

LONDON BRAND LICENSING EUROPE 2026

Sponsorship Bundles

PART OF THE
GLOBAL
LICENSING
GROUP

MOST POPULAR PACKAGE

CORE

Make the right first impression

Includes:

- ✓ Exhibitor Listing Booster Kit
- ✓ License Global Show Dailies Editorial Coverage
- ✓ License Global "10 mins with"
- ✓ Quarter page License Global Dailies Ad
- ✓ Content Stage Advert Slot - The Networking Hub
- ✓ Razor Screen Video Advert

£2,450
~~£2,880~~

15% saving compared to purchasing the items individually

ENHANCED

Bring your brands, products & services to new customers

Includes:

- ✓ Everything in CORE +
- ✓ Official Show Signage
- ✓ Central Boulevard Screen Video Advert
- ✓ Registration Screen Video Advert
- ✓ Half page License Global Dailies Ad
- ✓ Content Stage Advert Slot - Main Stage

£5,020
~~£6,690~~

25% saving compared to purchasing the items individually

PRIME

Scale your reach to wider audiences

Includes:

- ✓ Everything in ENHANCED +
- ✓ Event Planner Search Ad
- ✓ Registration Confirmation Email Logo Placement
- ✓ Premium Exhibitor Listing
- ✓ Full page License Global Show Dailies
- ✓ Advert Slot - Main Stage & Networking Hub
- ✓ Comprehensive Post-Show Analytics Report

£9,080
~~£13,354~~

32% saving compared to purchasing the items individually



LONDON BRAND LICENSING EUROPE 2026

Pre - Event

PART OF THE
GLOBAL
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GROUP

Exhibitor Listing Booster Kit

Stand Out with Our Exhibitor Listing Booster Kit!

With over 6,800 meetings booked per event via our Event Planner platform, upgrade your package to boost visibility and engagement with attendees before, during, and after the event. **Enhance your exposure, attract more attendees, and drive meaningful connections.**

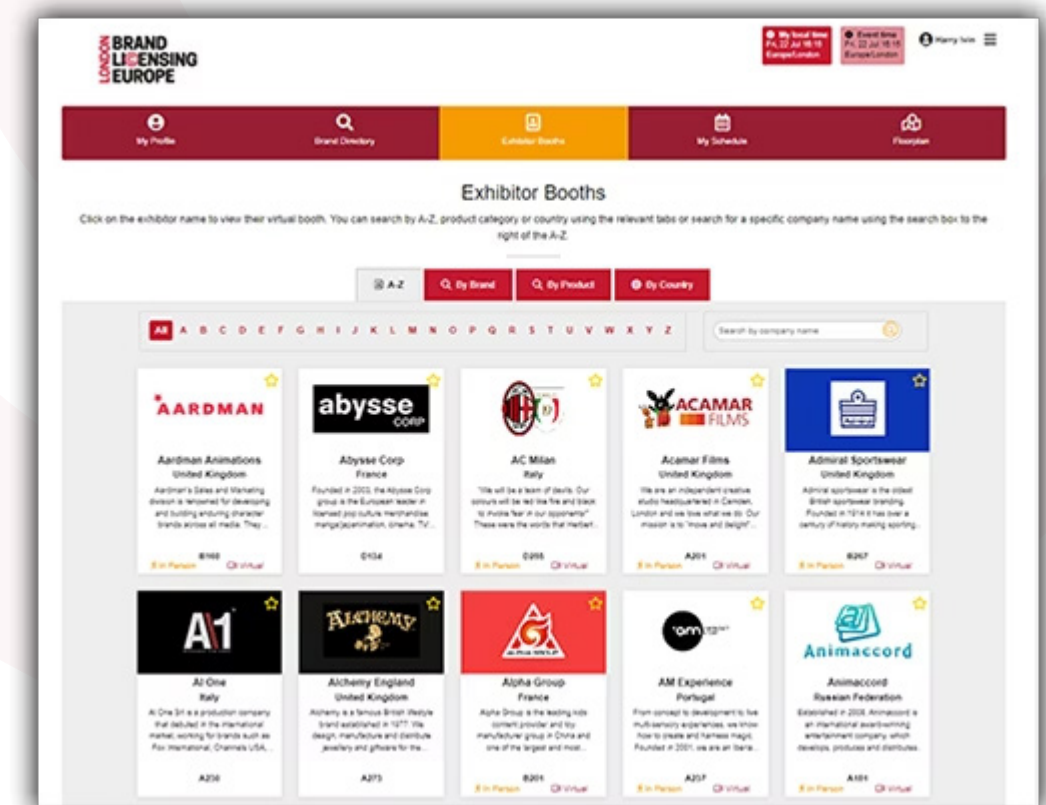
INCLUSIONS

- ✓ **Enhanced Company Profile Tile** - Distinctive gold ribbon on your company profile tile, providing premium visibility when attendees search the 'Exhibitor List' via the Event Planner
- ✓ **Logo Displayed in Carousel on Event Website** - Logo to be included on the event website as part of a Carousel.

CORE

ENHANCED

PRIME



DEADLINE

As soon as possible. Early purchase recommended to maximize pre-show exposure and meeting opportunities.

Event Planner Search Ad

CORE

ENHANCED

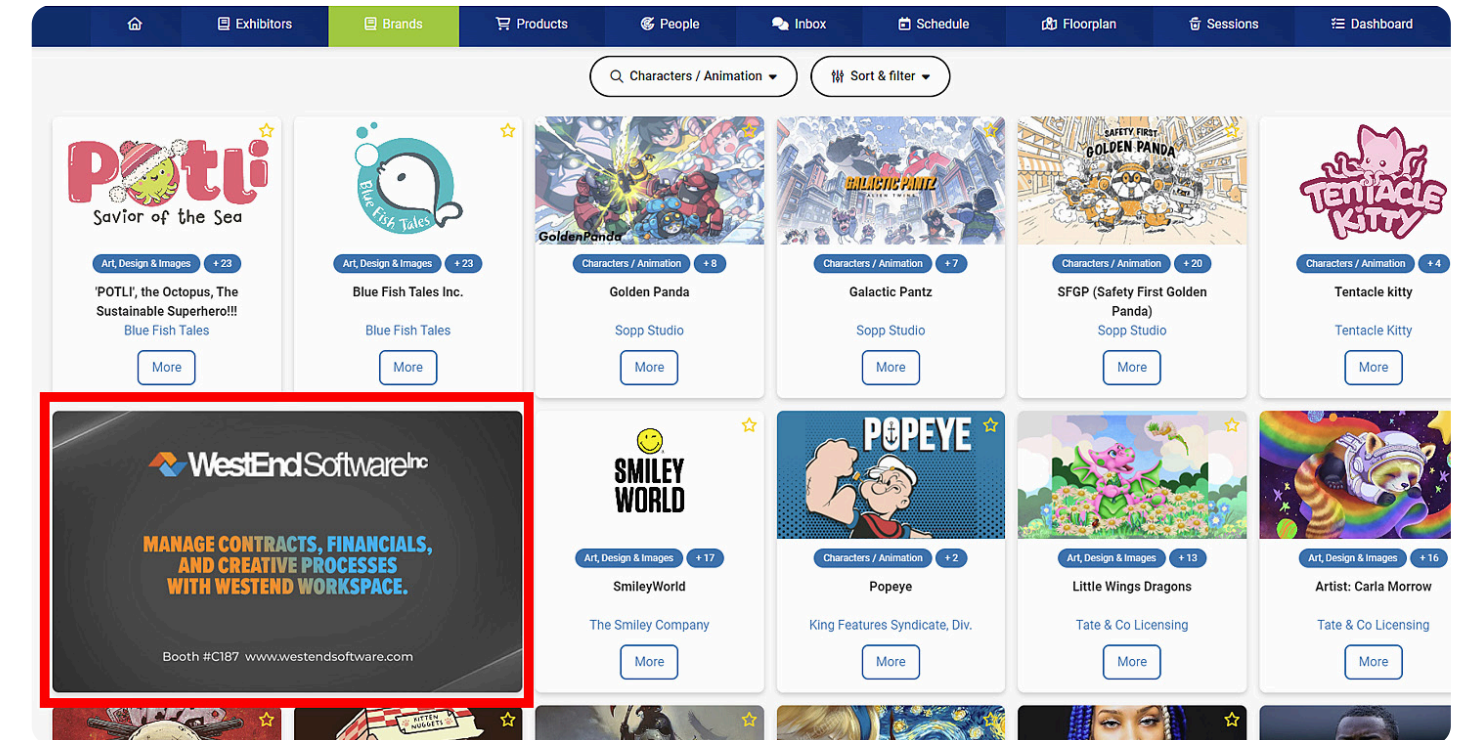
PRIME

Amplify Your Brand's Visibility with Targeted Search Ads!

With over 250,000 searches made by our visitors and exhibitors across the Event Planner, place your ad in one of the highest traffic areas for maximum exposure. Appearing whenever users filter their interests to your selected category, driving **visibility, click-through traffic and encouraging meeting bookings.**

INCLUSIONS

- ✓ **Select Your Search Category** - Choose a category of your choice. This category will determine where your ad appears when users filter their searches.
 - Maximum of three ads per category.
 - Ad placements are first-come, first-served.
 - Rotate randomly within the category for optimal visibility.
- ✓ **Digital Ad Graphic Placement** - Your ad will be prominently featured on three high-traffic pages of the Event Planner platform within your chosen category:
 - People Page – Highlighting individuals relevant to the event.
 - Brand Page – Showcasing brands associated with the event.
 - Exhibitor Page – Featuring exhibitors participating in the event.



SPECIFICATIONS

700px x 352px; Responsive image

DEADLINE

As soon as possible. Early submission recommended to maximize pre-show exposure

Registration Confirmation Email Logo Placement

Maximize Your Brand Visibility at Registration!

Your logo will be prominently displayed as part of the **'Prime Sponsors'** group on registration conversion emails sent to all Brand Licensing Europe registrants. This strategic placement ensures **valuable pre-show exposure**, reaching all registered attendees and exhibitors during the build-up to the event.

INCLUSIONS

- ✓ **Email Logo Placement** - Your logo featured on emails sent to Brand Licensing Europe registrants.

SPECIFICATIONS

Format: JPEG or PNG

DEADLINE

As soon as possible. Earlier submission provides an extended exposure period as registrations occur continuously leading up to the event.

CORE

ENHANCED

PRIME



Premium Exhibitor Listing

CORE

ENHANCED

PRIME

Elevate Your Presence with Premium Exhibitor Listing!

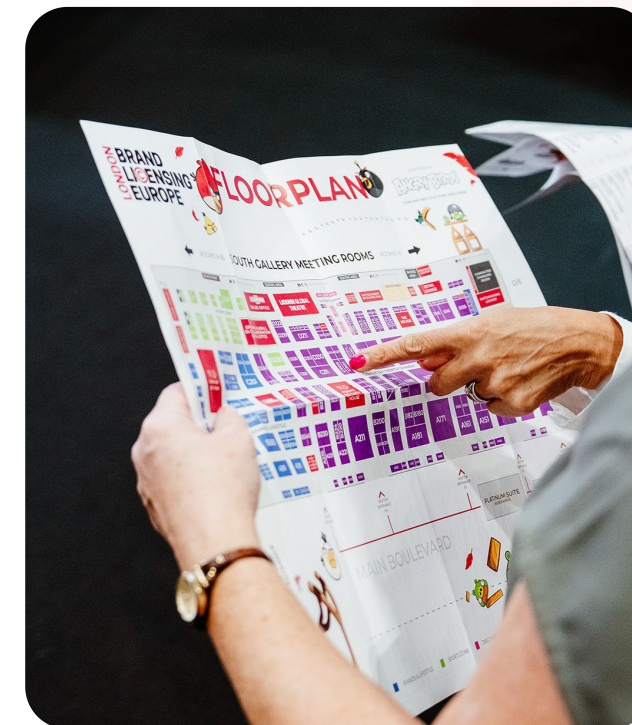
Stand out from the crowd with Elite Sponsor status. Your company name and booth number will feature in a dedicated section at the top of the Event Guide and 'You Are Here' Boards - **guaranteeing maximum visibility** and setting your brand apart from the general exhibitor list.

INCLUSIONS

✔ Exhibitor Premium Placement

Premium Positioning included in dedicated 'Prime Exhibitor' section at the top of exhibitor listings on the Event Guide and 'You are Here' Boards.

Company name and booth number prominently displayed in both the Prime Exhibitor section and the general exhibitor listing.



SPECIFICATIONS

- Supply logo in vector file format

DEADLINE

ASAP - Early confirmation recommended to secure premium placement.

License Global Show Dailies Editorial Coverage

CORE

ENHANCED

PRIME

Extend Your Reach Beyond Your Booth With Our Daily Print!

Amplify your reach with License Global's event publication! Gain exposure to the full **show audience, plus a vast digital readership**, and showcase your brand alongside industry news and event highlights.

INCLUSIONS

✔ Premium Editorial Coverage

Feature in the exclusive Show Daily publications distributed on-site each day and digitally to all License Global subscribers

Opportunity to showcase breaking news, product launches, and partnerships

Up to three opportunities to share content, one news article per day of the event



SPECIFICATIONS FOR SUBMISSION

- Press release (200-300 words) with event-related announcements
- 1-3 high-resolution JPG images (5x7, 1MB+, 300 dpi) of logos, products, or booth concepts included with your announcement
- Submit up to three releases (one per event day)

SUBMISSION PROCESS

Email showdailies@licenseglobal.com with your submissions and "Brand Licensing Europe Show Dailies" in the subject line.

DEADLINE

Show Daily content due: 17th August. After this point, License Global cannot guarantee inclusion.

License Global's "10 Minutes With..."

CORE

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10 Minutes of Infinite Impact!

Gain valuable **media exposure** in a trusted industry publication while positioning your executive as a thought leader in the licensing industry. Share your **company vision and insights** with License Global's global audience, highlight **brand activity** ahead of the event to drive more meetings, and create shareable content for your own marketing channels.

INCLUSIONS

✓ Executive Interview Spotlight

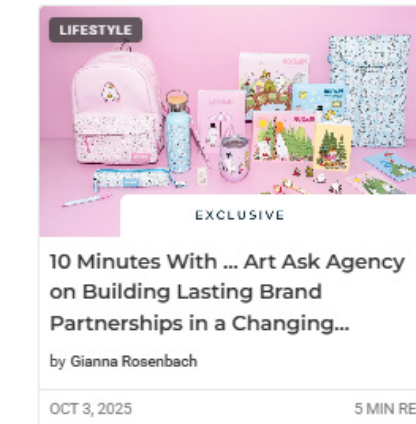
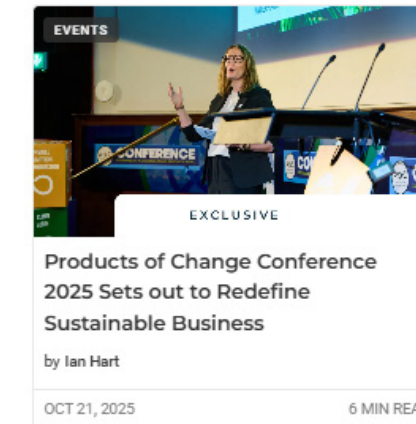
Dedicated interview feature in License Global's regular online column

Professional video call interview with your key executive

Focused format designed to highlight industry insights and leadership perspectives

Integration within License Global's newsletter, website and more

10 Minutes With ...



ENTERTAINMENT

10 Minutes With ... Jazwares on What Makes IPs Stick

Latest News

Pokémon, Natural History Museum Launch 'Pokécology' Pop-Up with Exclusive Trading Card
JAN 7, 2026

Pop Mart's SkullPanda Inks Sanrio, 'Wednesday' Deals

PROCESS

- 30-min interview with your executive
- Publication on *Licenseglobal.com* and in License Global's daily newsletter
- Will include text and 2 imagery (headshot + image of your choosing)

SPECIFICATIONS

- Interview availability at a mutually convenient time
- Professional editing handled by License Global team

DEADLINE

Final cut this off, will be 3 weeks prior to event (September 8th, 2026). Beyond that, License Global can not guarantee inclusion or proper exposure.



LONDON BRAND LICENSING EUROPE 2026

At Event

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License Global Show Daily Advertisement

CORE

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Show Daily Full Page Advertising

Advertise in License Global's Show Dailies - the **must-read publication** distributed fresh each morning to all attendees. Plus, the official Show Directory is included within! It's truly a must-have for every attendee and exhibitor.



INCLUSIONS

Core package includes: Quarter Page Advert
Enhanced package includes: Half-page advert
Prime package includes: Full Page Advert

- ✔ **Strategic Daily Exposure**
- ✔ **Distribution each morning at key locations to all Brand Licensing Europe attendees and exhibitors**
- ✔ **Extended reach from digital edition distribution (additional audience beyond Brand Licensing Europe) and promotion via License Global's website.**

SPECIFICATIONS

- Guidelines and submission details provided upon booking

DEADLINE

Ad close: 28th August
Ad material due: 11th September

High-Impact Razor Screen

High Impact Razor Screen

Offers continuous visibility in the ExCeL Boulevard during Brand Licensing Europe. Showcase your brand on these 16 double-sided screens, situated in a **high traffic area** of the event venue, **capturing attendee attention** while they grab refreshments.

INCLUSIONS

✔ Exhibitor Advert Placement

Visibility on all 16 double-sided screens in the boulevard

Select the option of either a 10-second static graphic or video, played on a continuous loop throughout Brand Licensing Europe.

CORE

ENHANCED

PRIME



DIGITAL SCREEN SPECIFICATIONS

- Static Artwork – JPEG, RGB colour mode & 150 PPI
- Video Format – MP4, Max file size 180mb (maximum 10 seconds)
- Screen Size – 1,080px x 1,920px

DEADLINE

21st September, 2026

Central Boulevard Screen Video Advert

Capture Attention In The Sky

This **impressive screen** is placed in one of the busiest parts of the ExCeL venue, outside of the Brand Licensing Europe halls. Showcase your brand up in the sky and **grab attendee attention**.

INCLUSIONS

✓ Premium Advert Positioning

Prominent, centrally placed screen, set above the main boulevard eateries

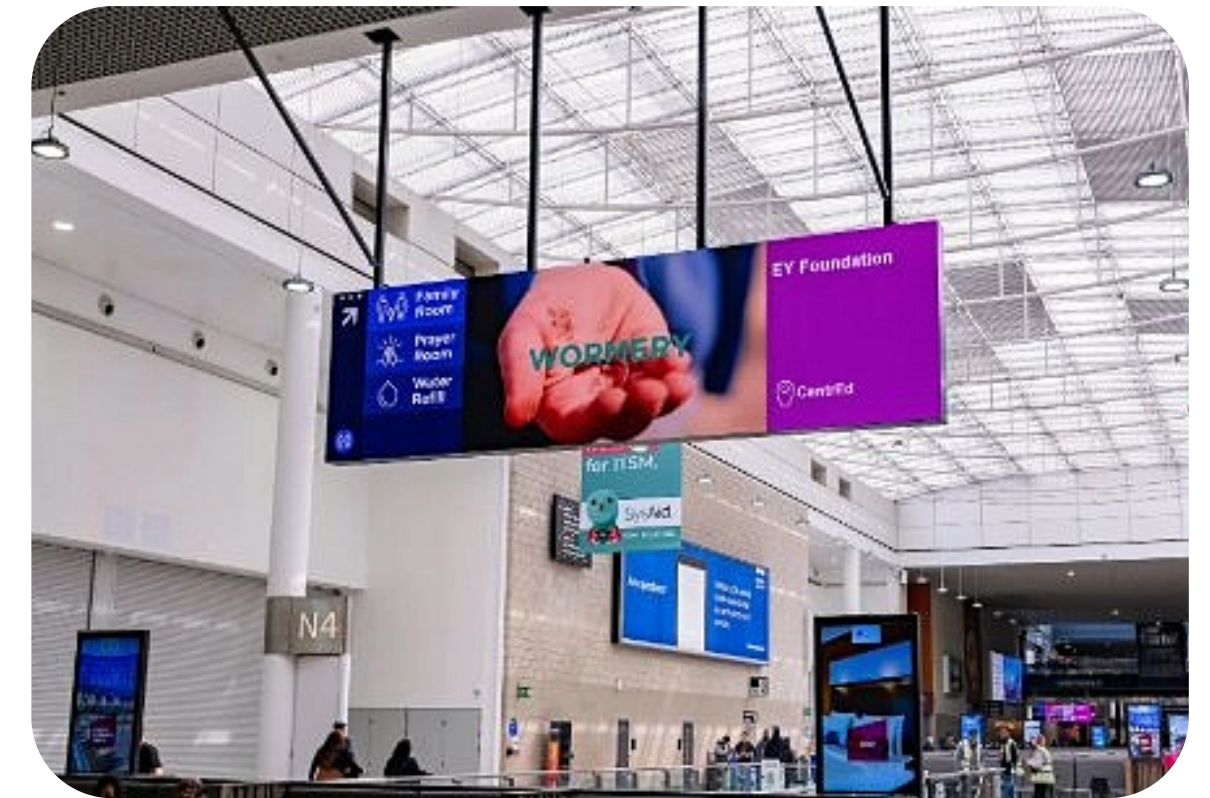
Select the option of a static graphic or 30-second video, placed on a continuous loop

Optional sound included for advert duration, played on loop

CORE

ENHANCED

PRIME



CONFIGURATION

Double-sided - with venue wayfinding

Dimensions (W x H)	3.5m x 2m
Resolution (W x H)	1,345px x 756px
Content ratio	16:9

SPECIFICATIONS

- Static Artwork – JPEG, RGB colour mode & 150 PPI
- Video Format – MP4, Max file size 180mb (maximum 30 seconds)
- Deadline: 21st September 2026

Registration Screen Video Advert

Premium Registration Screen

Placed above Brand Licensing Europe's registration and badge printing kiosks, as well as one of the **busiest show entrances, this screen gets a lot of attention**. Showcase what's coming next for your brand on this impressive and centrally placed screen.

INCLUSIONS

✔ Video Advert Placement

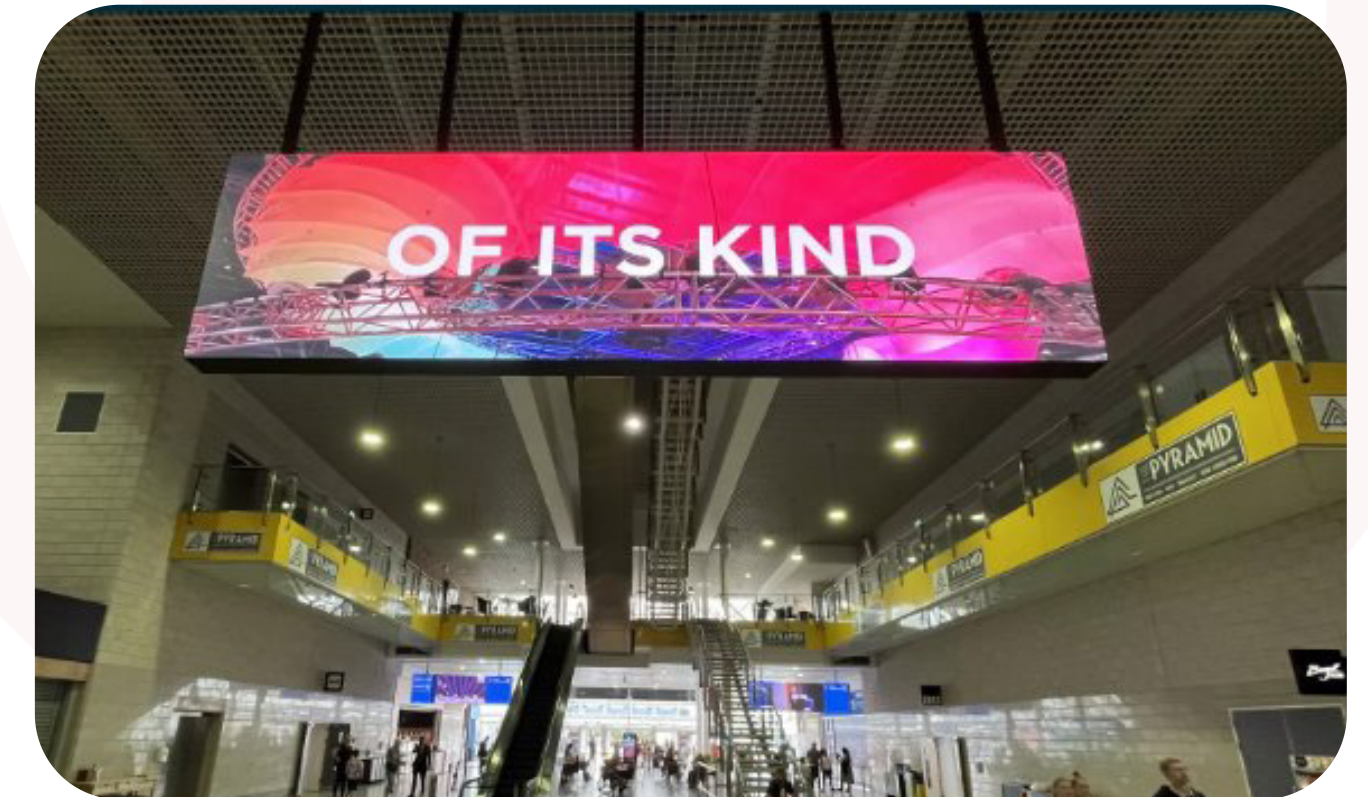
Prominent, centrally placed screen, set above Brand Licensing's registration

Select the option of a static graphic or 30 second video, placed on a continuous loop

CORE

ENHANCED

PRIME



CONFIGURATION

Double-sided - Full Screen

Dimensions (Total W x Total H)	7m x 2m
Resolution (Total W x Total H)	2,688px x 756px
Content ratio	39:9

DEADLINE

21st September 2026

Content Stage Advert Slot

CORE

ENHANCED

PRIME

High Visibility Video Ad on Stage!

Capture attendee attention at one or both of our live content stages with a graphic looped on our screens. With a **total of 1139 visitors** to both the License Global Main Stage and Networking Hub, **our stages are central hubs on the show floor**. With up to 7 sessions a day, played at ample time to showcase your branding in between content slots.

INCLUSIONS

- ✔ **Core:** Still graphic or 30 second video (no sound) in the Networking Hub
- ✔ **Enhanced:** Still graphic or 30 second video (no sound) in the License Global Main Stage
- ✔ **Prime:** Still graphic or 30 second video (no sound) in the Networking Hub & License Global Main Stage



SPECIFICATIONS:

1920x1080 pixels - 16:9 Widescreen

DEADLINE

Monday 7th September 2026

Official Show Signage

Stand out in the busiest areas of the Show Floor!

Showcase your brand in the most vibrant and high-traffic areas of the show floor, including the main cafés and bars. Let your logo and booth number stand out alongside other Enhanced and Prime sponsors on prominent, large-format meter boards strategically placed in key footfall zones. **Make a lasting impression where it matters most!**

INCLUSIONS

- ✓ Logo and booth number included alongside all Enhanced and Prime sponsors on dedicated meterboards.
- High footfall signage locations include:
- ✓ Brand and Lifestyle Bar #C270 (location of the official Opening Night Drinks)
 - ✓ Character and Entertainment Café #C141 (location of the official Opening Night Drinks)
 - ✓ Food Court #E295

CORE

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SPECIFICATION:

- High resolution logo file

DEADLINE

Monday 7th September 2026



LONDON BRAND LICENSING EUROPE 2026

Post Show

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Comprehensive Post-Show Analytics Report

Gain valuable insights into your complete event and sponsorship performance with our detailed Post-Show Analytics Report, providing actionable data across all digital and physical touch points from your Brand Licensing Europe 2026 investment.

INCLUSIONS

- ✔ **Multi-Channel Performance Analysis**
- ✔ **Data breakdown across all sponsorship elements**
- ✔ **Actionable insights for future marketing optimisation and identify which elements delivered the highest engagement**
- ✔ **Demonstrate marketing effectiveness to internal stakeholders**

CORE

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Individual Item Cost

Pre - Event

Exhibitor Listing Booster kit	£1,125*
Event Planner Search Ad	£1,116
Registration Confirmation Email Logo Placement	£745*
Premium Exhibitor Listing	£1,497*
License Global Show Dailies Editorial Coverage	Included
License Global "10 Minutes With..." Executive Spotlight	Included

At Event

License Global Show Daily Quarter-Page Advertisement	£1,500
License Global Show Daily Half-Page Advertisement	£2,500
License Global Show Daily Full-Page Advertisement	£5,500
Content Stage Advert Shot	£500
Razor Screen Video Advert	£1,765
Central Boulevard Screen Video Advert	£500
Registration Screen Video Advert	£2,068

Post Show

Comprehensive Post-Show Analytics Report	£500*
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*item cannot be purchased individually, only included in bundle offering