

The World's Brand & Property Marketplace

# LICENSING International Expo

June 14 - 16, 2011 • Mandalay Bay Convention Center • Las Vegas

YOU CAN'T AFFORD TO MISS  
LICENSING INTERNATIONAL EXPO!

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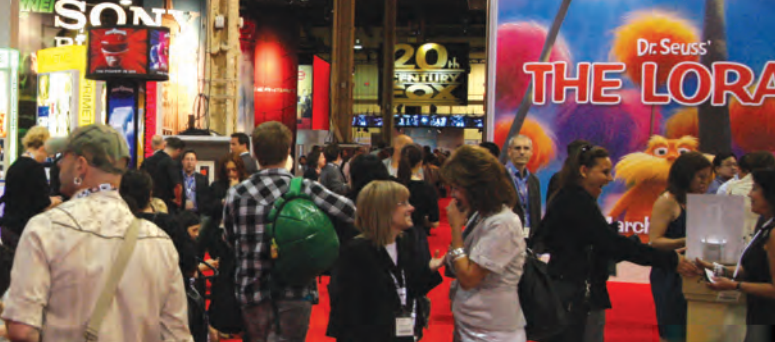


## 2010 STATISTICS

- > 21,000 Pre-Registered Attendees
- > 91 Countries Represented
- > Almost 400 Exhibitors
- > Over 5,000 Brands
- > All of the most powerful brand licensing opportunities!



EXCLUSIVE SPONSOR



# REGISTER TODAY

at [www.licensingexpo.com](http://www.licensingexpo.com) or  
call 888.644.2022 or 218.740.6557

**Licensing International Expo** showcases the largest collection of brands and properties available for licensing worldwide. For over 30 years, the world's brand and property marketplace has been the established industry leader- featuring all the major players, more than 5,000 brands and all your most powerful licensing opportunities!

- > **Almost 400 companies**
- > **Over 125 new exhibitors for 2011**
- > **More than 5000 Brands**
- > **More than 90 countries represented**

## WHO SHOULD BE HERE?

Put yourself among the most important players in the industry and develop and strengthen relationships that will help you gain a competitive edge and set your business apart. Who should be here?

- > **Advertising and Marketing Agencies**
- > **Brand & Property Owners**
- > **Licensee/Manufacturers**
- > **Licensing Agents**
- > **Licensors**
- > **Promotional Strategists**
- > **Retailers**
- > **Wholesalers/Distributors**

If your business depends on what's new, what's hot and what can set you apart from your competitors- you can't miss Licensing International Expo!

## EXCITING SHOW FLOOR FEATURES

### GAMING/INTERACTIVE PAVILION:

Licensing International Expo offers you a preview of the games that are in development right now. Get a behind the scenes look at the big ideas that are coming down the pipeline in our newly renovated Gaming and Interactive Pavilion!

### BRAND SHOWCASE

Designed to showcase unique and exciting brand extensions- get inspired with a walk through our Brand Showcase right on the show floor.

### NETWORKING EXPRESS

Looking to make as many connections at Licensing International Expo as possible? Take part in this fun, new event on the show floor that will bring you together with exhibitors and attendees! Visit us at [www.licensingexpo.com](http://www.licensingexpo.com) for more information and to sign up!

### INTERNATIONAL NETWORKING LOUNGE

A dedicated meet-and-greet area of the show for international buyers looking to network with their peers from across the globe.

## POWERFUL OPPORTUNITIES FOR YOUR BUSINESS

### PREVIEW TOMORROW'S HOTTEST CONSUMER PRODUCTS

Get a first-hand look at the largest collection of intellectual properties available for licensing. More than 5,000 brands under one roof!

### MAKE GLOBAL CONNECTIONS

Meet with executives from over 98 countries- China, Japan, Korea, Brazil, Mexico, India, Russia, Australia and Europe- and get information on consumer product strategies that will impact your retail success at home and abroad.

### CONNECT WITH ALL THE MAJOR PLAYERS

Strategize with licensors, solidify promotional partnerships and preview the newest licensing and merchandising programs that will drive consumer spending well into the future. Do business with major studios and intellectual property owners in a setting that's designed for efficiency!

## LOOK AT THE COMPANY YOU'LL KEEP

### PAST RETAILERS:

- Claire's
- Gap, Inc.
- Hot Topic
- Pottery Barn
- Walgreens
- Borders
- PetSmart
- JCPenney
- Target
- Marks & Spencer
- Wal Mart
- Costco
- Bed Bath & Beyond
- QVC
- Amazon.com
- Zappos
- Sears
- McDonald's
- Macys
- Carrefours
- Kroeger
- Home Depot
- Mothercare
- TJX

### PAST MANUFACTURERS:

- Fruit of the Loom
- Crayola
- Honda
- Conagra Foods
- Bandai
- Frito-Lay
- Johnson & Johnson
- Fisher Price
- Avon
- JAKKS Pacific
- Kraft
- HarperCollins
- Cadbury Schweppes
- General Mills
- The Procter & Gamble Company
- The Hershey Company
- Colgate
- Hewlett-Packard



### FREE Keynote

Industry veteran, Rick Darling, president of LF USA, a subsidiary of Li & Fung Limited, the multinational consumer good export and logistics group will deliver this year's keynote address, kicking off the show by sharing his knowledge of the challenges and opportunities facing licensing professionals today!

**Licensing University** Attend LIMA's Licensing University and acquire the new strategies, innovative ideas and practical solutions you need to succeed. Choose from 30 classes covering a variety of topics from retailing strategies to the legal side of licensing to extending your brand globally. Whether you are new to licensing or an industry veteran, you'll get the targeted information you need to take your business to the next level.

## SUNDAY, JUNE 12

### Retail Tour

12:30 PM – 5:30 PM

**CAROL SPIECKERMAN, LISA CARVER**

The retail landscape has undergone a dramatic transformation just since last year's bus tour! A new wave of brand acquisitions and format launches have taken center stage, category blurring is accelerating, and retailers keep upping the ante with their owned brands. It's never been more critical to see these changes for yourself and to learn how they will affect your brand strategy in the years to come. Retail experts Carol Spieckerman and Lisa Carver of newmarketbuilders, will kick off the day with their overview of the current US retail landscape. You'll learn retailers' new perspective on branding, what is driving their branding decisions and which retailers are leading the charge. From there, we'll hop on the buses where Carol and Lisa will serve as tour guides through a carefully selected group of retailers that are defining the future of retail in multiple categories. Additional dialog and questions will be strongly encouraged throughout the tour. Join us for what promises to be a fun, interactive and informative afternoon of retail reality!

## MONDAY, JUNE 13

### Licensing For Beginners In Today's Marketplace

10:00 AM – 1:00 PM

**RICK MALLOW, LORNE BLOCH, JENNIFER CAMPBELL, ALEX SCHONDORF**

This introductory course on licensing will present the fundamentals and best practices of licensing on a variety of fronts from experts in their fields. Find out what Licensing is and How and When to use it to Realistically Grow your Business.

### Well Being And Licensing: Doing Good And Good Business

10:00 AM – 11:30 AM

**ROBERT STRAND**

Gather for innovative and exciting conversations about the potential role licensing may and is playing in improving well-being.

### Licensing Your Brand In The International Market

11:45 AM – 1:15 PM

**MATTHEW YOUNG, PAMELA M. DEESE**

Discover insights and actions for getting your brand into markets around the world. Topics will provide a checklist to navigate such challenges as: Market Personalities, Trade Barriers, Legal Obstacles and much more.

### Licensing Law For Beginners

1:30 PM – 3:00 PM

**JED FERDINAND, GREG BATTERSBY, SAM KHARE, ANDREW KOSKI**

This hands-on course will cover the key legal issues that impact licensing. Issues covered include: licensing agreements, protection of properties under trademark, copyright and patent laws, intellectual property basics, what to look for in an agent agreement, enforcement of rights, international considerations, and more.

## TUESDAY, JUNE 14

### How The Digital World Is Changing Licensing Forever

10:00 AM – 11:30 AM

**LIZ KALODNER, MIKE FITZSIMMONS**

An exploration of how we now think completely differently about categories, distribution, and fan engagement. We'll review ecommerce, on demand product, fan designed merchandise, virtual goods, social gaming, online gambling, etc.

### Anatomy Of A License Agreement

10:00 AM – 11:30 AM

**GREG BATTERSBY**

A clause by clause discussion of a typical license agreement with negotiation points for both licensors and licensees.

### Working With Licensing Agents And Consultants

10:00 AM – 11:30 AM

**MARTY BROCHSTEIN**

Licensing agents and consultants can play a central role in the development of an effective licensing program. This seminar will aid participants in defining respective roles; key into the pertinent questions they should be asking if considering an agent or consultant and learn how the best relationships work.

### Thinking Outside The Big Box: Retail Strategies Beyond The Top 12

11:45 AM – 1:15 PM

**TODD DONALDSON, MIKE SLUSAR**

Most retailers, large and small, are demonstrating unique strategies in this economic climate. One commonality is their innovative use of brands to generate traffic. These strategies, along with the unprecedented growth of online opportunities for branded and licensed merchandise, will certainly outlast this economic downturn and present significant future opportunities for licensed products.

### Using Your Style Guide As A Branding And Marketing Tool

11:45 AM – 1:15 PM

**STAN MADALONI**

Find out how to design a style guide that builds brand equity and gain a better understanding of the benefits of a comprehensive style guide.

### Art Licensor's Top 10 Mistakes

1:30 PM – 3:00 PM

**KETRA OBERLANDER**

A number of errors impact art licensor's earnings. Here are Ketra's 14 Top 10 mistakes, culled from her real-life experience, specifically addressing artists and art licensors in business less than 3 years.

### Navigating A Cause Licensing Relationship

1:30 PM – 3:00 PM

**TONY SUMMERS**

Navigating the non-profit world can be a tricky business with varied outcomes and objectives. This class would endeavor to teach the different models that exist between for-profit and non-profit licensing relationships in addition to how to market those relationships.

### Do I Need To Audit My Licensee?

1:30 PM – 3:00 PM

**GARY BRODER**

This session will explore all the different alternatives and considerations involved in performing an audit of a licensee. What audit steps should you consider under the circumstances? This presentation will review licensee contracts, licensee reporting, definition of terms, interpretation issues and timing of reporting from licensee.



## How To Develop And Manage A Successful Brand Licensing Program

3:15 PM – 4:45 PM

**BROOKE BRIDGES, SCOTT A. BANNELL, RON FEINBAUM**

Brand licensing can be a powerful tool that enhances brand value and profitability. This seminar will help brand owners evaluate whether their brand is ready for licensing, evolve internal structures and processes to support the licensing program, and explore the overall benefits and risks of licensing.

## Licensing In Emerging Markets

3:15 PM – 4:45 PM

**DULCE LIM**

Globalization is fueling growth for many industries, including Licensing. Gain better insight into what properties translate well, what common cultural pitfalls to avoid and explore what some properties have done to succeed in the global marketplace.

## Marketing & Licensing Experiential Brands: Case Studies Of FFN, Cirque Du Soliel, The Rock & Roll Hall Of Fame And Museum & The Grand Ole Opry

3:15 PM – 4:45 PM

**MELISSA FRAYLEY AGGUINI, MARIE-JOSÉE LAMY, JEFF STOLLER**

Getting consumers to choose a brand and stay loyal is more difficult than ever, but there are companies who not only have consumers choosing them, they interact with the brands through destination experiences such as clubs, vacations and/or shows.

## WEDNESDAY, JUNE 15

### From Good To G'rate: What Every Licensing Professional Should Know About Royalty Rates

10:00 AM – 11:15 AM

**ADINA AVERY-GROSSMAN, ELISE CONTARSY, LORI GOULD, STEPHANIE LAWRENCE, TAMMY TALERICO**

Come hear leading industry experts talk about royalty rates and how they can take a licensing agreement (and a licensee-licensor relationship) from good to g'rate! Course will cover a 360° view on royalty rates – what they are, how they differ by category, how they relate to margins and cost of goods, and how they relate to other business terms like advances and guarantees.

### Building Sports Brand Licensing: Lesson Learned on the Field of Play

10:00 AM – 11:15 AM

**RICK VAN BRIMMER, BILL PRIAKOS, PAUL MERRELL, DEE SCOTT**

Sports brand licensing continues to outpace the licensing marketplace, and these top brands are leading the way with their innovation and “out of the box” thinking. Learn how they have established their brand attributes, how they choose licensees that are a good fit in promoting and exploiting those attributes, and the lessons they have learned on the field of play – the retail floor space we all compete for!

### Branding For Success In Art Licensing

10:00 AM – 11:15 AM

**PAUL BRENT, JAY BURCH, KATIE MCROSTIE, TARA REED**

Includes the following topics; Branding basics, What a successful brand can do for you, Branding Brainstorming, Branding pitfalls, Strategies for branding success, Steps to accomplish to build your brand with a time table of one week, one month, and within the following three months. A case study in branding.

### An Appetite For Licensing – Food, Beverage And Restaurant Brand Activity

11:45 AM – 1:15 PM

**CARA BERNOSKY**

Food and beverage products remain the largest segment of brand licensing and this sector's brands are among the world's biggest licensors and licensees. This talk will help attendees understand how food and beverage licensing can help grow brands and support core business objectives.

## Advanced Licensing Strategies

11:45 AM – 1:15 PM

**STU SELTZER, STEVE COHEN, LAURA COHN**

This seminar will explore some of the different strategies utilized by licensors, licensees and retailers to grow their businesses. We will explore some of the current trends and discuss why some of the OLD licensing strategies are not very effective today.

## The Ins And Outs Of Clearances...Celebrities And More

11:45 AM – 1:15 PM

**CHRIS ARLEDGE, NANCY PRAGER, MARK ROESLER**

The seminar will address the important legal issues to consider when using a celebrity's name, image, likeness or works to promote a product or company.

## The Licensee Survival Guide To Licensing

1:30 PM – 3:00 PM

**STEVE STANLEY, CLAIRE GILCHRIST, MARY RAFFERTY, JIM KIPLING**

This presentation will examine BEST PRACTICES for manufacturers, importers, and distributors of licensed products in negotiating and dealing with licensors and retailers to achieve strong sales as they tackle some of biggest issues they face today.

## Hot Trends in Interactive

1:30 PM – 3:00 PM

**CAREEN YAPP, GERMAINE GIOIA**

Emerging digital platforms offer the licensors and licensees a range of new ways to deliver licensed interactive content directly to the consumer. Come meet a variety of professionals from leading game publishers, film studios, television networks and agencies making this new era of licensed interactive entertainment a success.

## Improving International Licensing Practices

1:30 PM – 3:00 PM

**MARTY MALYSZ, SHERI DHAMI, NEENA M. GORDON**

Session is geared to licensors and agents looking to improve their international licensing operations dealing with deal and transaction complexities such as fluctuating currencies (USD), multiple taxation (withholding, VAT, GST, etc), international revenue recognition and foreign audits.

## Big Fish, Small Pond: Big Pond, Small Fish – Making the Transition

3:15 PM – 4:45 PM

**NEIL ROSS RUSSELL**

Cracking the US market remains the benchmark of global brand success. Using examples from BBC Worldwide's portfolio of brands we will give an overview of the different strategies BBC Worldwide have employed when launching to a US market.

## Issues in Sourcing and Manufacturing

3:15 PM – 4:45 PM

**CHRISTIAN EWERT**

Protecting licensed brands by assuring socially responsible treatment of workers in the supply chain, using the International Council of Toy Industries CARE Process as an example.

## Changarros, Kirana & Souks: International Retailing Beyond Walmart & Carrefour

3:15 PM – 4:45 PM

**IRA MAYER, KAREN RAUGUST**

This session focuses on the retail practices common in the most significant emerging markets for licensed merchandise, the lessons multinational retailers have learned, and how changarros, kirana and souks, among other local retail operations, will influence your market strategy.

REGISTER EARLY FOR LICENSING  
UNIVERSITY TO GET THE BEST DEALS!

#### Prices:

	LIMA Member/Non-Member	Onsite:
Pre-Reg:		
One Session	\$160/\$185	One Session \$190/\$225
Five Pack	\$500/\$615	Five Pack \$600/\$740
Unlimited	\$1025/\$1230	Unlimited \$1250/\$1475

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