



LAS VEGAS LICENSING EXPO

Sponsorship Bundles 2026

PART OF THE
GLOBAL
LICENSING
GROUP

CORE

Make the right first impression

Includes:

- ✔ Exhibitor Listing Booster Kit
- ✔ License Global Show Dailies Editorial Coverage
- ✔ High Impact Entrance Video Display
- ✔ Opening Night Party - 4 Tickets
- ✔ License Global's "10 Minutes With..."

\$3,550
~~\$4,375~~

23% saving compared to purchasing the items individually

ENHANCED

Bring your brands, products & services to new customers

Includes:

- ✔ Everything in CORE +
- ✔ Additional 4 Opening Night Party Tickets (8 tickets in total)
- ✔ Booth Extender Floor Display

\$6,550
~~\$8,100~~

24% saving compared to purchasing the items individually

PRIME

Scale your reach to wider audiences

Includes:

- ✔ Everything in ENHANCED +
- ✔ Event Planner Search Ad
- ✔ Premium Lobby Billboard Display
- ✔ License Global Show Daily Full-Page Ad
- ✔ Premium Foyer Display Banner

\$16,250
~~\$21,645~~

33% saving compared to purchasing the items individually

ELITE

Drive demand and generate leads

Includes:

- ✔ Everything in PRIME +
- ✔ Registration Confirmation Email Logo Placement
- ✔ Premium Exhibitor Listing
- ✔ VIP Cabana & Party Tickets
- ✔ Post Show Analytics Report

\$24,950
~~\$33,745~~

35% saving compared to purchasing the items individually



THIS WAY FOR
LAS VEGAS
**LICENSING
EXPO**

PART OF THE
**GLOBAL
LICENSING
GROUP**
ORGANIZED BY **informa**markets OFFICIAL SPONSOR
**LICENSING
INTERNATIONAL**

Let's Make
a Splash in
Vegas... **Oh Yeah!**
BRAND CENTRAL
#D154

BORDER GRILL CONVENTION PARKING GARAGE
SHARK REEF BUSINESS CENTER
WEDDING CHAPEL ELEVATORS

MEZAMOR
BOOTH #U202

SEVIRI REEF
AQUARIUM

LAS VEGAS
**LICENSING
EXPO**

Pre - Event

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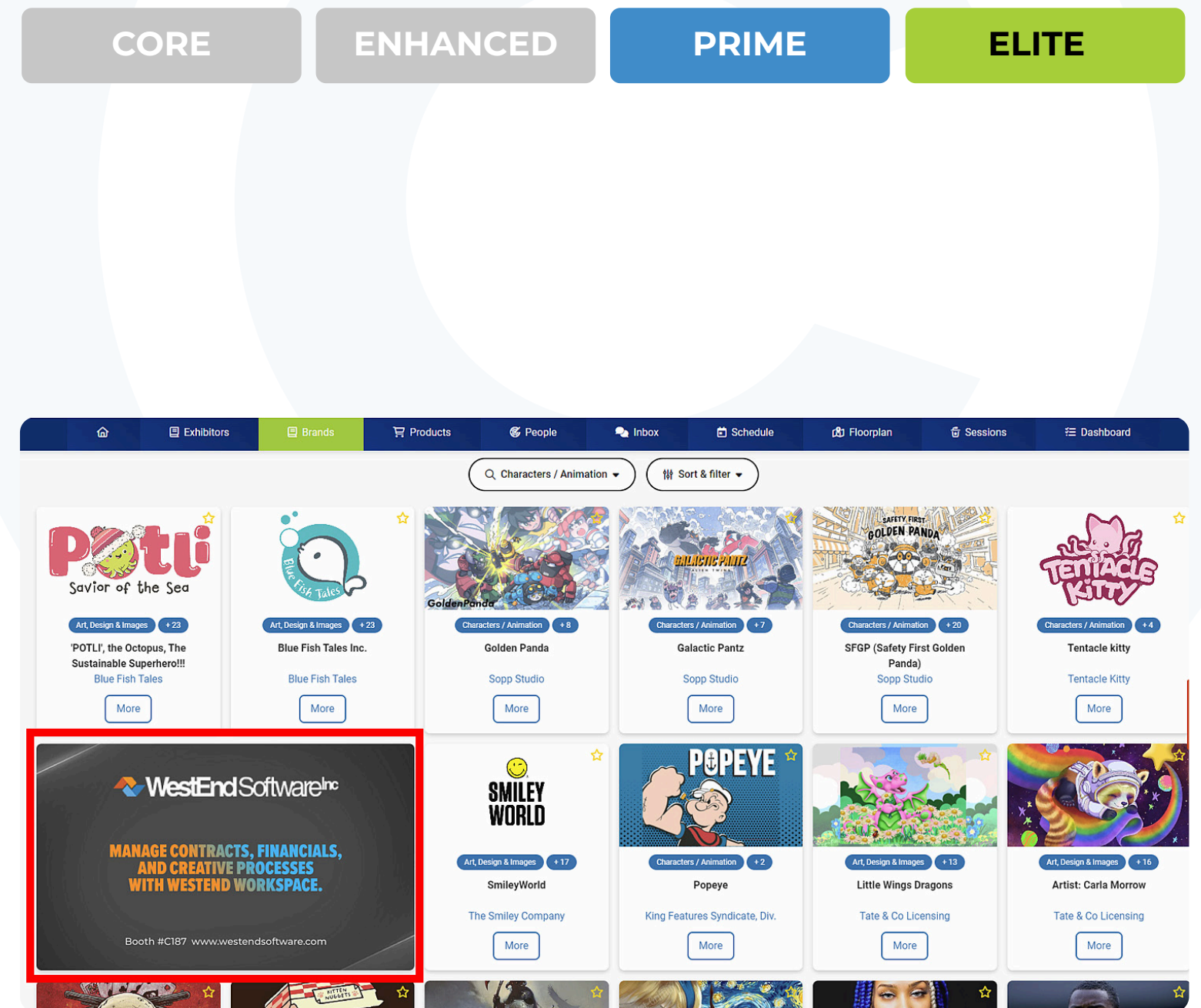
Event Planner Search Ad

Amplify Your Brand's Visibility with Targeted Search Ads!

With over 250,000 searches made by our visitors and exhibitors across the Event Planner, place your ad in one of the highest traffic areas for maximum exposure. Appearing whenever users filter their interests to your selected category, driving **visibility, click-through traffic and encouraging meeting bookings.**

INCLUSIONS

- ✔ **Select Your Search Category** - Choose one category from the available options. This category will determine where your ad appears when users filter their searches.
 - Slots are limited to a maximum of three ads per category.
 - Ad placements are allocated on a first-come, first-served basis.
 - Your ad will rotate randomly within the selected category to ensure optimal visibility whenever users filter their searches.
- ✔ **Digital Ad Graphic Placement** - Your ad will be prominently featured on three high-traffic pages of the Event Planner platform within your chosen category:
 - People Page – Highlighting individuals relevant to the event.
 - Brand Page – Showcasing brands associated with the event.
 - Exhibitor Page – Featuring exhibitors participating in the event.



SPECIFICATIONS

700px x 352px; Responsive image

DEADLINE

As soon as possible. Early submission recommended to maximize pre-show exposure

Registration Confirmation Email Logo Placement

Maximize Your Brand Visibility at Registration!

Your logo will be prominently displayed as part of the **'Elite Sponsors'** group on registration conversion emails sent to all Licensing Expo registrants. This strategic placement ensures **valuable pre-show exposure**, reaching all registered attendees and exhibitors during the build-up to the event.

INCLUSIONS

- ✔ **Email Logo Placement** - Your logo featured on emails sent to Licensing Expo registrants.

SPECIFICATIONS

Format: JPEG or PNG

DEADLINE

As soon as possible. Earlier submission provides an extended exposure period as registrations occur continuously leading up to the event.

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Your personal QR code

Brought to you by [sponsor name] - meet them on booth #XXXX

Please bring the QR below to the registration desk in the Mandalay Bay Convention Center lobby to retrieve your badge:



#full_name#
#registration_key#

You will need to 'download pictures' for the QR to load

Thank you to our registration sponsor - meet them on booth #XXXXX

Sponsor logo here

ORDER DETAILS/INVOICE

Order date: #register_time#
#order#
Vat Number: #vat_number#

Sponsor banner here - dimensions: 600px wide x 100px high

START PLANNING YOUR TRIP

Premium Exhibitor Listing

Elevate Your Presence with Premium Exhibitor Listing!

Stand out from the crowd with Elite Sponsor status. Your company name and booth number will feature in a dedicated section at the top of the Event Guide and 'You Are Here' Boards—**guaranteeing maximum visibility** and setting your brand apart from the general exhibitor list.

INCLUSIONS

✔ Exhibitor Premium Placement

Premium Positioning included in dedicated 'Elite Sponsor' section at the top of exhibitor listings on the Event Guide and 'You are Here' Boards.

Company name and booth number prominently displayed in both the Elite Sponsor section and the general exhibitor listing

CORE

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SPECIFICATIONS

700px x 352px; Responsive image

DEADLINE

ASAP - Early submission recommended to maximize pre-show exposure

License Global Show Dailies Editorial Coverage

Extend Your Reach Beyond Your Booth With Our Daily Print!

Amplify your reach with License Global's event publication! Gain exposure to the full **show audience, plus a vast digital readership**, and showcase your brand alongside industry news and event highlights.

INCLUSIONS

✓ Premium Editorial Coverage

Feature in the exclusive Show Daily publications distributed on-site each day and digitally to all License Global subscribers

Opportunity to showcase breaking news, product launches, and partnerships

Up to three opportunities to share content, one news article per day of the event

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SPECIFICATIONS FOR SUBMISSION

- Press release (200-300 words) with event-related announcements
- 1-3 high-resolution JPG images (5x7, 1MB+, 300 dpi) of logos, products, or booth concepts included with your announcement
- Submit up to three releases (one per event day)

SUBMISSION PROCESS

Email showdailies@licenseglobal.com with your submissions and "Licensing Expo Show Dailies" in the subject line.

DEADLINE

Show Daily content due: March 23, 2026. After this point, License Global cannot guarantee inclusion.

License Global's "10 Minutes With..."

10 Minutes of Infinite Impact!

Gain valuable **media exposure** in a trusted industry publication while positioning your executive as a thought leader in the licensing industry. Share your **company vision and insights** with License Global's global audience, highlight **brand activity** ahead of the event to drive more meetings, and create shareable content for your own marketing channels.

INCLUSIONS

✓ Executive Interview Spotlight

Dedicated interview feature in License Global's regular online column

Professional video call interview with your key executive

Focused format designed to highlight industry insights and leadership perspectives

Integration within License Global's newsletter, website and more

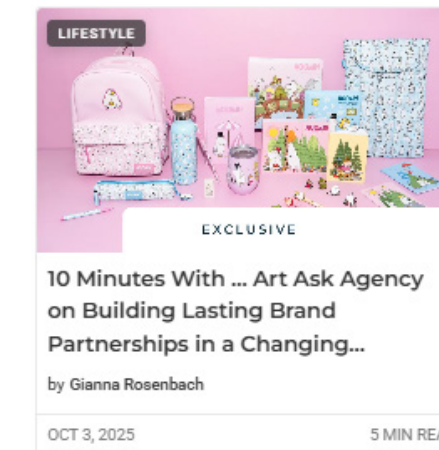
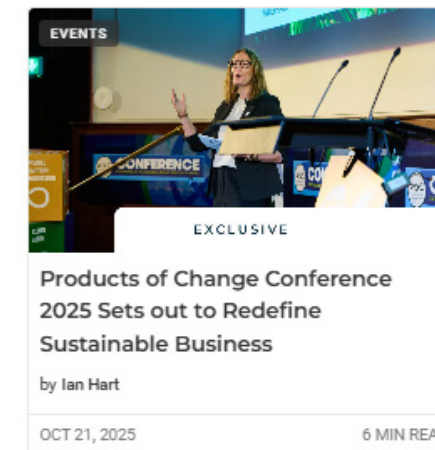
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10 Minutes With ...



ENTERTAINMENT

10 Minutes With ... Jazwares on What Makes IPs Stick

Latest News

Pokémon, Natural History Museum Launch 'Pokécology' Pop-Up with Exclusive Trading Card
JAN 7, 2026

Pop Mart's SkullPanda Inks Sanrio, 'Wednesday' Deals

PROCESS

- 30-min interview with your executive
- Publication on *Licenseglobal.com* and in License Global's daily newsletter
- Will include text and 2 imagery (headshot + image of your choosing)

SPECIFICATIONS

- Interview availability at a mutually convenient time
- Professional editing and production handled by License Global team

DEADLINE

Final cut this off, will be 3 weeks prior to event (April 26, 2026). Beyond that, License Global can not guarantee inclusion or proper exposure.

Exhibitor Listing Booster Kit

Stand Out with Our Exhibitor Listing Booster Kit!

With over 8,500 meetings booked per event via our Event Planner platform, upgrade your package to boost visibility and engagement with attendees before, during, and after the event. **Enhance your exposure, attract more attendees, and drive meaningful connections.**

INCLUSIONS

- ✔ **Enhanced Company Profile Tile** - Distinctive gold ribbon on your company profile tile, providing premium visibility when attendees search the 'Exhibitor List' via the Event Planner
- ✔ **Logo Displayed in Carousel on Event Website** - Logo to be included on the event website as part of a Carousel.

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Featured Sponsor

LAS VEGAS
**LICENSING
EXPO**

Informa

View company

DEADLINE

As soon as possible. Early purchase recommended to maximize pre-show exposure and meeting opportunities.



LAS VEGAS **LICENSING**
EXPO

At Event

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License Global Show Daily Advertisement

Show Daily Full-Page Advertising

Maximize your visibility during the most critical days of Licensing Expo 2026 with a **full-page advertisement** in License Global's Show Dailies—the must-read publication distributed fresh each morning to all attendees. Plus, the official Show Directory is included within!

INCLUSIONS

✔ Strategic Daily Exposure

One full-page advertisement in each day of the official Show Daily publication (x3)

Distribution each morning at key locations to all Licensing Expo attendees and exhibitors

Extended reach from digital edition distribution (additional audience beyond Licensing Expo) and promotion via License Global's website

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SPECIFICATIONS

- Full Page: Trim: 9" x 10.75" (229 mm x 273 mm) | Bleed: 9.25" x 11" (235 mm x 279 mm)
- High-resolution artwork (300 dpi minimum)
- Guidelines and submission details provided upon booking

DEADLINE

Ad close: April 10, 2026

Ad material due: April 24, 2026

High-Impact Entrance Video Display

First Impression Video Display

Offers **premium visibility** at Licensing Expo 2026's most high-traffic locations – inside the Expo Hall entrances with continuous video exposure throughout the entire event at Mandalay Bay Convention Center, **capturing attendee attention** at critical entry points.

INCLUSIONS

✔ Strategic Digital Placement

Prominent video or static image display on high-definition LED screens

One 15-second video on rotation throughout the entire 3-day show. Guaranteed exposure every 15 minutes maximum

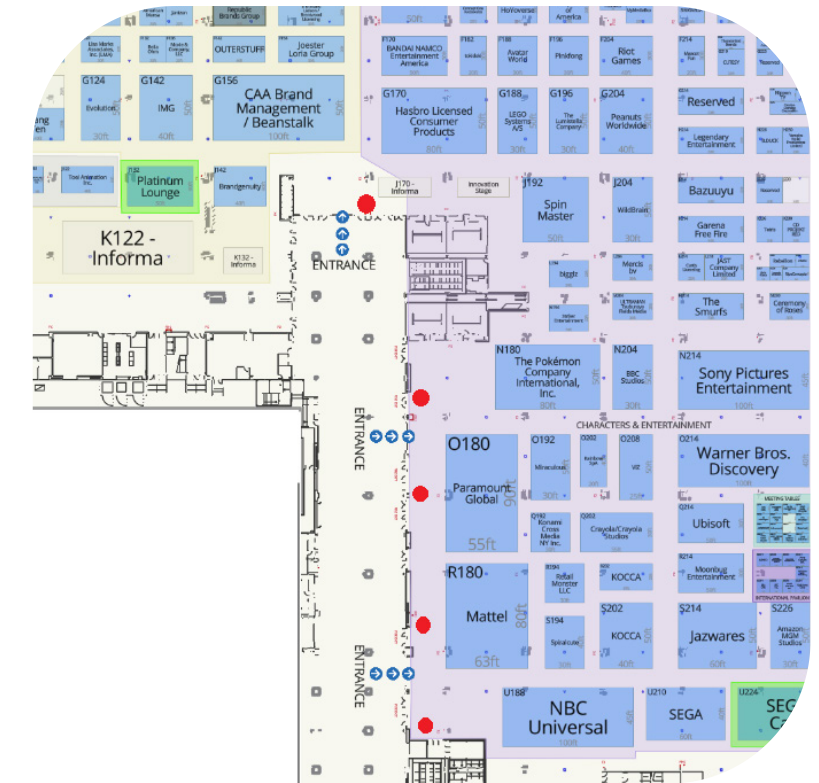
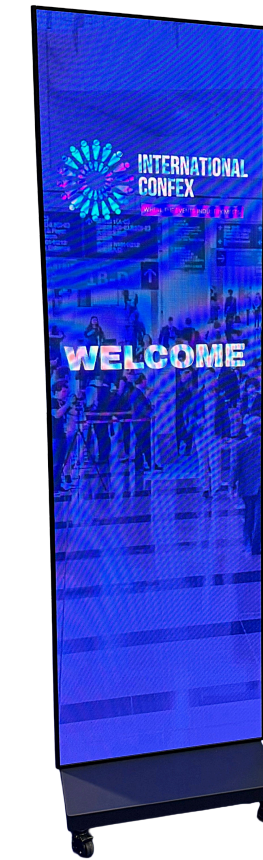
Visibility on all 5 freestanding one-sided screens at main hall entrances

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DIGITAL SCREEN SPECIFICATIONS

- Display size: 320 × 1080
- Still image option: PNG/JPEG
- Video option: MP4
- Video length: 15 seconds

RECOMMENDATION :

Include booth number or QR code to Event Planner for meeting bookings.

DEADLINE

May 4, 2026

Premium Lobby Billboard Display

Capture Attention in the Lobby

Commanding presence in high-traffic lobby areas with oversized promotional signage that **captures attendees' attention** before they even enter the exhibition halls at Licensing Expo 2026.

INCLUSIONS

✓ Premium Positioning

One double-sided, full color, oversized meterboard sign in a premium lobby location

High visibility to all attendees during arrival and throughout the event

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SPECIFICATIONS

- Production, installation, and removal are included
- Exact dimensions and artwork requirements provided upon booking
- High-resolution artwork required for oversized display
- Recommendation: Include booth number and clear call-to-action

DEADLINE

March 20, 2026

Opening Night Party – 4 Tickets

Premium Networking Experience

Access to Licensing Expo's Opening Night Party – **The ultimate after-hours networking event** with entry, light food and drinks (followed by cash bar later in the evening).



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INCLUSIONS

- ✓ **Four (4) admission ticket** to the Opening Night Party (worth \$95). Why not bring along colleagues or a client.
- ✓ **Complimentary food and beverage** service during initial hours (followed by cash bar later in the evening).
- ✓ **Entertainment** to be announced

ADMISSION

- Must be 21+ to attend
- Guest list names must be submitted in advance

Limited Availability:

Party tickets are limited until capacity is reached.

DEADLINE

Early registration recommended as this popular event typically sells out.

Opening Night Party – 8 Tickets

The Ultimate After-Hours Networking Event!

Access to Licensing Expo's Opening Night Party – **The ultimate after-hours networking event** with entry, light food and drinks (followed by cash bar later in the evening).

INCLUSIONS

- ✓ **Eight (8) admission ticket** to the Opening Night Party (worth \$95). Why not bring along colleagues or a client?
- ✓ **Complimentary food and beverage** service during initial hours (followed by cash bar later in the evening).
- ✓ **Entertainment** to be announced

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ADMISSION

- Must be 21+ to attend
- Guest list names must be submitted in advance

Limited Availability:

Party tickets are limited until capacity is reached.

DEADLINE

Early registration recommended as this popular event typically sells out.

Opening Night Party – VIP Access

Exclusive VIP Party Access

Take your networking to the next level with the VIP Private Cabana Experience at Licensing Expo's Opening Night Party. Enjoy a fun evening of entertainment in exclusivity, premium comfort, and a **private space to connect with colleagues, friends or clients.**



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INCLUSIONS

- ✓ **Private VIP cabana space** for you and your guests. Premium positioning for both privacy and visibility for evening entertainment at the industry's premier social event
- ✓ **10 premium fast track tickets** to the Opening Night Party (a \$950 value) (Fast track entrance: 7-8pm)
- ✓ **Personal service staff** on hand to provide drinks to the cabana
- ✓ **Complimentary light food and beverages** included while stocks last, then switches to cash bar

ADMISSION

- Must be 21+ to attend
- Guest list names must be submitted in advance
- Cabana location assigned based on availability and package level

DEADLINE

Early reservation essential as cabanas sell out quickly for this premier event.

Premium Foyer Display Banners

Stand Out from the Start!

Welcome attendees to the show with your **eye-catching graphics located in the main lobby** of Licensing Expo, creating immediate brand impact as visitors enter the venue.

INCLUSIONS

✓ High-Visibility Placement Options

One full colored, single sided graphic banner

Choose from either a column wrap or overhead horizontal banner (selected on a first-come, first-served basis) in prime positioning in the busy Bayside Foyer entrance area

Custom graphics showcase your brand before attendees reach the exhibition floor

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SPECIFICATIONS

- Digital artwork to be provided by sponsor
- Production, installation, and removal handled by Licensing Expo team
- Exact dimensions and artwork requirements provided upon booking
- Location assigned based on availability (first-come, first-served)

DEADLINE

March 20, 2026

Booth Extender Floor Display

Expand Your Impact Beyond the Booth!

Extend your valuable booth space out into the aisle with a customized floor sticker that **stops visitors in their tracks** as they walk the busy show floor. Benefit from the eye-catching visual element that breaks the traditional booth boundary, expanding your footprint without having to take additional space.

INCLUSIONS



Extended Booth Presence

One full color custom floor graphic that extends your booth presence into the aisle

Strategic placement directly in front of your existing exhibit space

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SPECIFICATIONS

- Sponsor is responsible for providing artwork. Design should complement your booth graphics and messaging
- Placement directly in front of your contracted booth space
- Professional installation and removal included
- High-quality, durable floor graphic material suitable for heavy foot traffic

DEADLINE

March 20, 2026



LAS VEGAS LICENSING EXPO

Post Show

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Post-Show Analytics Report

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Detailed Post-Event Insights Report

*This analysis of your event and sponsorship performance, offers detailed insights across every digital and physical touchpoint. Gain the actionable data you need to **evaluate success, optimize strategies, and drive even greater results** for future events.*

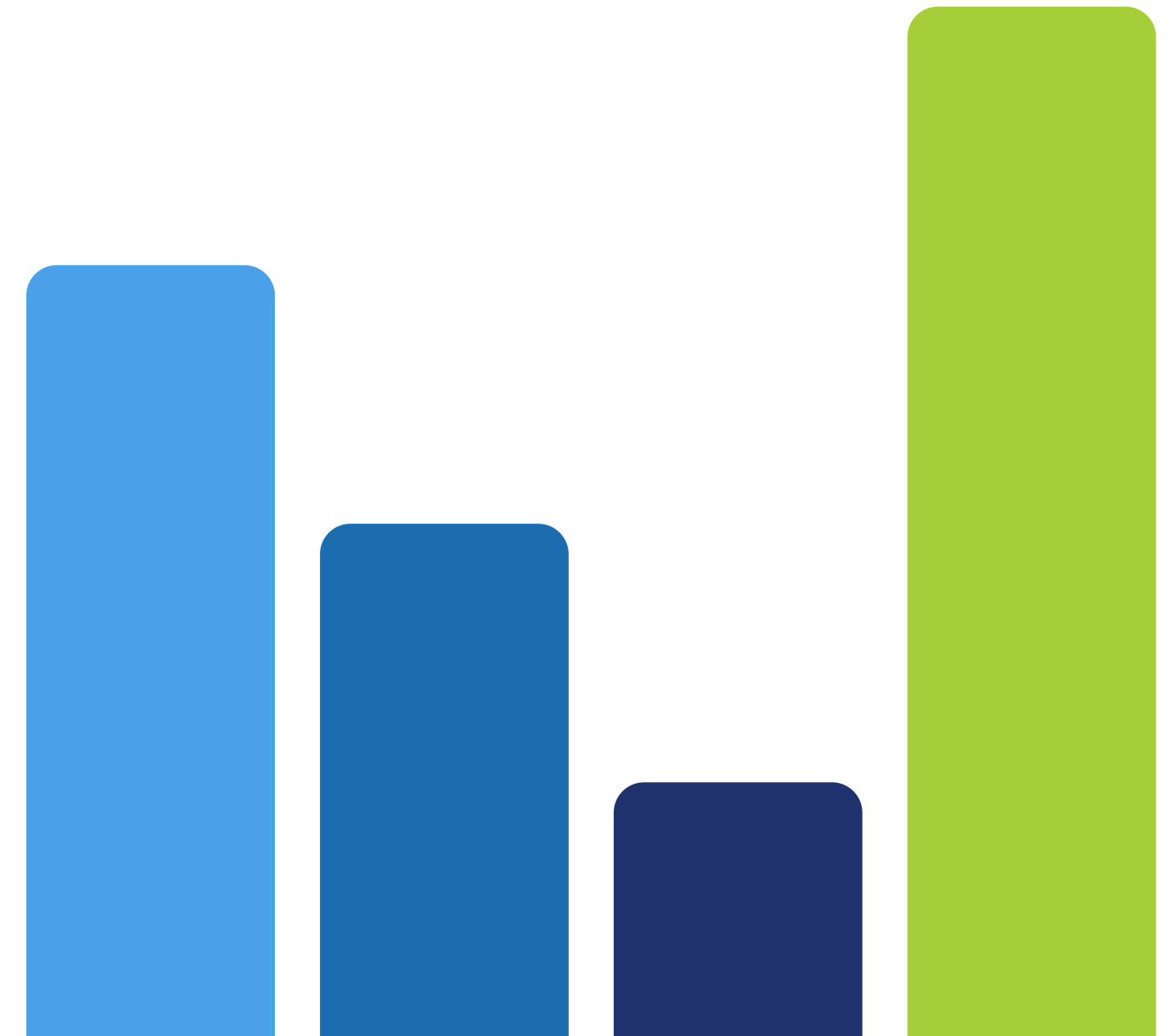
INCLUSION

✔ Multi-Channel Performance Analysis

Data breakdown across sponsorship elements

Actionable insights for future marketing optimization and identify which elements delivered the highest engagement

Demonstrate marketing effectiveness to internal stakeholders



Individual Item Cost

Pre - Event

Exhibitor Listing Booster kit	\$1,500*
Event Planner Search Ad	\$1,575
Registration Confirmation Email Logo Placement	\$1,000*
Premium Exhibitor Listing	\$2,000*
License Global Show Dailies Editorial Coverage	Limited Availability
License Global "10 Minutes With..." Executive Spotlight	Limited Availability

At Event

High-Impact Entrance Video Display	\$2,500
Premium Lobby Billboard Display	\$3,500
License Global Show Daily Full-Page Advertisement	\$6,500
Opening Night Party – 4 Tickets	\$375
Opening Night Party – 8 Tickets	\$750
Opening Night Party – Cabana & Tickets	\$2,500
Premium Foyer Display Banners	\$9,820
Booth Extender Floor Display	\$3,350

Post Show

Comprehensive Post-Show Analytics Report	\$500
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*item cannot be purchased individually, only included in bundle offering