



WHAT IS FESTIVAL OF LICENSING?

A MONTH-LONG VIRTUAL **CELEBRATION** OF THE GLOBAL LICENSING INDUSTRY

Festival of Licensing is a 4-week large-scale digital gathering bringing together the global licensing industry to connect, learn, strike deals and do business on an international stage.

Our single virtual platform will enable to you find new partners, meet your clients, showcase your IP, generate quality leads and crucially – ensure business continuation.

Powered by our leading brands - Licensing Expo, Brand Licensing Europe, Licensing Expo China, Licensing Expo Japan & License Global - and in association with Licensing International – the festival will be supported by the world's leading IP owners and attended by an anticipated 15,000+ attendees from the global licensing community.

We are excited to present four regionally tailored events in key licensing territories:

WEEK 1:
6 – 8 OCTOBER

EUROPE

POWERED BY BRAND
LICENSING EUROPE

WEEK 2:
14 – 15 OCTOBER

ASIA

POWERED BY LICENSING
EXPO CHINA AND JAPAN

WEEK 3:
20 – 22 OCTOBER

THE AMERICAS

POWERED BY LICENSING
EXPO

WEEK 4:
28 - 29 OCTOBER

GLOBAL C-SUITE

POWERED BY LICENSING
LEADERSHIP SUMMIT

4 WEEKS

OF INDUSTRY-LEADING
CONTENT AND
NETWORKING

300+

EXHIBITING COMPANIES

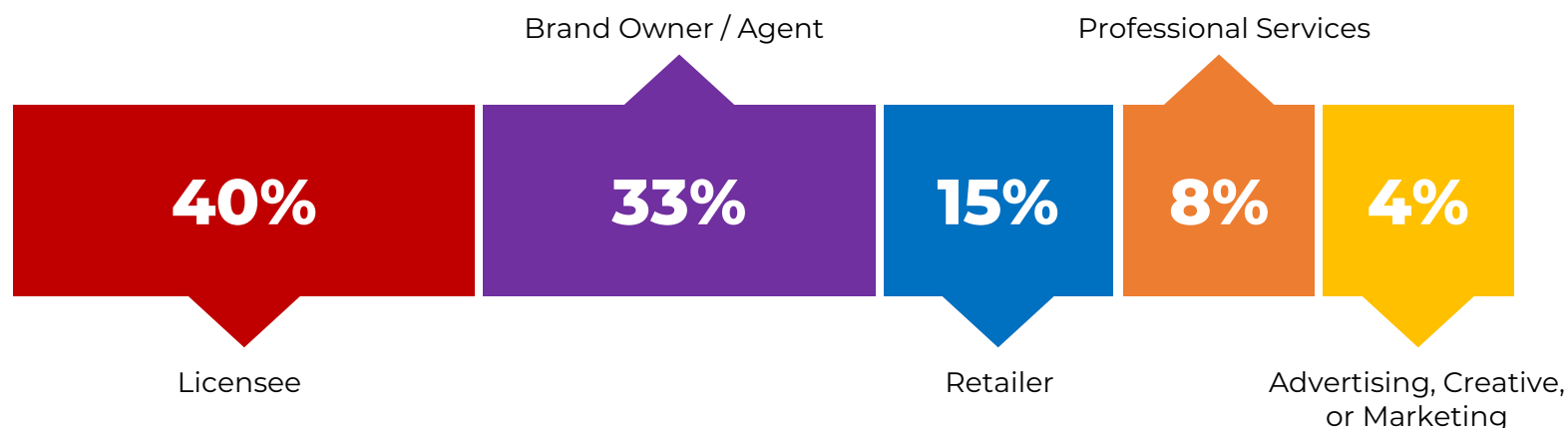
15,000+

ATTENDEES

WHO WILL ATTEND?

Festival of Licensing is expected to attract **15,000+ attendees** from Europe, North America, South America & Asia. The attendee profile is expected to match that of our trade shows.

ATTENDANCE BY VISITOR TYPE



FESTIVAL OF LICENSING IS BASED ON 3 PILLARS:

- **SMART CONNECTIONS** – Unrivalled virtual meeting and partnering opportunities
- **IP DISCOVERY** – Multiple ways to showcase your IPs and tell your stories in front of the global licensing industry
- **CONTENT & EDUCATION** – Live and on-demand content providing key insights in brand licensing

CUSTOMERS ARE SEEKING ALTERNATIVES

JUNE 15-19, 2020

LICENSING WEEK

VIRTUAL

4,400+

ATTENDEES

32,700+

CONTENT VIEWS
(AVG. 7 PER PERSON)

13^{HR} 23^{MIN}

AVG. DURATION PER
ATTENDEE ACROSS 5 DAYS

3,000+

MATCHMAKING MEETINGS
ATTENDED

7.2 / 10

CUSTOMER
SATISFACTION SCORE

12+

NET PROMOTER
SCORE

81% of attendees to Brand Licensing Europe & Licensing Expo would attend a virtual event organized by us.

80% of Brand Licensing Europe 2020 exhibitors would support a virtual event.

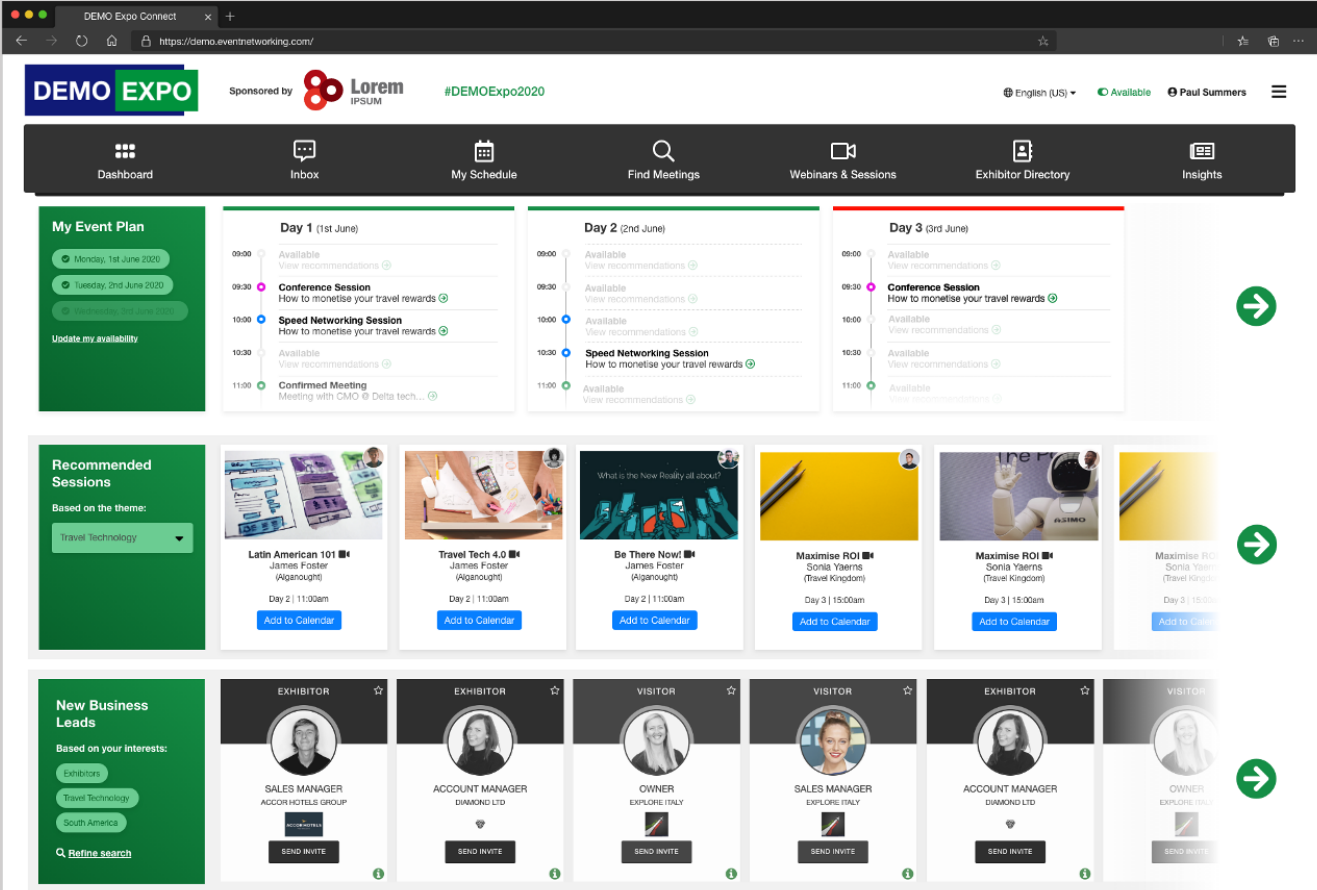
I PARTICIPATED IN LICENSING WEEK VIRTUAL – HOW WILL THIS COMPARE?

Festival of Licensing takes **everything** we learned to deliver a truly global virtual event with territory-specific content and the opportunity for attendees to forge international relationships.

Changes you can expect include:

- Each experience during weeks 1 - 3 will be **time-zoned to that territory** to make it more convenient for exhibitors and attendees.
- Access **up to 300 exhibitors** across the entire month to replicate the scale of our physical shows.
- Each event will be live **for 2 - 3 days only** with content available on-demand outside of those weeks.
- The meetings service, exhibitor booths, and content will all be **accessible through a single platform** for a seamless user experience.
- The ability to **pre-book meetings** ahead of time or drop-in for **impromptu chats**.
- The ability to organise meetings with **new and existing** partners.
- **More opportunities** to showcase your IP or brand in creative & interesting ways.
- An amplified after-hours & social calendar to **connect** with the licensing industry.

EXAMPLE HOME PAGE WITHIN THE VIRTUAL PLATFORM



EXHIBITOR PACKAGE

EUROPE • ASIA • THE AMERICAS

EXHIBIT AT ONE, TWO, OR THREE REGIONAL EVENTS AND RECEIVE:

- Exhibitor showcase page
- Exhibitor & property directory listing
- Unlimited matchmaking meeting requests
- No limit on booth representatives
- Customer service support available in your time-zone

1 EVENT: £3,000

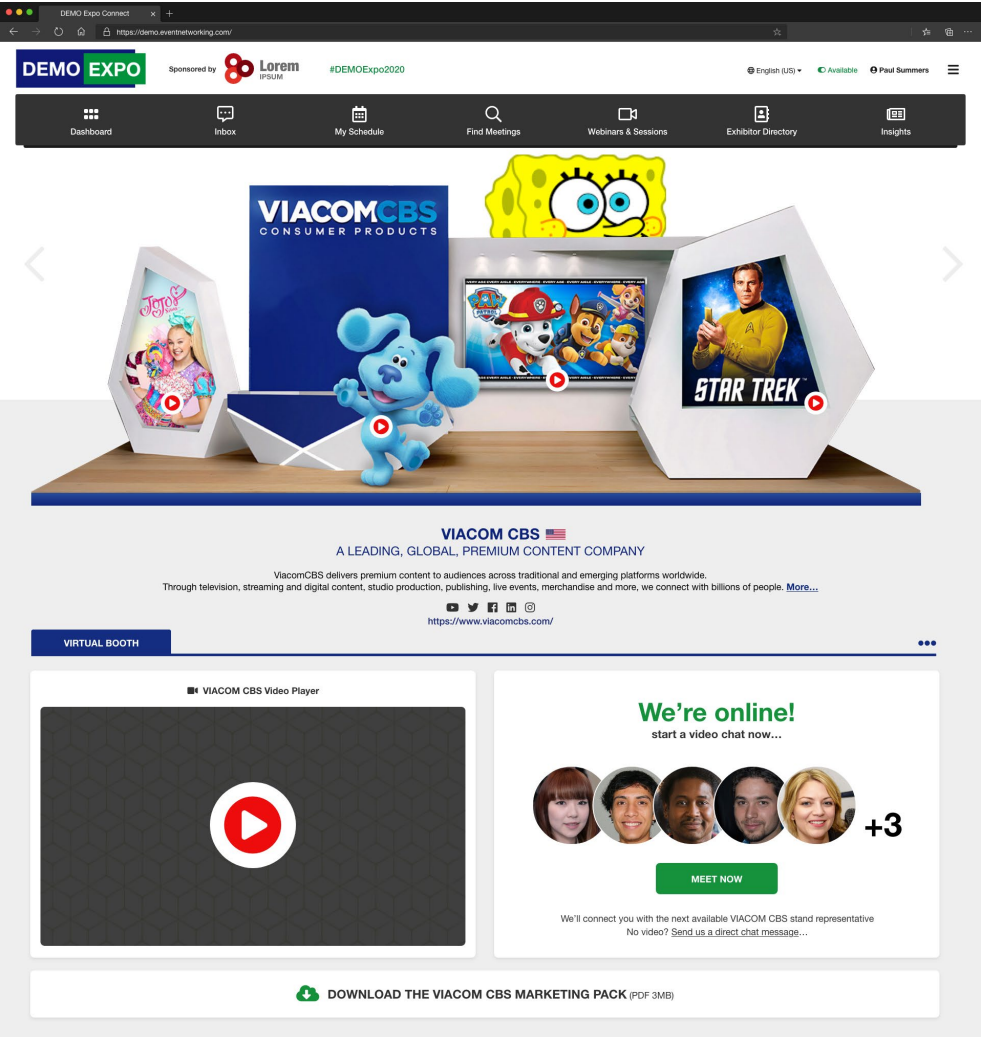
2 EVENTS: £5,000 (SAVE 17%)

3 EVENTS: £6,000 (SAVE 33%)

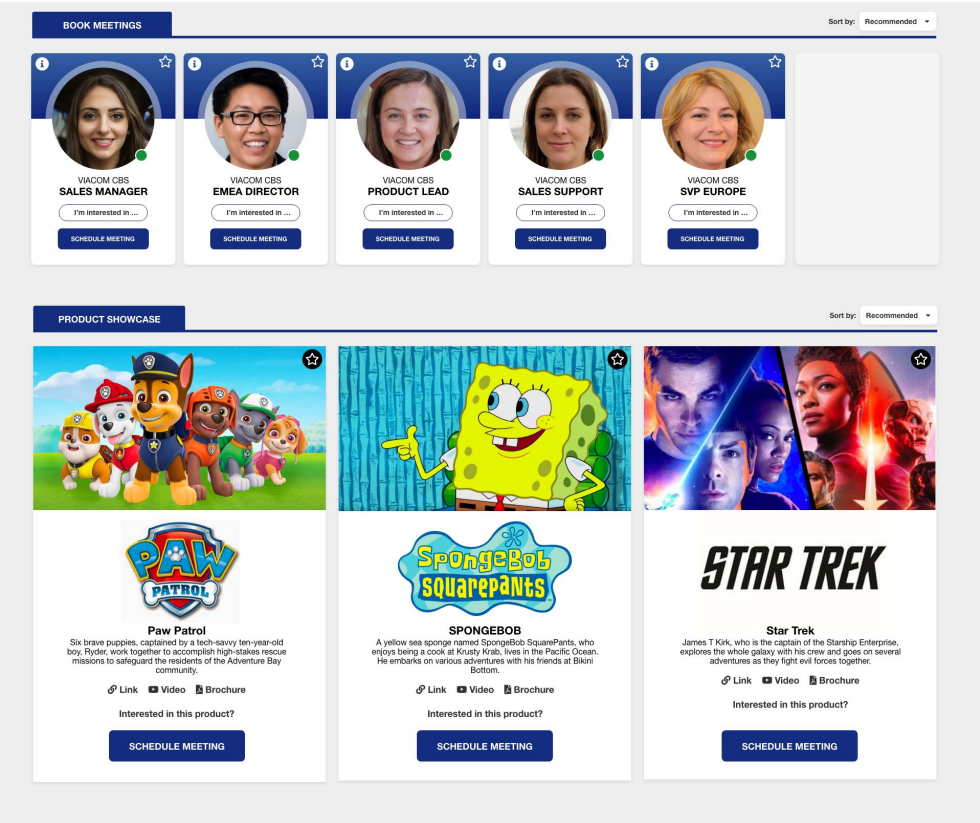
All prices are exclusive of VAT.

EXAMPLE EXHIBITOR SHOWCASE PAGE

TOP OF PAGE



REST OF PAGE



FURTHER INFORMATION:

EUROPE

- **BST** time zone – meetings can be booked from 7am to 6pm.

ASIA

- **CST** time zone – meetings can be booked from 2pm to 11pm.

THE AMERICAS

- **PST** time zone – meetings can be booked from 6am to 5pm.

Attendees will have full access to the virtual platform from September 8th. For maximum exposure, **we recommend that you confirm your participation and populate your exhibitor showcase page prior to this point.** Amends can be made at any time and you can also confirm your participation after this date.

Matchmaking meetings can be pre-scheduled from September 8th. **Meetings must be booked to occur within the live event dates and can only be booked for the event(s) at which you are exhibiting.**

During the events, meetings can be still be scheduled or exhibitors can take advantage of our drop-in meetings function accessed through their exhibitor showcase page

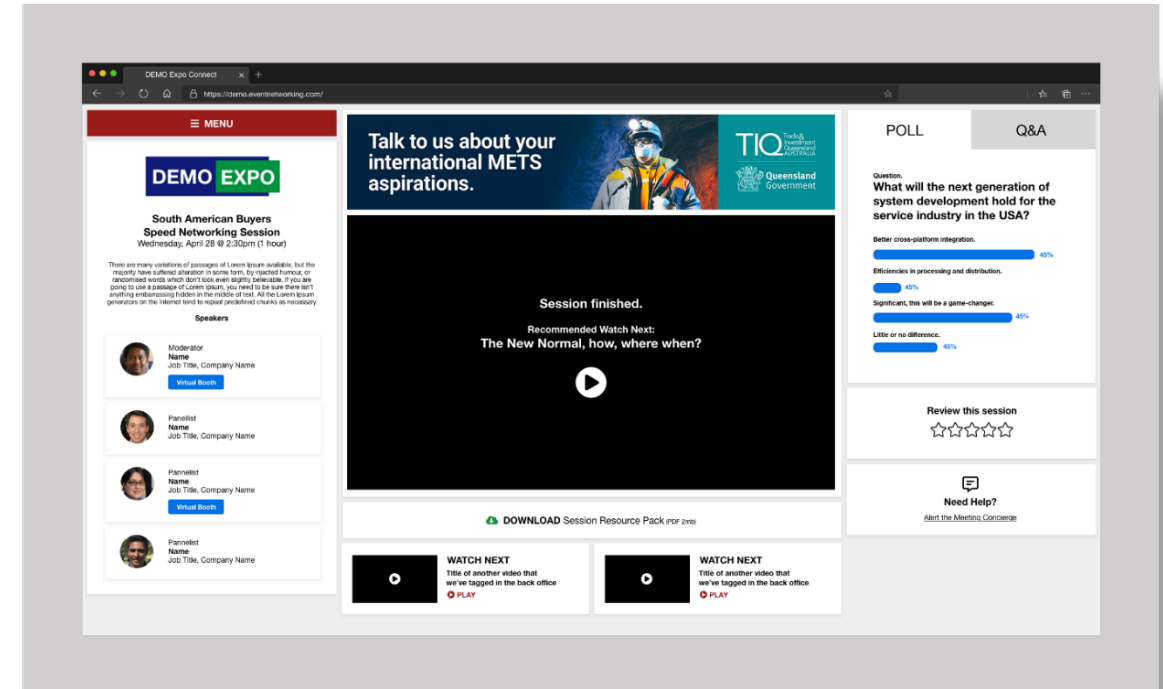
IP / BRAND VIDEO PACKAGE SPONSORSHIPS

EUROPE • ASIA • THE AMERICAS

IP / PROPERTY VIDEO PACKAGE SPONSORSHIP – EUROPE, ASIA, THE AMERICAS

Showcase your IP and properties in the region(s) of your choice with our live and on-demand video packages. This is **your** opportunity to tell **your** story in a creative and interesting way and drive attendees to your exhibitor page.

- You will receive leads (compliant) from those that view your video showcase.
- Attendees can book meetings with you or visit your exhibitor showcase page directly from the video.
- Leads will be distributed twice: end of live event week, end of on-demand period.
- Sponsors will have full control over creative and branding and all videos should be pre-recorded for either live or on-demand broadcast.
- Pre-recordings can be in 4K/HD and should be provided as MP4 files.



Please note that in order to be eligible for one of these sponsorships, you **must** be an exhibitor at one of the three regional events.

All videos **must be approved** by the Festival of Licensing team prior to broadcast and any content deemed unfit to broadcast will be returned for editing.

IP / PROPERTY VIDEO PACKAGE – BROADCAST LIVE

10-min video + 10-min Q&A – 3x opps per day
20-min video + 10-min Q&A – 2x opps per day

- Live videos will form part of our timed conference agenda and receive **more extensive** PR & marketing promotion prior to the event.
- Q&As can be live and in-person moderated **or** administered through public chat function.
- **All live content** will be available on-demand for a period of 4 weeks post event.
- Live video opportunities only available for Europe & The Americas.
- Live videos will be broadcast from 12-1pm and 3-4pm.

IP / PROPERTY VIDEO PACKAGE – ON-DEMAND

10-min video – 10 opps per event
20-min video – 10 opps. per event

Please note: there is only one “live” opportunity per region per exhibitor. If you wish to have your content showcased in multiple regions, it will be on-demand in two out of three regions.

IP / PROPERTY VIDEO PACKAGE SPONSORSHIP – EUROPE, ASIA, THE AMERICAS

OPTIONS	1 REGION	2 REGIONS (2ND REGION ON-DEMAND ONLY)	3 REGIONS (2ND AND 3RD REGIONS ON-DEMAND ONLY)
BROADCAST LIVE 10-min video + 10-min Q&A	£5,500	£7,050	£7,700
BROADCAST LIVE 20-min video + 10-min Q&A	£7,500	£8,700	£9,100
ON-DEMAND 10-minute video	£3,000	£5,000	£6,000
ON-DEMAND 20-minute video	£4,000	£6,600	£8,000

All content will be available on-demand for attendees to view for 4 weeks following the live event date.

All prices are exclusive of VAT.

- All **European** content on-demand will expire Friday, November 6th.
- All **Asia** content on-demand will expire Friday, November 13th.
- All **Americas** content on-demand will expire Friday, November 20th.

EXCLUSIVE

FESTIVAL OF LICENSING SPONSORSHIPS

FESTIVAL OF LICENSING SPONSORSHIPS - **MATCHMAKING SPONSOR** – EUROPE, ASIA, THE AMERICAS - SOLD

SPONSOR FoL'S BUSINESS MATCHMAKING PORTAL – POWERING MORE THAN 8,000 MEETINGS GLOBALLY.

PRE-EVENT DELIVERABLES:

- Logo in footer of all Festival of Licensing attendee emails. Listed as Platinum Sponsor
- Logo in Festival of Licensing print adverts Listed as Platinum Sponsor
- Logo and 50-word profile on Festival of Licensing website sponsor page. Listed as Platinum Sponsor
- Logo on Festival of Licensing matchmaking website page. Listed as Matchmaking Sponsor.
- 1x interview conducted by License Global editor and hosted on licenseglobal.com
- 2 x social media posts. Social media posts to be on Twitter, Facebook & Instagram across Brand Licensing Europe, Licensing Expo + License Global
- Social takeover for one day before the event – Social media posts to be on Twitter, Facebook & Instagram across Brand Licensing Europe, Licensing Expo + License Global
- Mention in any press releases distributed as part of Festival of Licensing. Opportunity to provide quote for any press releases specifically discussing Matchmaking
- Priority inclusion in Festival of Licensing media day
- Sponsor logo and "sponsored by" message to be clearly featured in all Matchmaking email alerts
- Sponsor logo and "sponsored by" message to be clearly featured on all matchmaking specific 'how to' collateral including video and pdf guides

DURING EVENT DELIVERABLES:

- Logo and "sponsored by" message to be clearly featured across the online meetings section of the virtual platform
- Sponsor's meeting profile "box" to be fixed (permanent) at the top-right placement in the meetings booking portal
- Featured exhibitor profile within exhibitor directory and matchmaking search
- Matchmaking concierge service
- Sponsor will receive a post-sponsorship report including the following:
 - Total number of placements for the sponsor logo + sponsored by message (email + website + collateral + meeting bookings page)
 - Number of impressions per placement
 - Number of clicks per placement
 - Number of meetings booked

To be eligible for this sponsorship, you must be an exhibitor at all three regional events.



SOLD

£18,000

Prices are exclusive of VAT.

SPONSOR FoL'S ATTENDEE & EXHIBITION REGISTRATION PORTAL AND GET YOUR BRAND IN FRONT OF MORE THAN 15,000 PARTICIPANTS.

PRE-EVENT DELIVERABLES:

- Logo in footer of all Festival of Licensing attendee emails. Listed as Platinum Sponsor
- Logo in Festival of Licensing print adverts Listed as Platinum Sponsor
- Logo and 50-word profile on Festival of Licensing website sponsor page. Listed as Platinum Sponsor
- 1x interview conducted by License Global editor and hosted on licenseglobal.com
- 2 x social media posts. Social media posts to be on Twitter, Facebook & Instagram across Brand Licensing Europe, Licensing Expo + License Global
- Social takeover for one day before the event – Social media posts to be on Twitter, Facebook & Instagram across Brand Licensing Europe, Licensing Expo + License Global
- Mention in any press releases distributed as part of Festival of Licensing
- Priority inclusion in Festival of Licensing media day
- Sponsor logo on the online registration page (homepage)
- Sponsor logo on the registration confirmation page
- Sponsor logo and 50-word profile on the registration confirmation email
- Introductory welcome message (including photo, 200 words + logo) contained within official 'how to guides' for exhibitors and attendees including but not limited to: how to create an online profile, how to set-up your exhibitor listing, how to join an online webinar, how to network etc. **This does not include matchmaking which is a separate guide.**
- Branding banner strip added to footer of 'how-to guide' videos produced for exhibitors & attendees.

DURING EVENT DELIVERABLES:

- Featured exhibitor profile within exhibitor directory and matchmaking search
- Matchmaking concierge service

To be eligible for this sponsorship, you must be an exhibitor at all three regional events.



SPONSOR FULLY LICENSED! – FoL'S EVENING ENTERTAINMENT PROGRAMME FEATURING PERFORMANCES, EXPERIENCES, AFTER-HOURS NETWORKING AND A CELEBRATION OF THE GLOBAL LICENSING COMMUNITY

PRE-EVENT DELIVERABLES:

- Logo in footer of all Festival of Licensing attendee emails. Listed as Platinum Sponsor
- Logo in Festival of Licensing print adverts Listed as Platinum Sponsor
- Logo and 50-word profile on Festival of Licensing website sponsor page. Listed as Platinum Sponsor
- 1x interview conducted by License Global editor and hosted on licensseglobal.com
- 2 x social media posts. Social media posts to be on Twitter, Facebook & Instagram across Brand Licensing Europe, Licensing Expo + License Global
- Social takeover for one day before the event – Social media posts to be on Twitter, Facebook & Instagram across Brand Licensing Europe, Licensing Expo + License Global.
- Mention in any press releases distributed as part of Festival of Licensing.
- Opportunity to provide quote for any press releases written to promote Fully Licensed
- Priority inclusion in Festival of Licensing media day

DURING EVENT DELIVERABLES:

- Featured exhibitor profile within exhibitor directory and matchmaking search
- Matchmaking concierge service
- Branding within the Fully Licensed area on the platform
- Opportunity to produce one “fully licensed” event per region. Event to be no longer than 60 minutes and must take place at 6pm local time. Sponsor to receive all compliant leads from those attending these events. **Deadline to confirmation participation = Sept 4th, 2020.**

Please note that the other “fully licensed” events in each region could be sponsored but only individual events, not the entire programme. To be eligible for this sponsorship, you must be an exhibitor at all three regional events.



FESTIVAL OF LICENSING SPONSORSHIPS - **COMMUNITY & WELLBEING SPONSOR** – EUROPE, ASIA, THE AMERICAS

SPONSOR COMMUNITY AND WELLBEING - FEATURING MIND AND BODY WORKOUTS, CV CLINICS, BUSINESS MENTORING, PROFESSIONAL ADVICE, AND A HUGE INDUSTRY FUNDRAISER

PRE-EVENT DELIVERABLES:

- Logo in footer of all Festival of Licensing attendee emails. Listed as Platinum Sponsor.
- Logo in Festival of Licensing print adverts Listed as Platinum Sponsor.
- Logo and 50-word profile on Festival of Licensing website sponsor page. Listed as Platinum Sponsor.
- 1x interview conducted by License Global editor and hosted on licenseglobal.com.
- 2 x social media posts. Social media posts to be on Twitter, Facebook & Instagram across Brand Licensing Europe, Licensing Expo + License Global
- Social takeover for one day before the event – Social media posts to be on Twitter, Facebook & Instagram across Brand Licensing Europe, Licensing Expo + License Global.
- Mention in any press releases distributed as part of Festival of Licensing.
- Opportunity to provide quote for any press releases written to promote any elements of Festival of Licensing Community & Wellbeing including charity initiative
- Priority inclusion in Festival of Licensing media day

DURING EVENT DELIVERABLES:

- Featured exhibitor profile within exhibitor directory and matchmaking search
- Matchmaking concierge service
- Branding within the Community & Wellbeing area on the platform
- Opportunity to provide 1-3 on-demand sessions promoting wellbeing to attendees. These will be globally focused and available on-demand to all attendees from all regional events. All sessions to contain different content and should focus on one of 5 wellbeing pillars: physical, nutritional, creativity, emotional or psychological and social.
- Sponsor to receive all compliant leads from those that attend these sessions

Please note that the other “community & wellbeing” sessions in each region could be sponsored but only individual events, not the entire programme and only in one of the wellbeing pillars not covered by the Community & Wellbeing sponsor. To be eligible for this sponsorship, you must be an exhibitor at all three regional events.



SPONSOR FoL'S RETAIL PROGRAMME – AN EXCLUSIVE PROGRAMME FOR PARTICIPATING RETAILERS FEATURING TRENDS, EDUCATION, ADVICE & NETWORKING

PRE-EVENT DELIVERABLES:

- Logo in footer of all Festival of Licensing attendee emails. Listed as Platinum Sponsor
- Logo in Festival of Licensing print adverts Listed as Platinum Sponsor
- Logo and 50-word profile on Festival of Licensing website sponsor page. Listed as Platinum Sponsor
- 1x interview conducted by License Global editor and hosted on licenseglobal.com
- 2 x social media. Social media posts to be on Twitter, Facebook & Instagram across Brand Licensing Europe, Licensing Expo + License Global
- Social takeover for one day before the event – Social media posts to be on Twitter, Facebook & Instagram across Brand Licensing Europe, Licensing Expo + License Global.
- Mention in any press releases distributed as part of Festival of Licensing.
- Priority inclusion in Festival of Licensing media day
- Opportunity to provide quote for any press releases written to promote Festival of Licensing Retail Programme

DURING EVENT DELIVERABLES:

- Featured exhibitor profile within exhibitor directory and matchmaking search
- Matchmaking concierge service
- Branding within the Retail area on the platform only accessible to participating retailers
- Opportunity to provide 2 on-demand educational sessions specifically targeted at retailers and specifically constructed to educate retailers on the value of branding licensing. These sessions should be globally relevant. Sponsor to receive all compliant leads from those that attend these sessions.
- Opportunity to be one of 2-3 experts at a “Retail Clinic session” organised during Europe and US/LATAM events. Clinic to be fully interactive, Q&A session where participating retailers ask questions of panel around brand licensing + retail

Please note that the other on-demand educational sessions would be produced per region for participating retailers. To be eligible for this sponsorship, you must be an exhibitor at all three regional events.



£22,000

Prices are exclusive of VAT.

FESTIVAL OF LICENSING SPONSORSHIPS - **LIVE STAGE SPONSOR** – EUROPE, ASIA, THE AMERICAS - SOLD

SPONSOR FOL'S LIVE STAGE – HOME TO LICENSE GLOBAL'S KEYNOTES & PANELS, EXHIBITOR IP SHOWCASES AND LICENSING INTERNATIONAL'S INDUSTRY 101 CONTENT & AND TERRITORY “HOW-TO” GUIDES

PRE-EVENT DELIVERABLES:

- Logo in footer of all Festival of Licensing attendee emails. Listed as Platinum Sponsor
- Logo in Festival of Licensing print adverts Listed as Platinum Sponsor
- Logo and 50-word profile on Festival of Licensing website sponsor page. Listed as Platinum Sponsor
- Logo on Festival of Licensing agenda website page. Listed as Live Stage Sponsor
- 1x interview conducted by License Global editor and hosted on licenseglobal.com
- 2 x social media posts. Social media posts to be on Twitter, Facebook & Instagram across Brand Licensing Europe, Licensing Expo + License Global
- Social takeover for one day before the event – Social media posts to be on Twitter, Facebook & Instagram across Brand Licensing Europe, Licensing Expo + License Global.
- Mention in any press releases distributed as part of Festival of Licensing.
- Opportunity to provide quote for any press releases specifically discussing Live Stage agenda.
- Priority inclusion in Festival of Licensing media day

DURING EVENT DELIVERABLES:

- Featured exhibitor profile within exhibitor directory and matchmaking search
- Matchmaking concierge service
- 30 second advert to be played before all keynote sessions. Content must be cleared by FOL editorial team. Advert contents can differ by region
- Branding within the Live Stage area on the platform
- 20-minute on-demand IP video showcase slot to be available for download across all regional events. Sponsor to receive all compliant leads from those that attend this session.

To be eligible for this sponsorship, you must be an exhibitor at all three regional events.



SOLD

£22,000

Prices are exclusive of VAT.

FESTIVAL OF LICENSING SPONSORSHIPS - **LICENSE THIS! SPONSOR** – EUROPE

SPONSOR LICENSE THIS! – OUR EUROPEAN COMPETITION AIMED AT UNLICENSED BRANDS AND PROPERTIES TO HELP THEM SECURE NEW DEALS AND EXTEND THEIR BRANDS INTO THE GLOBAL LICENSING INDUSTRY

PRE-EVENT DELIVERABLES:

- Logo in footer of all Festival of Licensing attendee emails. Listed as Platinum Sponsor.
- Logo in Festival of Licensing print adverts Listed as Platinum Sponsor.
- Logo and 50-word profile on Festival of Licensing website sponsor page. Listed as Platinum Sponsor.
- 1x interview conducted by License Global editor and hosted on licenseglobal.com.
- 2 x social media posts. Social media posts to be on Twitter, Facebook & Instagram across Brand Licensing Europe, Licensing Expo + License Global
- Mention in any press releases written to promote License This!
- Opportunity to provide quote for any press releases written to promote License This!
- Priority inclusion in Festival of Licensing media day
- 1 x judge from sponsoring company included in License This! Judging panel. Judge to take part in virtual shortlisting process at date TBD prior to Festival of Licensing Europe event

DURING EVENT DELIVERABLES:

- 1 x judge from sponsoring company to take part in live judging panel during License This! Session taking place within Festival of Licensing Europe event
- Opportunity to provide mentorship to the winner (s) for one year
- Opportunity to provide quote for any press releases written to promote winners of License This!
- Mention in any press releases written to promote winners of License This!

To be eligible for this sponsorship , you must be an exhibitor at the European event.



£7,500

Prices are exclusive of VAT.