



JANUARY 19-21, 2022 | LAS VEGAS CONVENTION CENTER  
SPORTSTAILGATESHOW.COM

# License to Buy

## SHOW SPECIALS PROGRAM

### 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.

### NEW REWARDS AMOUNTS FOR 2022!

On cumulative orders of:	SLTS Rewards:
\$500 – \$2,499	\$50
\$2,500 – \$4,999	\$75
\$5,000 – \$9,999	\$100
\$10,000 – \$24,999	\$150
\$25,000 – \$49,999	\$200
\$50,000 – \$74,999	\$250
\$75,000 – \$99,999	\$300
\$100,000 – \$199,999	\$350
\$200,000 – \$499,999	\$400
\$500,000 and up	\$500

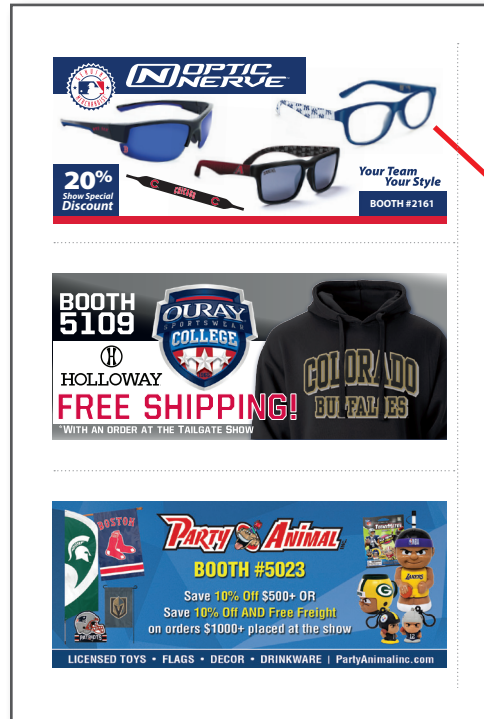
### Bonuses:

When a buyer places orders with more than 4 participating License to Buy companies, they earn an additional bonus of **\$40** 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 10, 2021**

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 2020, \$20,000,000+ IN ORDERS WERE WRITTEN THROUGH 155 PARTICIPATING LICENSE TO BUY EXHIBITORS.**

**314 RETAILERS PARTICIPATED AND RECEIVED MORE THAN \$230,000 IN REWARDS.**

SEE THE FULL LIST OF RETAILERS ON THE NEXT PAGE.

For more information about  
License to Buy, contact:

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



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## 2020 Participating Retailers

16 Spirit	Dayna's Curated Collections	KTNW Associates Inc	Scorpio Sports Elite, Inc.	The Wartburg Store
4 Ever Sports	Deck the Halls	KU Bookstore	Scott's Toys & Collectibles Inc	Three Bears General Store
4th and Goal	Denverautographs.com	LA Road Rage	SHA Campus Store	Threshold LLC
ACD Sports	Diehard Fans Inc.	Lancaster Bingo Co. Inc.	Shocker Store	Tiger Book Store
AD Pro	Division Sports	Landmark Christian School	Silver and Blue Outfitters	Tiger Threads - Broken Arrow Schools
Agape Fashion	DMH Inc.	Landon School	Skate Frederick LLC	Touchdown Gifts Inc
Alabama Express	Doug's Sports House	Let's Tailgate	Southern Exchange Company	Townson University Store
American MadMan	Dubois Book Store	Liberty Christian School	Southern Utah University Bookstore	Trader Jon's
Arizona Attire	Duchesne Academy	Little League Baseball Inc.	Spokane Chiefs Hockey Club	Traditionally Trendy
Army & Navy Academy	eCampus.com	Lucky Dog Sports	Spokane Pulltab & Bingo Supply	Tree of Life Bookstores
Ashland University Campus Store	EWU Eagle Store	Maggie's Boutique	Sport Shack Inc. DBA Sport Town	Trinity Campus Store
Association of Graduates of the USAFA	Fan Pride	Man Cave Placerville	Sport Store on Main	Trinity Christian Academy
Auburn University Bookstore	Fan Zone	Maroon U, LLC	Sports Accessories Inc.	Turnovers, Inc.
Auxiliary Services Corp of SUNY Cortland	Fanatic U	Marymount Manhattan College	Sportsbannersplus	Twins Sports
AV Sports & Graphics	Fanatics 101	Mayo Management, Inc	Sports Center (Maroon & Co DBA)	UC Davis Stores
Aztec Shops, Ltd	FIDM/Fashion Institute Design & Merchandise	McLanahans Student Store	Sports Corner	UCI Alumni Association
Balfour of Norman	Fielders Choice LLC	Memory Lane Sports	Sports Fan Corp	UCLA Store
Bay Tree Bookstore	Flagler College/Flagler's Legacy	Meunier's Riverwood Gallery	Sports Fanatic Inc	UCM Store/University of Central Missouri
Big Red Shop Inc	For Pete's Sake	Miami University - Brick and Ivy Campus Store	Sports Fanatic/Pruess Investments	UCSB Campus Store
Bigg Sports	Freaks Sports	MICDS Campus Store	Sports Fans	Umass Store
Bill's Sports Collectibles	Free Agent Sports Marketing Inc.	Michigan State University - Spartan Spirit Shop	Sports Fanz	Unam Investment Inc
Bishop Lynch High School - The Locker	Game Day	Midshipmen Store	Sports Fever	UNI Bookstore
Bismarck State College	Game Over	Midwest Sports Marketing, Inc.	Sports Images + More LLC	University Book Store, Inc.
Blessed Trinity Catholic High School	Gameday Connexion	Miko LLC Sports Fanatics	Sports Impressions/Justagame Fieldhouse	University Books and More
Boise State University Bronco Shop	Gameday Spirit	Miss Cocky Boutique	Sports Obsession	University Co-Op Society
Bond's Tailgaters	Garnet & Gold	MJ Beanz (I Gotta Pay for College, Inc.)	Sports Pro	University of Alabama Supply Store
Boyd Buchanan School	Georgia Southern University Store	Mo Sports Authentics & Apparel	Sports Team Accessories	University of Arkansas Community College Rich Mountain
Bran'ts Clothing	GlAA Enterprises Inc.	Morehead State University Store	Sportsmania	University of Maine Bookstore
Breningers LLC	Gold Country	Mountaineer World	Squeeze Play	University of Mary Bookstore
Brown and Gold	Got Gifts	Mr. Knickerbocker Inc.	St. Ignatius High School	University of Minnesota
BSB Sports Collection and ProClub Wear	Grace Christian Academy Spirit Store	N.C. State University	St. Marks School of Texas Student Store	University of Minnesota Duluth
Buck Associates	Grand Canyon University	National 5 & 10 to \$3.00 Stores Inc.	St. Pius X Catholic HS	University of Richmond Spider Shop
Bulldog Fan Zone	Greater Atlanta Christian School	National Cathedral School Store	Strawberry Patch LTD	University of Southern California - USC Bookstores
BYU-Idaho University Store	Green and Gold Zone	NDSU Bookstore	Stevenson University, Inc.	University of St. Thomas/Campus Store
BYU Store	Greenhill School	New Hampton School	Student Book Store Inc	University of Utah
C.C. Creations, LTD	Greetings	Norcal Action Sports Inc.	Summit Sports, Comics & Games	University Outpost
C-Town Sports Cave	Hall of Fame Cards	Norfolk Academy	Super A Foods Inc.	Upstate Tailgate Inc
Cactus Sports	Halls Sports and Outdoors	North Central College Campus Store	Syracuse University Bookstore	Ursuline Academy of Dallas
Cal Student Store	Hampden-Sydney College Campus Store	Oberois LLC	Tennessee Card Co dba TNC Sports	USNA Gift Shop
California Baptist University	Harvard Coop	Omega Sports, Inc.	Texas Monkey Business	USU Campus Store
Campus Book Mart	Harvard-Westlake School Bookstore	On 2 The Field	The 4th Quarter	UVA Bookstore
Campus Colors	Higgins Hallmark	Osborne Family Enterprises	The Art Box in Sparks	UVM Bookstore
Campus Emporium	Hirons Inc.	Our Lady of Good Counsel High School	The Bolles School Campus Store	Varsity Bookstore
CanesWear at Miami FanWear	Holton-Arms School	Out of Bounds Sports	The Buckeye Store and More	VISports
Cardigan Mountain School	Holy Innocents' Episcopal School	Paces - The College Store	The College Corner	Voertmans College Store
Cate School	Hope College Bookstore	Paddle Tramps	The Duck Store - University of Oregon	Washington and Lee University Store
Catholic High School	Husker Hounds Inc	Palmetto Moon	The Family Clothesline	Washington Metropolitan FBI Recreation Association
Central College	Interstate Sports	Pella Historical Society and Museums	The Hockaday School	Waukesha County Area Technical College District
Chapel Hill Sportswear Inc	Iowa Book	Pelley's Sports	The Hornet Shop	Waukesha Sportscards
Chris' University Spirit	Iowa Hawk Shop	Pike Place Gifts	The Lodge	WCU Campus Store/Student Services Inc West Chester
Clark Trophies	Iowa State University Bookstore	Premium Investments	The Lovett School Campus Store	Wesleyan School Spirit Shop
Classic Carolina	JD Becker	ProImage Sports	The M Store, Inc.	Whitman College Bookstore
Cleco Holdings	Jefferson Campus Stores	Pro Team Sports	The Mizzou Store/Curators of University of Missouri	Wildcat Shop CWV
Colby Bookstore	Jenks Public Schools Trojan Shop	Race Daze Collectibles	The Nash Collection	Williamsburg Merchants / Campus Shop
College Book Store Inc	Jestibo LLC	Ramson's Imports Inc	The Saints Shop	WMS & Co
College Collectibles	Jones Petroleum	Ralph Engelstad Arena Sioux Shop	The Sports Fan/Scene	Xicali Imports
College Station Sports Stores	K&G Sports Inc.	Red Lester Sports	The Sports Forum	Yogiraj Corporation
Collegiate Pride DBA Lions Pride	KactusJock	Red Raider Outfitter	The Tiger Sports Shop	York College Bookstore
CommuniGraphics Inc	Kennesaw State University	Reflections Sports and Collectables	The University Book Store	
Corporate Edge 1	Key Profits	Rivals / William & Taylor, Inc.	The University of Arizona Bookstore	
Create A Plaque	KGK Sports	Rocky Mountain Retro, LLC	The University of South Dakota	
Creative Sports Enterprises	Kroenke Sports Holdings	Rose-Hulman Bookstore	The University Store	
Dartmouth Co-operative Society	KSEx Management Services			

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