



JANUARY 19-21, 2022  
LAS VEGAS CONVENTION CENTER





The 2022 Sports Licensing and Tailgate Show will take place **January 19-21** at the **Las Vegas Convention Center**.

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 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.

## 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 2020. In addition to hundreds of college bookstore buyers, including Follett and Barnes & Noble College Booksellers, there were more than 200 college licensing departments in attendance. These are just a few of the schools that attended in 2020:



Yale University



TCU



UNIVERSITY OF LOUISVILLE



Ucla

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@emeraldx.com](mailto:matt.lawson@emeraldx.com) or (813) 531-7760.

**2020 ATTENDANCE BY THE NUMBERS**

 **2,000** QUALIFIED BUYERS

 **230** COLLEGIATE LICENSING REPRESENTATIVES

 **1,100** STORE FRONTS

 **5,200+** TOTAL ATTENDANCE

 **50** STATES + D.C. PRESENT

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

**JUST A FEW OF THE RETAILERS IN ATTENDANCE IN 2020**











































































“ This is far and away the most important show in the sports licensed space for all leagues. If you're involved in this industry, you must be here. ”

“ Both myself and my buyers feel it is a great opportunity to view product lines, meet and discuss current business with vendors, and expand business opportunities. ”

“ This is the primary show for vendors & retailers in the collegiate industry. ”



## 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 2020 program was the biggest ever, with \$20 million in orders written and \$230,000 rewarded to buyers.

## NEW PRODUCT ZONE – \$595

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@EMERALDX.COM](mailto:MATT.LAWSON@EMERALDX.COM) OR (813) 531-7760**