



BRAND MANAGEMENT

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Licensing Expo Previews 2015 Lineup

Jan 21, 2015

Registration is now open for Licensing Expo 2015, which will feature more than 100 new brands and companies this year including AwesomenessTV, Maxim and Fatburger.

Sponsored by the International Licensing Industry Merchandisers' Association, the show will take place June 9-11 at the Mandalay Bay Convention Center in Las Vegas, Nev.

More than 500 businesses will exhibit at the 2015 show, among which will be 100 brand-new exhibitors looking to build their brands.

New brands slated to participate include the American Cancer Society, American Mensa, AwesomenessTV, Blizzard Entertainment, designer Debra Valencia, distROLLER, Fatburger North America, Slingshot, Maxim, the National Wildlife Federation and Nitro Circus Live.

"Licensing and merchandising provides a great way for our audience to engage with the AwesomenessTV brand in addition to creating new revenue streams for our digital native talent," says Jim Fielding, global head of consumer products and retail, AwesomenessTV. "As a next generation media company focused on teens, we are excited to be exhibiting at Licensing Expo for the first time."

These new exhibitors will join hundreds of returning exhibitors from 2014 including Coca-Cola, DreamWorks Animation, Kathy Ireland Worldwide, Mattel and Skechers USA.

"Each of these unique companies is coming to Licensing Expo to find new partners in the marketplace," says Jessica Blue, vice president, Licensing Expo. "Our event features the who's who of the \$251 billion licensing marketplace, building relationships and creating opportunities one introduction at a time on our show floor. If you're in the licensing industry, you're in Las Vegas at Licensing Expo in June."

[Click here to register now for Licensing Expo 2015.](#)



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CONTACT jkampel@Legendary.com 818-688-7589