College Bookstore
Blessed Trinity Catholic High School
Board of Regents, Nevada Wolf Shop
Boise State University Bronco Shop
Bond's Tailgaters
Bonga's and Bandits
Boomers Sportswear + More
Bounce Back Sports
Brian Bowers / Sports Obsession
Bricks + Ivy Sports
Brown and Gold
BSB Sports Collection and ProClub Wear
Bulldog Fan Zone
BCW Inc DBA Elements Fanzone
BYU Store
C.C. Creations, Ltd.
CAC Sporting Goods
Campus Book Mart
Campus Colors
Carolyn's Hallmark Shop
Cate School
Central Michigan University Bookstore
Chapel Hill Sportswear, Inc.
Charleston Dept. Store
Chris' University Spirit
Clark Trophies
Classic Carolina
Cleco Holdings
Colby Bookstore
Collectors Heaven, LLC
Collectors Paradise
College Book Store, Inc.
College Collectibles
The College Corner
College Station Sports Stores

Collegiate Pride DBA Lions Pride
Colorado State Bookstore
Communiographics, Inc.
CR Sports, Inc. DBA Red + White Shop
Create A Plaque
Creative Sports Enterprises
CU Book Store, University of Colorado
Cynter Enterprises
Dale Grimes Enterprises DBA Tylers
Dan's Sports Cards + Games
Dead Pirate Sports
Denverautographs.com
Diehard Fans, Inc.
Division Sports
DNC Sportservice @ Great American Ballpark
Dubois Book Store
Eskimo Joe's Clothes
Evcoinc DBA The Sports Zone
EWU Eagle Store
Fan Cave Sports
Fan Pride, LLC
Fanatics 101
FBI Recreation Association
Freak Sports
FSSI, Inc.
Gameday Connexion
Gameday Spirit Fanstore
Garnet & Gold
Gothem 66 Holdings, LLC
Goodwood Hardware
Grand Canyon University
Greater Atlanta Christian School
Greetings
Grill Fresh
Gulf Coast States + Marketing
GVSU Laker Store
Hampden-Sydney College Campus Store
Harve's Sport Shop
Hawks Clothing, Inc.
Heads Up Sports
Higgins Hallmark - Maria Management
High Noon Sports, LLC
Hip Hop Connection
Hope College Bookstore
Husker Hounds, Inc.
ID Management, LLC
DBA Mancave Store
Illini Union Bookstore
Interlochen Center for the Arts
Invision, Inc. DBA Campus Emporium
Iowa Hawk Shop
Iowa State University Bookstore
JD Becker
Jimmy's Sports World
Jock's Nitch, Inc.
Kellys Sports Express / Bleacher Bums

Kennesaw State University
Kentucky Branded
KGK Sports
Kool Design
Kop Distributors, LLC
KTNW Associates, Inc.
LA Road Rage
Lester Sports
Let's Tailgate
Levy Restaurants
Liberty Christian School
Locker Room, Inc.
Love Those TZ, LLC
Lucky Dog Sports
Maggie's Boutique
Magnet Apparel, LLC
Man Cave
Maroon U, LLC
Mars Hill University Bookstore
Marvel Hood
Mascot Gifts / Mike Caffey
Mayo Management, Inc.
McLanahans Student Store
Memory Lane Sports
Mengtorun Trading
Miami Fanwear
Miami University Bookstore - Ohio
MICDS Campus Store
Michael Rubenstein, Inc. DBA Manny's
Miko, LLC
Miss Cocky Boutique
Missouri state University Bookstore
Morehead State University Store
Mountaineer World
MPDS Sports
My Team Depot
Naval Academy Business Services
Division Retail
NDSU Bookstore
No Label, LLC
DBA Utah Sports Collective
Norfolk Academy
North End Trading Post
Northern Sports
On 2 The Field
OSU Beaverstore
Palm Beach Autographs
Parish Episcopal School - Paws Store
Party Superstores
Pastime Sports & Games
Pearl's Sports Shop
Pelley's Sports
Prime Time Babies, LLC
Prince William Ice Center
Race Daze Collectibles
Ramson's Imports, Inc.
Randalls Market
Ricks Vending
Rivals / William & Taylor, Inc.
Rocky Mountain Betro, LLC

Saint Louis Priory School
Saints Shop
Schoolcraft College Bookstore
Scott's Toys & Collectibles, Inc.
SFG Sports dba Parade of Novelties Sports
SHA Campus Store
Sharon Simple / For Pete's Sake
Shibe Vintage Sports Closet, LLC
Silver and Blue Outfitters
Simply Christmas, Inc.
SKM Pictures + Sports, Inc.
South Dakota State University Bookstore
Southeast Community College
Southern Exchange Company
Spokane Chiefs Hockey Club
Spokane Pulltab & Bingo Supply
Sports Fan Corp. DBA Prolmage Sports
Sports Fanatic, Inc.
Sports Fanatic
Sports Fans
Sports Fanz
Sports Fever
Sports Hound
Sports Images + More LLC
Sports Nation, Inc.
Sports Team Accessories
Sportsmania
Sportz Zone, Inc.
Squeeze Play
St. Christopher's School
St. Ignatius High School
Stadium Signatures
State Frederick, LLC
Strawberry Patch, Ltd.
Student Book Store, Inc.
Summit Sports, Comics & Games
SUU Bookstore
Tamid
Tennessee Card Co dba TNC Sports
Texas Monkey Business
The Bolles School Campus Store
The Corporate Edge
The Denim Lounge
The Duck Store - University of Oregon
The Family Sports Cave
The Game
The Lodge
The M Store, Inc.
The Matador
The Sports Center, Inc.
The Sports Forum
The Sports Scene
The Tiger Sports Shop
The Trojan Shop/ JPS
The Ultimate Sports Fan, LLC
The University Book Store

The University Store
Georgia Southern University
Threshold, LLC
Tiger Book Store
Tiger People Clothiers
Titan Shops
Title Management dba Arizona Attire
Touvhdown Gifts, Inc.
Trader Jon's
Tree of Life Bookstores
Trenz Shirt Company
Trinity High School Campus Store
Triple C Sports
True North Sports + Ent
UC Davis Stores
UCLA Store
UCM Store
UCSB Bookstore
Unam Investment, Inc.
University Book Exchange
University Book Store
University Co-Op Society
University of Maryland Bookstore
University of Minnesota
University of Richmond Bookstore
University of San Diego
University of Southern California - USC Bookstores
University of St. Thomas Bookstore
University of Wyoming Bookstore
University Outpost
University Sporting Goods
University Store
University Supply Store - University of Alabama
Upstate Tailgate, Inc.
USU Campus Store
UVA Bookstore
Vandal Store - University of Idaho Bookstore
Vegas Golden Knights
VISports
Volleyball Conrer
W&R Collectibles
Washington and Lee University Store
Waukesha Sportscards
Wesleyan Spirit Shop
Western Carolina University
Western Kentucky University
Wildcat Shop CWV
Williamsburg Merchants / Campus Shop
WMS, Co.
Wolfpack Outfitters NC State Bookstore
Xicali Store
Yogiraj Corporation

For more information about **Matt Lawson**
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