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 and around the world 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.

The 2020 Sports Licensing and Tailgate Show will take place January 16-18 at the Mandalay Bay Convention Center. This one-year move will allow exhibitors and attendees to enjoy the campus atmosphere and all of the dining and nightlife options Mandalay Bay has to offer. The ICLA Winter Symposium will also be back in 2020, bringing with it its extensive collegiate audience.

**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 2019. In addition to hundreds of college bookstore buyers, including Follett and Barnes & Noble College Booksellers, there were nearly 200 college licensing departments in attendance. These are just a few of the schools that attended:

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@emeraldexpo.com or (813) 531-7760.
ATTENDEE PROFILE

2019 ATTENDANCE BY THE NUMBERS

$2,000 Qualified Buyers
1,100 Store Fronts
47 States + D.C. Present
9 Countries Present.
Top 4: Canada, Mexico, Australia and United Kingdom.

120 Collegiate Licensing Representatives
4,700+ Total Attendance

JUST A FEW OF THE RETAILERS IN ATTENDANCE


“The Sports Licensing and Tailgate Show has quickly become our favorite, and now the most successful show we’ve ever attended. A must-attend for anyone servicing this industry!”

– Bryan Shellhamer, COO, Co-Owner, SDS Design Associates, Inc.
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 2019 program was the biggest ever, with $16 million in orders written and $185,000 rewarded to buyers.

NEW PRODUCT ZONE – $395
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.
HAVE A UNIQUE SPONSORSHIP IDEA? LET US KNOW!
CUSTOMIZED PACKAGES ALSO AVAILABLE.

CONTACT US TODAY TO RESERVE YOUR BOOTH AND DISCUSS MARKETING OPPORTUNITIES!
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