

LIMA UK Licensing Essentials Course & Spring Fling

Keep ahead of the licensing game

13th May 2010

Essentials Course: Kingsway Hall Hotel, Covent Garden

Spring Fling: Crystal Lounge at Sway, Covent Garden



Places fill fast – Book now!

Call Jennifer Offenborn on

+44 (0) 20 8956 2670

Group discounts are available,
see booking form for more details.

Organised by



In association with



Find out more at www.brandlicensingeurope.com/lima

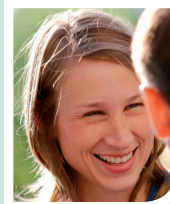
Keep ahead of the licensing game

Renowned for its ability to inspire thought leadership and best practice, the Licensing Essentials Course returns for its 6th year.

If you have team members who are either new to licensing or want to brush up on their knowledge, this course will ensure you:

- **Master** the fundamentals of licensing through a series of interactive workshops, case-studies and presentations delivered by experts
- **Network** with around 150 like-minded individuals at the Spring Fling and forge valuable partnerships
- **Learn** about the latest trends and issues affecting the industry

Find out more at
www.brandlicensingeurope.com/lima



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The **Spring Fling** will kick off at 5pm with the legendary Licensing Question Time.

Enjoy a glass of champagne and put your questions to our panel of industry experts who will be debating topical industry challenges and trends.

Then continue networking with your peers well into the evening! Enjoy drinks and food as you mingle in the buzzy and welcoming surroundings of the Sway bar.



Due to popularity a limited number of places are available for the Spring Fling only – call now to reserve your place.

LIMA UK Licensing Essentials Course Programme

10.00 - 11.30

Introducing Licensing

The basics of licensing

Kelvyn Gardner, Managing Director, LIMA UK
Managing Director, LIMA UK

How do retailers work with licensed products?

Barbara Robinson, Category Manager, Mothercare

What makes a good licensor

Simon Skelton, Director, Big Ideas

Coffee Break

12.00 - 13.00

Nuts & Bolts

Basic accountancy considerations for licensing agreements

Stuart Burns, Partner, Fisher Forensic
Partner, Fisher Forensic

Basic legal and commercial terms for licensing agreements

John Burns, Partner, Halliwells

Lunch

14.15 - 15.15

Growth areas for licensing in the 21st Century

Introducing collegiate licensing

TBC

Introducing Music Licensing

Jeremy Goldsmith, Managing Director, Event
Merchandising

Coffee Break

15.45 - 16.45

Market Research

TBC

Licensing a major international brand

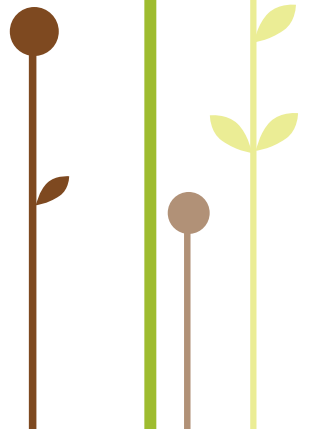
Greig Coull, Commercial Director, Michelin
Lifestyle Ltd

16.45 - 17.00

Coffee Break

17.00 - 18.00

Licensing question time/'Champagne debate'



Registration form

4 easy ways to register:



Download the registration form at www.brandlicensing.eu/lima



Fax this form to +44 (0)20 8956 2666



Post this completed form to: Advanstar Communications UK Ltd, 500 Chiswick High Road, Chiswick, London W4 5RG UK



Call Licia Viscito on +44 (0) 20 8956 2668 or Jennifer Offenborn on +44 (0) 20 8956 2670

Section A - Your Details

Title First Name Last Name

Job Title Company Name

Address

Town/City County/State

Postcode Country

Tel No Fax No

Email

By providing your email address you consent to Advanstar Communications contacting you with relevant updates about products and services by email. Your email address will not be passed on to third parties.

Q1 Which products are manufactured, marketed, purchased, licensed or merchandised by your company? (Please tick all that apply)

- Fashion
- Housewares
- Toys/Games
- Gifts
- Publishing/Books
- Stationery/Paper Goods
- Accessories/Jewellery
- Food/Drink
- Sporting Goods
- Health & Beauty Products
- Consumer Electronics
- Mobile/Internet
- DVD/Video
- Video/Console Games & Computer Software
- Other (please specify)

Q2 Which of the following best describes your title? (Please tick one only)

- Owner/CEO/President/Managing Director
- Buyer/Assistant Buyer/Executive
- Merchandising Manager/Director/Executive
- Creative/Design Manager/Director/Executive
- Business Development/Sales
- Marketing Manager/Director/Executive
- Licensing Manager/Director/Executive
- Product Development Manager/Director
- Lawyer/Accountant
- Other (please specify)

Q3 Which of the following best describes your organisation? (Please tick one only)

- Retailer Department/Variety Store
- Speciality Store (specialising in a specific range of merchandise and related items)
- Grocery/Supermarket
- Online Retailer
- Catalogue/Mail Order
- Discount Store/Cash & Carry
- Pharmacy
- Other (please specify)

Licensee/Manufacturer (also includes magazine/book publisher and software developer/publisher)

Artist/Brand Owner (also includes artist/designer, TV/Film production and charity/heritage)

- Licensing Agent/Consultant
- Distributor/Wholesaler/Importer
- Sales Promotion/Advertising/Design Agency
- Professional Services (including Accountancy and Legal Services)
- Other (please specify)

Q4 Do you wish to receive, or continue to receive your edition of License! Global?

- Yes (if yes, please sign and date here)

Signature

Date

No

Section B - Registration

| Please tick the appropriate box VAT to be charged at 17.5% | | Early Bird Rate (ends 11.03.10) | Standard Rate |
|---|--------------------------|---|---|
| LIMA Member | Seminar and Spring Fling | <input type="checkbox"/> £285+VAT = £334.88 | <input type="checkbox"/> £325+VAT = £381.88 |
| | Spring Fling only | <input type="checkbox"/> £45+VAT = £52.88 | <input type="checkbox"/> £45+VAT = £52.88 |
| Non LIMA Member | Seminar and Spring Fling | <input type="checkbox"/> £345+VAT = £405.38 | <input type="checkbox"/> £390+VAT = £458.25 |
| | Spring Fling only | <input type="checkbox"/> £70+VAT = £82.25 | <input type="checkbox"/> £70+VAT = £82.25 |
| Charity & Student | Seminar and Spring Fling | <input type="checkbox"/> £173+VAT = £203.28 | <input type="checkbox"/> £195+VAT = £229.13 |
| | Spring Fling only | <input type="checkbox"/> £45+VAT = £52.88 | <input type="checkbox"/> £45+VAT = £52.88 |

A 5% booking discount applies for groups of three or four delegates.

A 10% booking discount applies for groups of five or more.

To benefit from these substantial discounts, please call Licia on +44 (0) 20 8956 2668 or Jennifer on +44 (0) 20 8956 2670.

Section C - Payment

PAYMENT MUST BE RECEIVED BEFORE THE EVENT. An invoice will be produced for all registrants.

Cheque:

Made payable to Advanstar Communications UK Ltd. Payment should be made in sterling, drawn on a UK Bank, and sent to Shanti Tarumarajan (see address above)

Credit Card:

Payment will be debited in £ Sterling by Advanstar Communications (UK) Ltd.

- Amex Visa MasterCard

Card no:

Expiry date:

Cardholder's name:

Cardholder's signature:

Cardholder's address (if different from above):

Bank Transfer:

Please inform the Bank that you will pay all bank charges. Quote reference No. 883610 and delegate name. Branch Name: CHESTER, 8 FOREGATE STREET, CH1 1XP Beneficiary Name: ADVANSTAR COMMUNICATIONS UK LTD Account No: 01341966 IBAN: GB47LOYD30919201341966 SWIFT: LOYDGB21075 Sort Code: 30-91-92 Currency: GBP

Registration Fee: The registration fee is payable in advance. Payment must include VAT at 17.5% which can be reclaimed.

Refunds/Cancellations: If you cannot attend the conference you have two options. We are happy to welcome a substitute colleague at any time. If you have to cancel entirely we can offer you a refund, less a 10% service charge, providing the cancellation is received in writing by 23rd April 2010. We regret no refunds can be made after the 23rd April 2010 deadline. Any cancellation or substitution must be submitted in writing. Please remember: non-attendance is subject to the full registration fee. Bookings received less than two weeks before the event (after 29th April 2010), can only be paid by credit card. In the unlikely event that a Speaker cancels, every effort will be made to find a replacement Speaker of equivalent experience.

Conference code: **LB1**