



EVENT SCHEDULE

Tuesday, January 17

8:00 – 5:00 PM **Badge Pickup & Registration**
Location: LVCC / South Hall, Upper Level

1:00 – 7:00 PM **Sports Licensing Summit**
Location: Sahara Resort Las Vegas

Presented By:
Licensing International

Join Licensing International and the Sports & Fitness Industry Association (SFIA) for the 2023 Sports Licensing Summit: Sports Licensing in Focus. A day before the Sports Licensing & Tailgate Show opens, SLS will highlight the trends shaping the future of sports licensing. Interact with industry leaders from companies like Altius, Fanatics, Hasbro, Learfield, the National Football League Players Association (NFLPA), Octane5, OneTeam Partners, and The Ohio State University and gain insights on topics including NIL Licensing, NFTs, Fandom, Retail and Brand Management. [Learn More](#)

Wednesday, January 18

6:30 AM – 5:00 PM **Badge Pickup & Registration**
Location: LVCC / South Hall, Upper Level

9:00 AM – 5:00 PM **Show Hours**
Location: LVCC / South Hall, Upper Level

11:00 – 11:30 AM **Trends on Threads, Tech, and More: Straight from Students!**
Location: Sports Lounge (Exhibit Hall)

Presented By:
National Association
of College Stores
(NACS)

Hear what's trending in collegiate apparel, tech, and social media according to key data results from a panel of 25,000 students nationwide. Join OnCampus Research, a division of the National Association of College Stores and a leader in delivering unbiased and relevant data, to help you better understand and track changes in student behaviors on campus. And get a glimpse into what an experienced campus retail buyer is looking for on the trade show floor, which trends she's seen so far, what products and vendors stand out, and where opportunities may lie for your store.

1:00 – 1:45 PM

Making the Grade: Becoming a Collegiate Brand Licensee

Location: Sports Lounge (Exhibit Hall)

Presented By: The
Collegiate Licensing
Company (CLC)

Are you looking to tap into the passion and loyalty of more than 182M college fans? Leading collegiate licensing agency CLC will go over the requirements and process for becoming a collegiate licensee and ways to maximize your licensing program.

3:00 – 3:45 PM

Making Sure Your M&Ms Are Delicious: How Merchandising & Marketing Align for Retail Success

Location: Sports Lounge (Exhibit Hall)

Presented By:
Independent College
Bookstore Association
(ICBA)

In today's retail world, ensuring sure your product strategy aligns with your communications strategy is essential to achieve your goals and grow sales. Too often, marketing and merchandising are not fully in sync (even when one person manages both activities!). This can confuse (and frustrate) customers. This session will identify key activities to ensure the Merchandise and Marketing calendars are aligned to achieve better execution and support customers in-store, on social media, and via e-commerce. Getting the entire staff on board will be discussed, as will simple ways to coordinate with suppliers to receive images and marketing collateral to save time and money for store personnel. In the end, buyers need to think like marketers, and marketers need to think like buyers to best present their "story" and grow sales by meeting customer needs and improving their shopping experience.

7:00 – 9:00 PM

Opening Night Party

Location: Topgolf / 4627 Koval Ln, Las Vegas, NV 89109

Sponsored By:
Colosseum & Logo
Brands

Think this will be the same old opening night party? Think again! This party is a refreshed, new, and exciting event that will offer guests food, drinks, and golf – including (at no extra cost) loads of fun, laughter, and networking opportunities!

Ticket cost: \$35 per person (\$110 value) [RSVP here.](#)

Thursday, January 19

8:00 AM – 5:00 PM

Badge Pickup & Registration

Location: LVCC / South Hall, Upper Level

9:00 AM – 5:00 PM

Show Hours

Location: LVCC / South Hall, Upper Level

9:00 – 10:00 AM

Presented By: The
Brand Liaison

Basics of Licensing

Location: Sports Lounge (Exhibit Hall)

Join Steven Heller, president and founder of The Brand Liaison, to gain expert insights into the global brand licensing industry. This in-depth session will explore the roles of licensors, licensees, agents, and agreements.

11:00 – 11:45 AM

Presented By:
Independent College
Bookstore Association
(ICBA)

Building Healthy Supplier/Retailer Partnerships” Panel Discussion

Location: Sports Lounge (Exhibit Hall)

A panel of retailers and suppliers will share their diverse and honest perspectives on how to build true partnerships for success. Finding common ground between retailers and suppliers to mutually grow sales and profits is more important than ever. Topics will include managing supply chain challenges, maintaining proper inventory levels, increasing the efficiency of ordering, developing promotions, and more. Find out why sharing data, developing closer collaborations, and mutual problem-solving is essential to success for all parties (including consumers!).

1:00 – 1:30 PM

Presented By: National
Association of College
Stores (NACS)

Ship Smarter: Industry Insights and Trends to Stay Competitive

Location: Sports Lounge (Exhibit Hall)

The state of the transportation industry has changed significantly since the pandemic, from the global supply-chain challenges to the impact of domestic shipping volatility. What does this mean for your store or organization? How can you control costs and streamline your shipping operations? What can you expect in the foreseeable future? Explore insights and trends impacting the freight industry with two experts at PartnerShip®, a subsidiary of the National Association of College Stores, that helps customers save time and money in all facets of shipping and logistics, including LTL freight, truckload, and small package shipping.

3:00 – 4:00 PM

Presented By:
Management One

5 Ways to Win in 2023: Uncovering Cash in Your Retail Business

Location: Sports Lounge (Exhibit Hall)

As we kick off 2023, every retailer has a renewed opportunity to prepare for a successful year ahead. Join Dane Cohen of leading retail planning and analysis company Management One, as he gives an overview of where Management One sees threats and opportunities for retailers in 2023. The session will focus on timely strategies retailers can use to uncover cash in their business by taking a fresh look at their inventory strategy. Dane will highlight how to manage the perishability of sports merchandise, the importance of merchandise flow, and how data-driven forecasting can optimize sales (and cash) performance in 2023.

10:30 PM – 3:00 AM SLTS After Party

Location: Hakkasan Nightclub @ MGM

Join fellow Sports Licensing & Tailgate Show attendees and exhibitors for an after-hours event at the Hakkasan Nightclub. SLTS badge holders will arrive at a dedicated line with expedited and complimentary entry. You'll feel like the VIP you are!

Friday, January 20

8:00 AM – 2:00 PM Badge Pickup & Registration

Location: LVCC / South Hall, Upper Level

9:00 AM – 2:00 PM Show Hours

Location: LVCC / South Hall, Upper Level