

**NO BRAND
NO LICENSING
NO EUROPE**

BRAND LICENSING EUROPE SALES BROCHURE 2021

17-19 NOVEMBER 2021



BRAND LICENSING EUROPE



Overview:

Brand Licensing Europe is the only pan-European event dedicated to licensing and brand extension in all categories. Bringing together brand owners with retailers, licensees and manufacturers for 3 days of deal-making, trend spotting and networking.

Dates:

17-19 November 2021 - ExCeL London

30 November – 1st December 2021 – Online

BLE 2019 OVERVIEW

Attendance & Exhibitor Stats



10,689

Total attendance



85%

Visitors influence the final buying decision



260+

Exhibiting companies



8,000+

Unique visitors

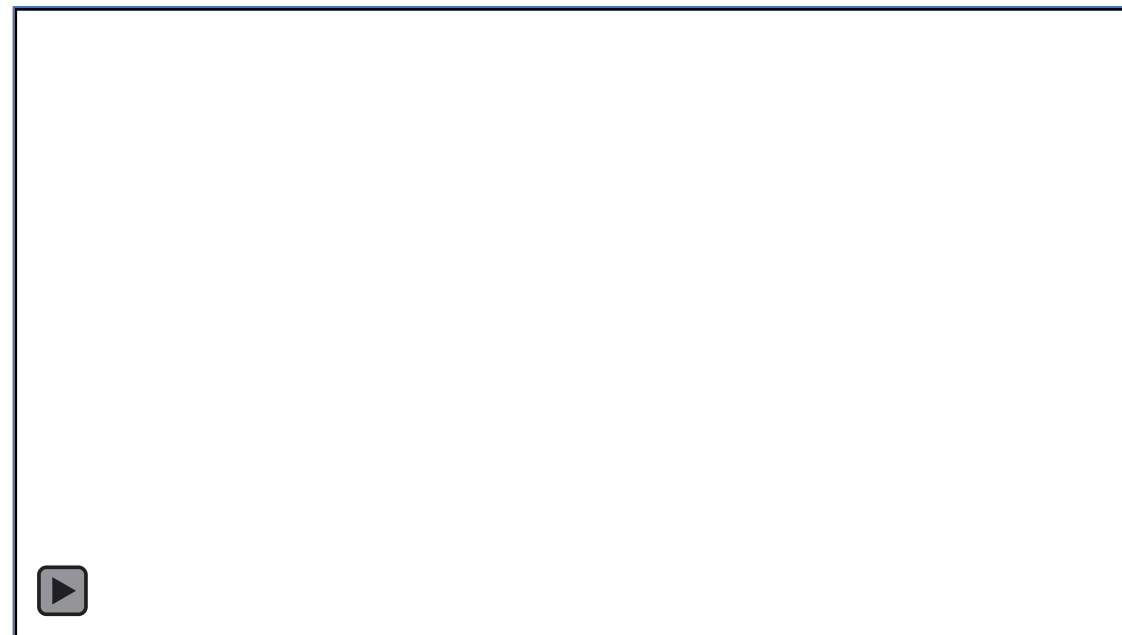


3,500+

Pre-booked meetings

4%
INCREASE
in attendance

6%
INCREASE
in number of retailers



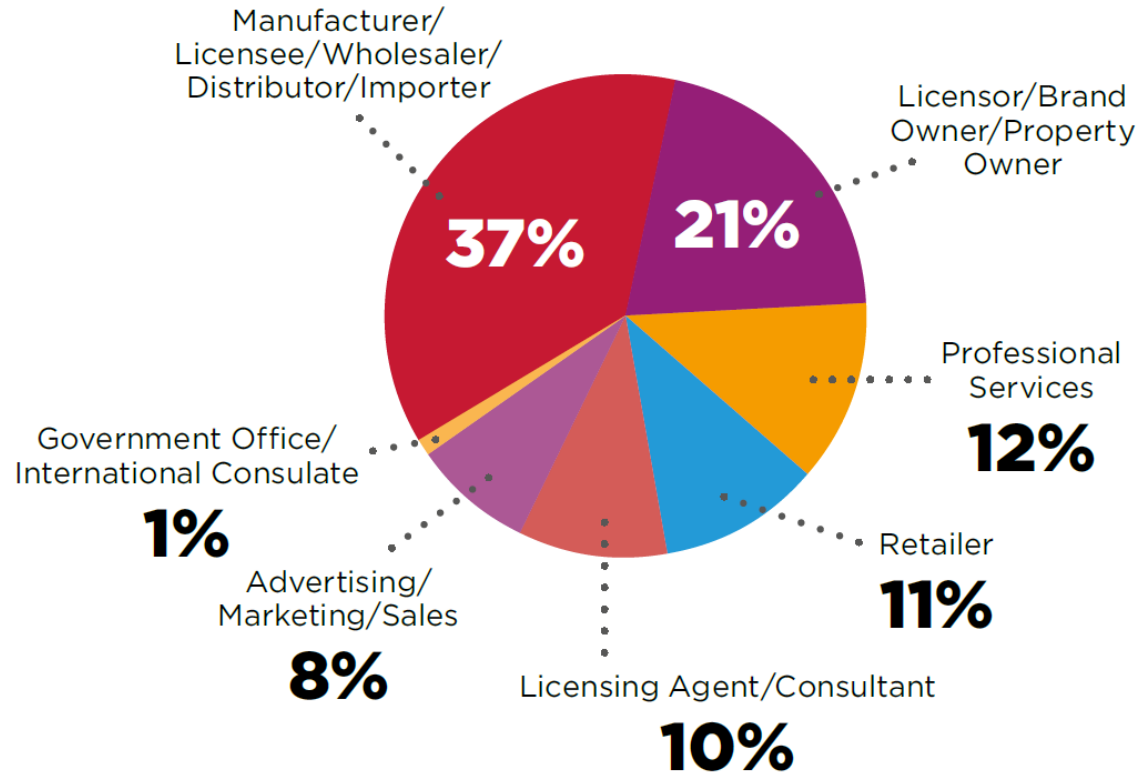
BLE 2019 Highlight Video

"Exhibiting at BLE is really important for The Social Store because we're a relatively new business and what we need to do is meet with all the big retailers and licensees in one go and this is the only event in a year where everybody comes to see us and we can present our new brands to them for the first time."

Exhibitor Testimonial - Ian Shepherd, Founder & CEO, The Social Store

BLE 2019 OVERVIEW

ATTENDANCE BY VISITOR TYPE

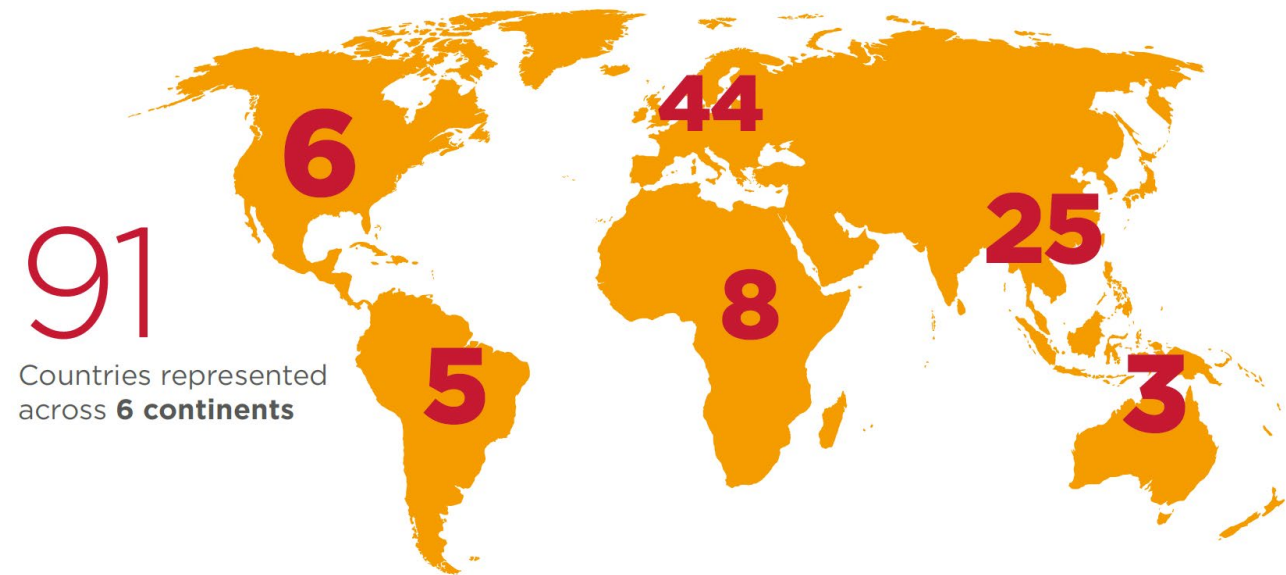


VISITOR BREAKDOWN

66% UK
26% Rest of Europe
8% Rest of world

TOP COUNTRIES FROM EUROPE AT BLE (EXCLUDING UK) :

15% France
15% Italy
14% Spain
10% Germany
8% Netherlands



"It's really helpful for us to be here at BLE. We get to meet manufacturers, retailers and our existing licensees as well. We'd never meet some of the people that come past our stand otherwise."

Exhibitor Testimonial - Elizabeth Bowers, Senior Commercial Manager, Royal Museums Greenwich

REASONS TO EXHIBIT

TOP 5 Reasons to Exhibit

- 1 Speak directly with the decision makers**
85% of visitors influenced the decision for signing deals
- 2 Extend your brand into new categories and territories**
91 countries represented at BLE 2019
- 3 Secure new licensing deals onsite**
Have multiple meetings with licensees from around the world using our **free Matchmaking Service**
- 4 Launch your brands to an engaged audience**
Secure new partnerships with engaged retailers and manufacturers from across the industry
- 5 Stand out from your competitors**
Reinforce your commitment to the marketplace – let people know you're here to stay



A MULTI-PLATFORM FUTURE

In 2021, we are adapting BLE's format to guarantee ROI for our exhibitors and ensure you can access manufacturer and retailer attendees no matter where they are in the world.

Our multi-platform format includes a **three day in-person event** followed by a **two-day online event** with opportunities to showcase your brand pre, during and after all events using our easy-to-access virtual platform.

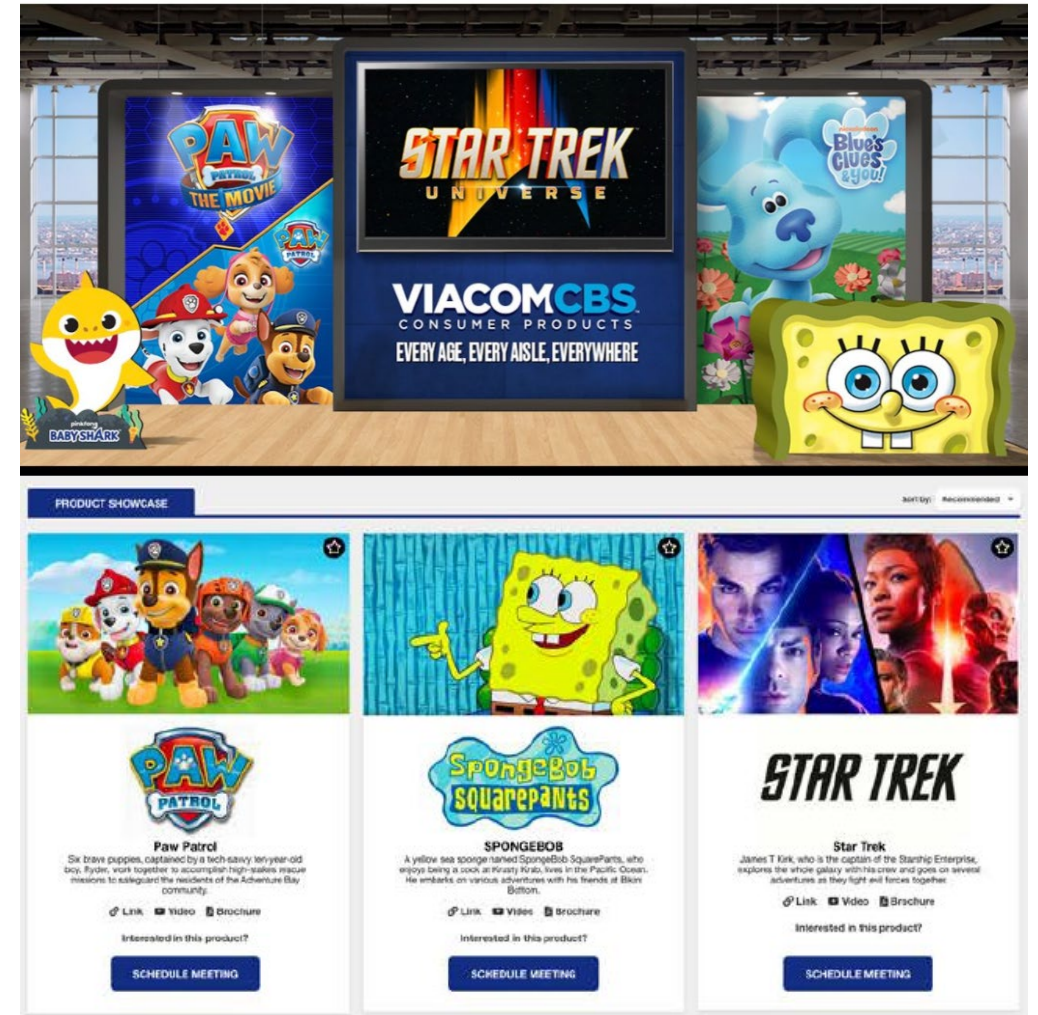
- No longer limited by geography or time, you can **showcase your brand both face to face and online over a 12 week period**.
- The online event enables you to arrange virtual meetings with those that could not attend the in-person event as well as follow up with attendees you meet face-to-face.
- The online event will also broadcast all **event seminar content on-demand** making sure all exhibitors and attendees are able to access.

Festival of Licensing

In October 2020, the Global Licensing Group ran the 4-week Festival of Licensing, an online event that welcomed over 8,200 attendees from around the world.

Highlights include:

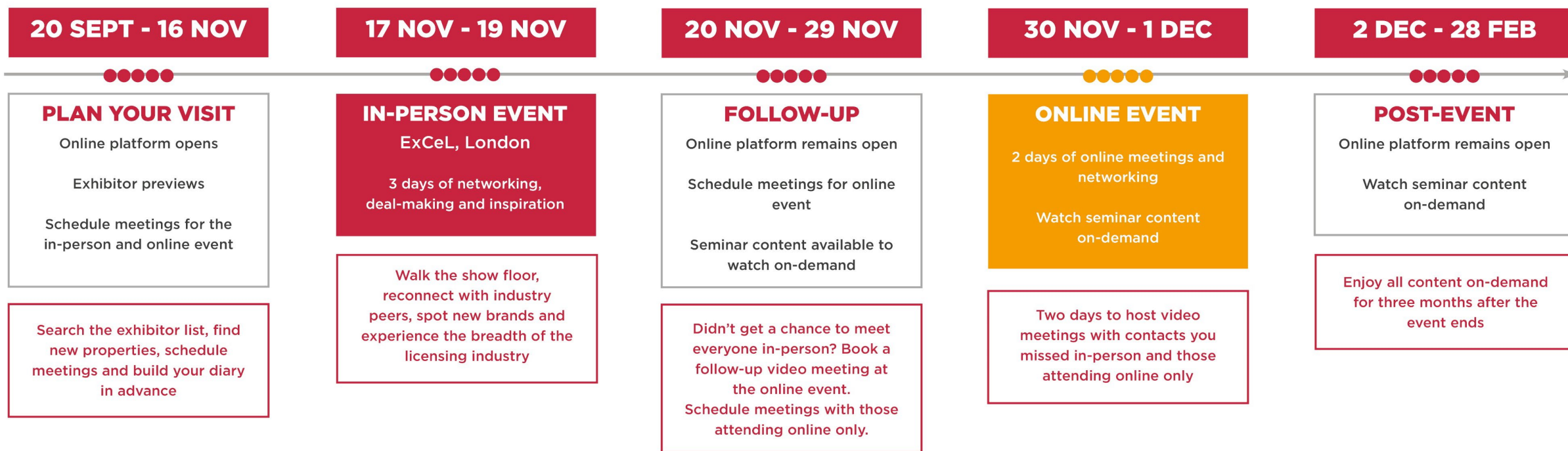
- 184 exhibitors and 6,500 visitors from Europe
- 84% of our exhibitors had an overall good experience with the online event
- 65% of our online visitors were new to BLE or hadn't attended in the past two years



ViacomCBS showcase page at Festival of Licensing. Showcase pages include exhibitor listing, product showcases, halo imagery, business card collection points and much more.

LONDON BRAND LICENSING EUROPE 2021

A NEW FORMAT COMBINING IN-PERSON AND ONLINE



FOL 2020 OVERVIEW

"The PowerStation team had a packed schedule and made many meaningful connections at Europe Week, resulting in a deal already signed with plenty more in the pipeline." Claire Bradbury, Global Account Director at PowerStation, exhibitor

4,301
meetings booked

6,500+
European visitors

67%
registered visitors for
Week 1 from Europe

97
countries in attendance

ATTENDEES INCLUDED:

CALZEDONIA

TESCO



CHILLY'S

SELFRIDGES&CO

PULL&BEAR

PRIMARK

abysses
CORP

Danilo



El Corte Inglés

"The FOL has been brilliant, I've been able to reconnect with so many people and meet new ones too, all from the comfort of my own home! The systems have been flawless, and the meetings have run like clockwork."

Attendee Testimonial – Emily Aldridge, Licensing Director at Abysses Corp

Licensees
30%

Licensors
24%

Agents
12%

Retail
11%

Professional
Services
9%

Advertising
Marketing
8%

12,000+
content views

207
exhibiting companies

80,000+
Virtual booth views

267
average views per booth

VISITOR SAMPLE

- **AMAZON** Head of Merch by Amazon EU, Senior Vendor Manager
- **ANN SUMMERS** Commercial Manager
- **ASDA** Head of Buying, Buyer, Senior Buying Manager
- **ASOS.COM** License Buyer, Buyer, Buying Assistant
- **BENETTON** Licensing Manager, Licensing Specialist
- **BERSHKA** License Coordinator, Designer, Graphic Designer
- **BIOWORLD MERCHANDISING INC** Vice President, Licensing Manager, Senior Designer
- **BUTLINS** Partnerships Manager, Business Development Director
- **C&A BUYING GMBH** Buyer, Designer, License Manager
- **CALZEDONIA** Head of Style, Designer
- **CATH KIDSTON** Head of Creative, Senior Buyer
- **CIJEP** Chairman, Associate
- **CLAIRES ACCESSORIES** Buyer, Associate Buyer
- **CLEMENTONI SPA** CMO, Licensing Manager, Country Manager
- **DANILO PROMOTIONS LTD** Licensing Director, Creative Director, Head of Design, Chairman and CEO, MD
- **DEICHMANN** Licensing Manager
- **DESIGUAL** Product Manager
- **DIFUZED** CEO, Sales Manager
- **EL CORTE INGLES** Buyer, Designer, Licenses Coordinator
- **FENWICK LTD** Buyer, Assistant Buyer
- **FERRERO** Head of Licensing, Licensing Director, Licensing Manager
- **FORBIDDEN PLANET** Licensing & Special Projects Manager, Buyer
- **FUNKO** Head of Strategic Marketing and Sales, Managing Director EMEA, Senior Licensing Manager
- **FUNKYPIGEON.COM** Senior Designer, Illustrator
- **GAME** Head of Buying, Senior Buyer
- **GAMESTOP** Director Licensing, Director Licensed Products, Vice President Collectible Merchandising
- **H&M** Buyer, Licensing Coordinator
- **HAMLEYS** Senior Buyer
- **HALLMARK** Global Licensing Acquisitions Director, Licensing Manager
- **HARRODS** Brand Partnerships Manager, Buyer, Assistant Buyer
- **HMV** Head of General Merchandise, Senior Trend Buyer, Buyer
- **JAKKS** Vice President Global Licensing, Vice President UK Sales, Senior Marketing Director
- **JD SPORTS** Buyer
- **JOULES** Buyer, Junior Buyer, Licensing Manager
- **JOHN LEWIS** Buyer
- **KIDZANIA WORLD LTD** Managing Director
- **MARKS & SPENCER** Buyer
- **MERLIN ENTERTAINMENTS** Global IP Director, Buying Director, Head of Commercial Partnerships
- **MISSGUIDED** Buyer, Designer
- **MORRISONS NUTMEG** Buyer, Senior Buyer
- **OCADO RETAIL** Buying Manager
- **PALADONE PRODUCTS** MD, Senior Product Development Manager
- **POTTERY BARN** Director of Merchandising
- **PRIMARK** Head of Buying, Buyer, Director, Head of Innovations
- **RAVENSBURGER INTL.** Product Manager Puzzle & Licenses, Head of Marketing
- **REDBUBBLE** SVP, GM Licensing
- **SAINSBURYS** Buyer, Buyer Manager, Range Planner
- **SELFRIDGES** Buyer
- **SKINNYDIP** Head of Creative, Head of Design
- **SPIN MASTER** Licensing Director, Licensing and Franchise Manager
- **STRADIVARIUS ESPAÑA SA** Graphic Designer
- **TARGET** Sr. Account Executive
- **TESCO** Head of Trade Planning, Lead Brand Licensing Manager, Buying Manager
- **THE ENTERTAINER** Head of Marketing and Licensing, Buying Director
- **THE HUT GROUP** Senior Licensing Manager
- **UNDIZ SAS** CEO, Designer, Collection Coordinator
- **WALMART** Associate Buyer, Associate Merchant
- **ZARA** Buyer, Designer

AUDIENCE INTEREST

What our visitors license/ manufacture (product categories)

Animation	20%
Toys/Games/Hobbies	20%
Apparel/Footwear/Accessories.....	17%
TV/Video/Film/DVD/Streaming Media	15%
Art & Design	14%
Children/Baby Products	14%
Video Games.....	14%
Gifts & Novelties	13%
Publishing.....	13%
Food/Beverages.....	12%
Stationery/Paper Goods.....	11%
Consumer Electronics/Software/Hardware.....	10%
Health & Beauty	10%
Sporting Goods/Outdoor	10%
Housewares/Home Furnishings/Décor	9%
Mobile/Internet	9%
Promotions/Incentives.....	9%
School Supplies.....	7%
Textile & Trim.....	7%
Automotive.....	6%
Pet Products.....	5%
Private Label	5%

*Festival of Licensing saw a large increase in the following product categories:
Housewares /Home Furnishing/ Décor & School supplies*

Visitor Area of Interest

Characters and Entertainment.....	49%
Toys & Games.....	47%
Animation.....	37%
Film.....	37%
Fashion & Apparel.....	33%
Video Games & Apps.....	33%
Art & Design	30%
Sports.....	29%
TV/Broadcast/Streaming.....	25%
Music.....	24%
Celebrity.....	21%
Corporate Brand.....	20%
Technology	17%
Publishing	17%
Digital Media Influencers	17%
Food & Beverage.....	17%
Health & Beauty	14%
Housewares & Home Décor	13%
Theme Parks & Live Events.....	12%
Automotive	12%
Agent.....	11%
Travel & Leisure	11%
Colleges/Universities.....	9%
Trade Show	8%
Non Profit/Associations/Government	6%
Related Services.....	4%

*Festival of Licensing saw increased interest growth in the following categories:
Fashion, Corporate Brands, Video Games & Apps & Food & Beverage*

FIND THE PERFECT ZONE FOR YOUR BUSINESS



Character & Entertainment

- Character
- Animation
- Entertainment
- Music
- Gaming
- TV
- Film
- Publishing
- Apps



Brands & Lifestyle

- Corporate Brands
- Fashion
- Heritage
- Sports
- Automotive
- Charities
- Celebrities
- FMCG



Art, Design & Image

- Artists
- Designers
- Image Libraries
- Illustrators
- Photographers

To see the current floorplan for BLE 21, please [click here](#).

GLOBAL LICENSING GROUP

The Global Licensing Group is the licensing industry's leading trade show organizer and media partner. Our mission is to provide licensing opportunities around the world to bring brands and products together.

Whether your interested in growing your brand awareness or generating business in new territories, speak to one of the team and discover what the Global Licensing Group can do for you.



The largest, most influential licensing trade show in the world, Licensing Expo features more than 5,000 brands from every category and attracts 16,000+ retailers, manufacturers and licensees.



License Global magazine is the leading news source for the brand licensing industry, delivering award-winning editorial content including news, trends, analysis and special reports about the global consumer product and retail marketplace.



Co-located with the Children Baby Maternity Expo (CBME) in Shanghai, Licensing Expo China is the Global Licensing Group's newest event, located in the world's fastest growing licensing market.



New for 2021, the new Brand & Licensing Innovation Summits will address the latest industry trends and topics. Taking place in Europe in June and New York in October, each conference will help delegates with navigating the changing retail & content landscape.

INFORMA ALLSECURE

Informa AllSecure is Informa's approach to enhanced health and safety standards at our events following COVID-19. Whether they are exhibitors, attendees, visitors, speakers or sponsors, our customers come to events to connect, learn, know more and do more business, effectively, safely and with confidence.

Cleaning & Hygiene:

- All Informa events will undertake enhanced, deep cleaning before, during and after our events
- All Informa events will provide additional hand washing facilities and hand sanitizing stations throughout the event space

Physical Distancing:

- All Informa events will employ a system that facilitates non-contact registration for participants, including the availability of online registration.
- All Informa events will request that participants avoid physical contact, such as handshakes and embraces, promoting alternative ways to greet business partners. The exchange of printed materials, such as business cards and sales brochures, will also be discouraged, with digital alternatives recommended.
- All Informa events will maintain a density of participants in line with local authority regulations and venue or other relevant guidance.
- All Informa event teams will work closely with venue partners to employ the highest standard of food safety, minimizing self-service buffets in favour of pre-packaged food options. If any queuing is anticipated, social distancing will be maintained through the use of floor markings and relevant signage.

Protect & Detect:

- Participants will be asked to wear a face mask on entry. Further items of PPE, such as gloves and eye screens, will be used by participants and staff if appropriate, in line with local government and health authority advice.
- A qualified first aider and a separate quarantine area will be available if possible. Any participants will be asked not to attend if they are feeling unwell, and teams will follow local health authority guidance
- All participants will be screened on entry, this may include checking the temperatures of everyone on entry, through thermal scanning or other screening processes.
- Should it be necessary, all Informa events will work with local authorities to trace and contact participants at our events, subject to local privacy regulations.

[The full AllSecure guidelines and information can be found in detail here.](#)



We look forward to welcoming you to BLE 2021 in-person and virtually.

If you would like to speak to a member of the team about the opportunities available, please enquire today.

[ENQUIRE TODAY](#)