



LICENSING INTERNATIONAL

Licensing Essentials Course July 29-30

Designed as a crash course in all aspects of brand licensing, the UK Licensing Essentials Course is targeted to all brand licensing professionals, with a focus on retail executives, as well as other professionals looking to break into or expand their profile in this \$293 billion industry. Typically held in London, this year's course will be fully online, opening up the opportunity for professionals outside of the United Kingdom to easily participate for the first time ever. Also for the first time, there will be no cost to attend. The program will take place over two, half days from 13:30 – 16:00 GMT each day, and will feature both live and pre-recorded sessions broken up by a series of fun networking activities. Among the topics to be covered are:

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- **It All Starts Here: How IP Comes to Life** – a deep dive into the path new IP follows to make it to store shelves
- **Reality Check: License Agreements for Non-Lawyers**
- **Who's Shopping? A Profile of the Children's Market**
- **The New Normal for Licensing** – a look at how licensing has been impacted by COVID-19 and how to take advantage of new opportunities

SPONSORSHIP OPPORTUNITIES

Licensing International's mission is to foster the growth and expansion of licensing around the world, raise the level of professionalism for licensing practitioners, and create greater awareness of the benefits of licensing to the business community at large.

Our 1,300 global corporate members represent licensors, retailers, manufacturers, and service providers in industries as diverse as entertainment, corporate brands, fashion, sports/ e-sports, digital, art, and collegiate to name a few.

BENEFITS	Platinum \$10,000	Gold \$5,000	Basic \$3,000
Slider image/logo on the newly created LEC page (which lives under Education navigation)	X	X	X
Slider image/logo on the Events Page by tier	X	X	X
Logo on Event Listing by tier	X	X	X
Logo on GoToStage as part of Header	X	X	X
Some visibility on GotoStage		X	TEXT Acknowledgment
Inclusion in pre/post show PR and publicity communication	X		

▶ Questions? Contact Sharon Weisman at sweisman@licensing.org | licensinginternational.org

OUR
REACH
BY THE
NUMBERS



Audience of
15,000+
global
executives



55% of our
audience is made
up of **Senior Level
executives**



100,000
average **monthly**
site visitors



20% Open-Rates
(above average) on
Newslinks, our daily
industry newsletter



15K+ social
media followers