

**LONDON BRAND  
LONDON LICENSING  
LONDON EUROPE**

**EVENT BROCHURE 2022**



# GLOBAL LICENSING GROUP

LAS VEGAS | NEW YORK | LONDON | SHANGHAI



## BRINGING BRANDS AND PRODUCTS TOGETHER

Licensing Expo  
Las Vegas  
24-26 May 2022

Brand & Licensing  
Innovation Summit  
London  
21 June 2022

Licensing Expo  
Shanghai  
6-8 July 2022

Brand Licensing Europe  
London  
20-22 Sep 2022

Brand & Licensing  
Innovation Summit  
New York  
8-9 Nov 2022

OFFICIAL SPONSOR



OFFICIAL PUBLICATION  
LICENSE GLOBAL

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# BRAND LICENSING EUROPE RETURNS IN 2022

20-22 SEPTEMBER 2022

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.



# 2021 KEY STATS



Total attendance: **6,892**



Number of meetings: **3,666**



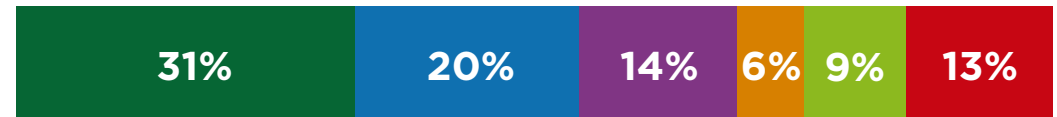
Number of countries represented: **79**

% of CEO/Director: **41.5% of Visitors**



Number of exhibiting companies: **207**

## Attendance by visitor type (%)



- Manufacturer/licensee/wholesaler/distributor
- Licensor/brand owner/property owner
- Retail
- Advertising/sales/marketing
- Professional services
- Licensing agent/consultant

STATS FROM  
**2019**



**10,600+** Attendees

**3,200+** Meetings



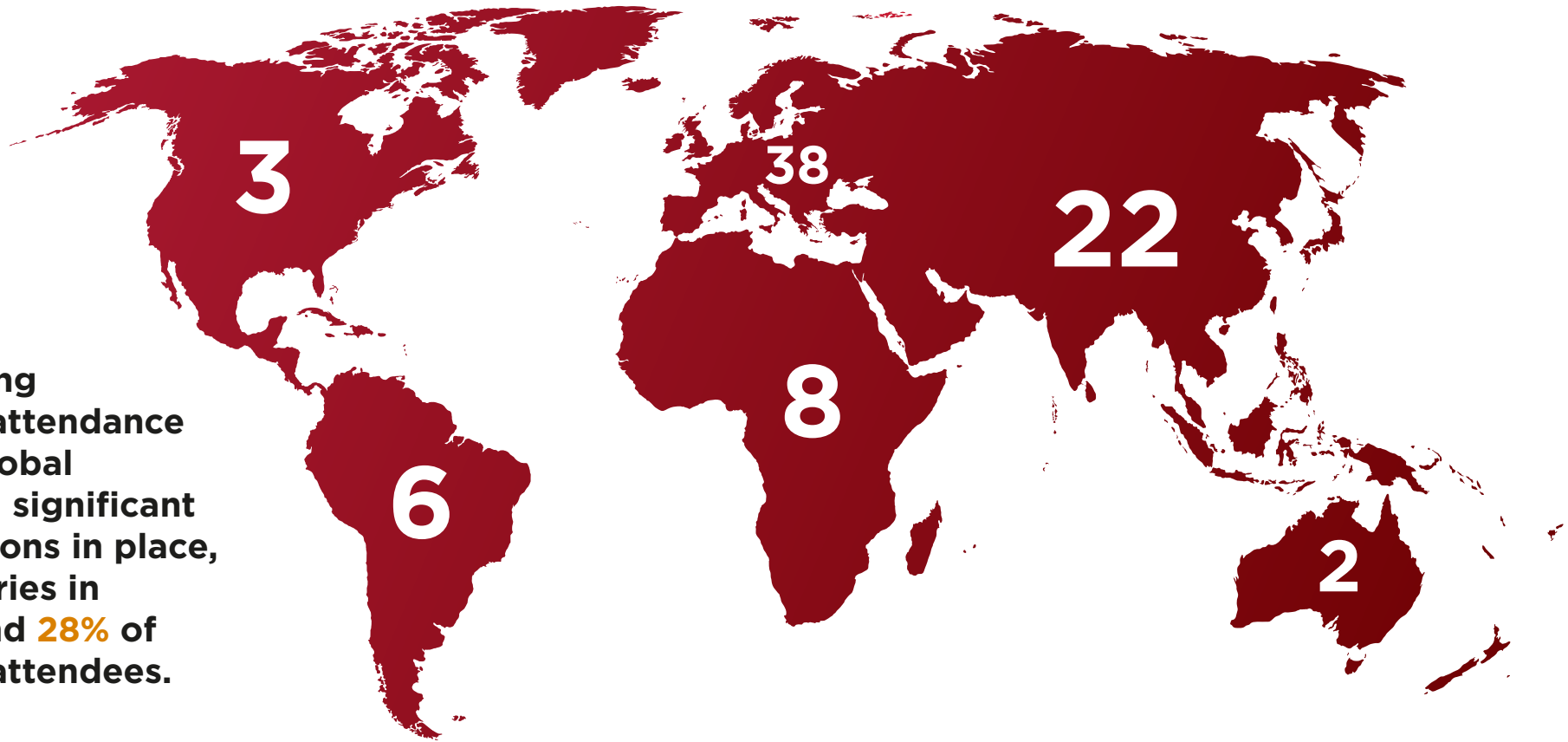
**260+**  
Exhibitors

# GEOGRAPHICAL BREAKDOWN

## STATS FROM 2021

# 79

2021 saw strong international attendance despite the global pandemic and significant travel restrictions in place, with **79** countries in attendance and **28%** of international attendees.



### STATS FROM 2019

# 91

countries represented in 6 continents with **36%** of international attendance

### Top countries from Europe at BLE (exc. UK)

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

# 2021 VISITOR SAMPLE

## Product Category Represented

Toys & Games **22%**  
Fashion & Apparel **21%**  
TV/Video/Film/DVD/Streaming Media **19%**  
Footwear **13%**  
Gifts & Novelties **13%**  
Publishing **12%**  
Food & Beverage **11%**  
Video Games & Apps **11%**  
Health & Beauty **9%**  
Houseware/ Home Furnishings/Décor **9%**  
Sporting Goods/ Outdoor **9%**  
Location-Based Entertainment/Attractions/Live Events **9%**  
Juvenile & Infant Products **8%**  
Music **8%**  
Stationery / Paper Goods **8%**  
Consumer Electronics/Software/Hardware **6%**  
Promotions / Incentives **5%**  
Travel / Leisure **5%**  
Automotive **4%**  
Pet Products **3%**  
Casino / Lottery **2%**

## Property Category Interest

Character & Animation **35%**  
Toys & Games **34%**  
TV / Video / Film / DVD / Streaming Media **33%**  
Video Games & Apps **26%**  
Fashion & Apparel **25%**  
Art & Design **22%**  
Sports **21%**  
Celebrity **19%**  
Corporate Brand **17%**  
Music **17%**  
Food & Beverage **13%**  
Publishing **12%**  
Travel & Leisure **8%**  
Automotive **7%**  
Heritage / Charity / Public Sector (Non Profit) **7%**  
Colleges / Universities **6%**

# 2021 VISITOR SAMPLE



# “ BLE 2021 TESTIMONIALS ”

**We loved being back at BLE** and spending time with our partners and retailers face-to-face. It's exciting to once again be able to showcase product, share ideas and discuss initiatives in person. We were delighted with how many people visited our stand, particularly new contacts, **which demonstrates the ongoing importance of BLE to our business.**

**LOUISE SIMMONDS, HEAD OF UK LICENSING, ACAMAR FILMS**



**What a pleasure to get together live!** [...] Many excellent meetings with partners who were there to **reconnect with the real business**, the one of human beings who want to **collaborate and create new adventures together!**

**PHILLIPPE GLORIEUX,  
HEAD OF MARKETING AND  
COMMUNICATIONS, IMPS  
THE SMURFS**

**We all agreed it was a rip roaring success.** [...] **The consistent quality of meetings** was also evident-it seemed very much as though **people were there to do real business** and not just 'fill the diary'.

**VICKIE O'MALLEY,  
MANAGING DIRECTOR,  
ROCKPOOL LICENSING**



**I am not often pleasantly surprised, but BLE 2021 managed to do just that.** As productively busy as ever, great retailer presence and a few welcome COVID-safe hugs. Even I have to admit **the quality of attendee was probably the best for a long while** and I'm looking forward to a "normal" BLE 2022 in September next year.

**JEREMY ORRISS,  
DIRECTOR OF LICENSING, DIFUZED**

**Hugely successful** and all things weighed up it **surpassed all our expectations;** our stand was incredibly busy and thriving every day, both with scheduled meetings and walk ons, encouragingly not just with licensee walk ons but with retailer walk-ons. [...] **We're ready to build on from all the great momentum.**

**MARIANNE JAMES, VP EMEA  
AND ASIA LICENSED  
CONSUMER PRODUCTS,  
HASBRO**



# LONDON BRAND LICENSING EUROPE 2022

20-22 SEPTEMBER

Returning to ExCeL London in 2022 with new online opportunities to enhance your presence

## Top 5 reasons to exhibit:



**Speak directly with the decision makers** - 85% of visitors influenced the decision for signing deals



**Extend your brand into new categories and territories** - 91 countries represented at BLE 2019



**Secure new licensing deals onsite** - Have multiple meetings with licensees from around the world using our free Matchmaking Service



**Launch your brands to an engaged audience** - Secure new partnerships with engaged retailers and manufacturers from across the industry



**Stand out from your competitors** - Reinforce your commitment to the marketplace - let people know you're here to stay

77% OF EXHIBITORS SAID THEIR OBJECTIVES FOR THE SHOW WERE MET

57% EXHIBITORS EXPECT TO GET 4 OR MORE DEALS FROM BLE

### Exhibitors include:

SEGA®

ZSL LONDON ZOO

Asterix®



Hasbro

NATURAL HISTORY MUSEUM

# ZONES OF BLE



[SEE 2022 FLOORPLAN](#)

## Character & Entertainment

- **56% visitors** interested in the Character & Entertainment zone
- **3 in every 4 retailers** looking to partner with an entertainment brand
- £38bn value of the European Character & Entertainment Licensing industry

**CHARACTER | ANIMATION | ENTERTAINMENT | MUSIC  
GAMING | TV | FILM | PUBLISHING | APPS**

## Brands & Lifestyle

- **48% visitors** interested in the Brands & Lifestyle zone
- **Over 2 in 3 retailers** looking to partner with a lifestyle brand
- £20.3bn value of the European Brands & Lifestyle Licensing industry

**CORPORATE BRANDS | FASHION | HERITAGE | SPORTS  
AUTOMOTIVE | CHARITIES | CELEBRITIES | FMCG**

## Art & Design

- **22% visitors** interested in the Art, Design & Image zone
- **1 in 3 retailers** looking to partner with art/design brand
- £301m value of the European Art & Design Licensing industry

**ARTISTS | DESIGNERS | IMAGE LIBRARIES | ILLUSTRATORS**

## Sports

- **21% visitors** interested in the Sports zone
- **1 in 4 retailers** looking to partner with a Sports brand
- £20.6bn value of the European Sports Licensing industry

**SPORTS TEAMS | SPORTS LEAGUES | SPORTS COMPETITIONS**

# ENHANCED EXHIBITING EXPERIENCE

NEW for 2022, your presence at Brand Licensing Europe will be **improved with digital add-ons to provide you with an enhanced online presence ahead of the event, allow you to generate more leads and provide better reporting and insights post-show** to help you measure ROI from your time exhibiting.

By securing your stand at BLE, you will also benefit from our 'Lead Generation package' to provide you with more measurable ROI than ever before which includes:



- **Unlimited lead retrieval scanners** allowing you and your entire team to scan visitor badges, capture leads and deliver digital content to visitors through QR codes.



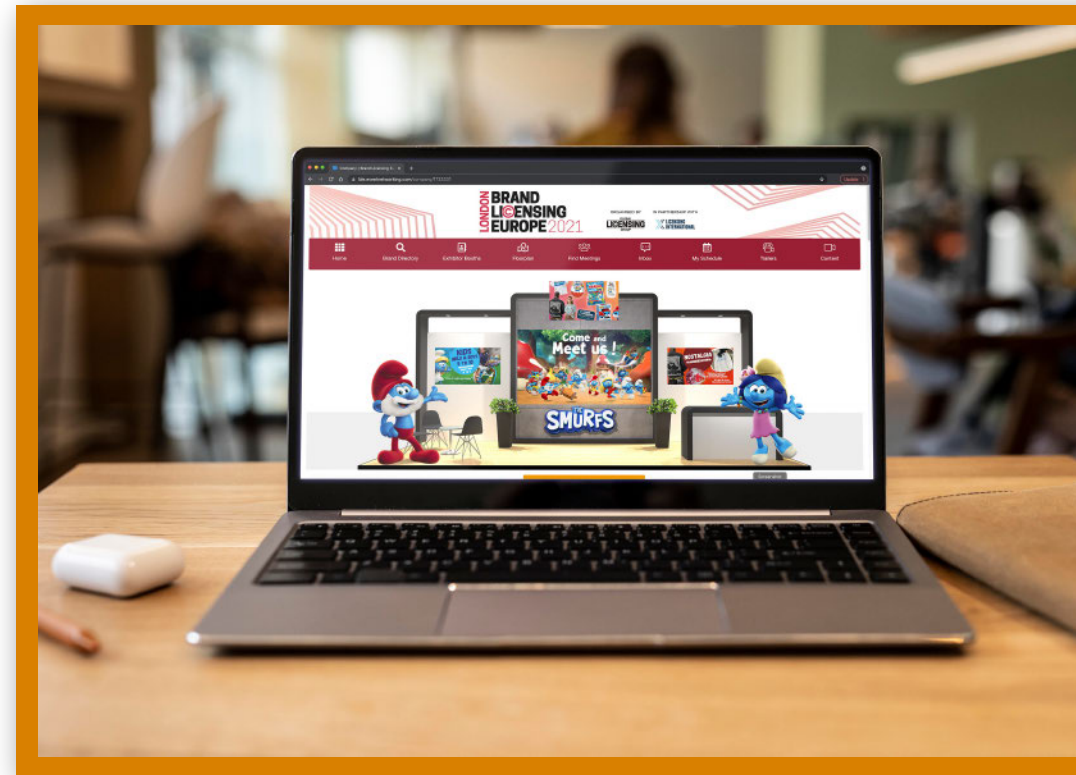
- **A Showcase Page** in our online platform to showcase your IP and book meetings ahead of time with visitors.



- **Concierge Matchmaking Service** to provide 121 assistance with meeting outreach with select attendees to meet your needs.



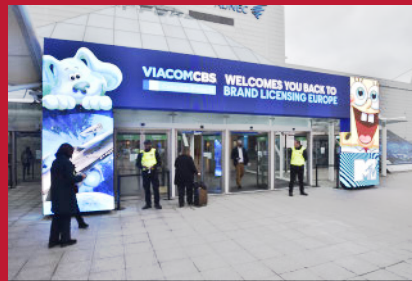
- **Lead Generation pre & post show** with our 'business card drop-off feature' for additional ROI outside of the live event dates.



# ENHANCE YOUR PRESENCE

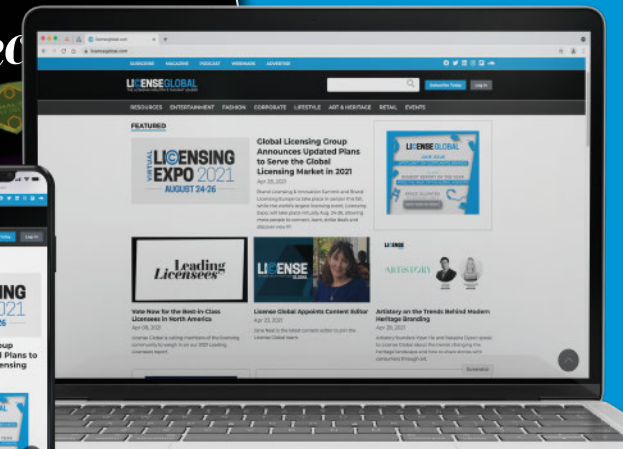
## LONDON BRAND LICENSING EUROPE

Enhance your presence beyond your stand with a variety of sponsorship options



## OFFICIAL PUBLICATION LICENSE GLOBAL

Showcase your brand to the global licensing industry year-round



# GET IN TOUCH - SALES CONTACTS

## UK, Ireland & Russia Sales

**Greg McDonald** +44 (0) 78 2795 6197 [greg.mcdonald@informa.com](mailto:greg.mcdonald@informa.com)  
Account Manager

## EMEA Sales (Excluding UK, Ireland & Russia)

**Matthieu Battini** +44 (0) 79 4380 1759 [matthieu.battini@informa.com](mailto:matthieu.battini@informa.com)  
Business Development  
& Account Director

## North American Sales

**Kelli Couchee** 1-212-600-3934 [kelli.couchee@informa.com](mailto:kelli.couchee@informa.com)  
Account Director

**Christie Ramsey** 1-310-699-5452 [christie.ramsey@informa.com](mailto:christie.ramsey@informa.com)  
Account Director

**Allie Mintz** 1-631- 655-6949 [allie.mintz@informa.com](mailto:allie.mintz@informa.com)  
Account Manager

## North American & Asia Sales

**Sarala Govindan** 1-646-255-0636 [sarala.govindan@informa.com](mailto:sarala.govindan@informa.com)  
Account Director

## North American & LATAM Sales

**Raquel Villazon** 1-310-633-1280 [raquel.villazon@informa.com](mailto:raquel.villazon@informa.com)  
Account Executive

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