



Bologna Licensing Trade Fair

Making Licensing Work

The only event which enables licensing professionals to create a unique and virtuous network with the global kids publishing industry in one of the major kids contents event.

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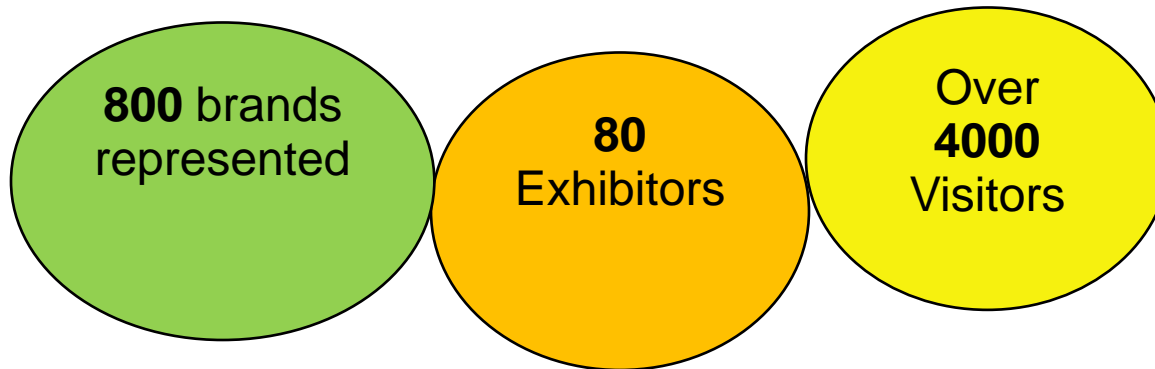
In conjunction with the Bologna Children's BookFair



Bologna Licensing Trade Fair

The only Licensing Event held in Italy

The Bologna Licensing Trade Fair (BLTF) is the only trade event in Italy dedicated to the business of subsidiary rights, with the participation of the main Italian and International licensors and licensing agencies.



Every year producers, licensors, licensees, agents, publishers and retail meet in Bologna to enrich their own business network, update on the latest trends and enlarge their business.

Bologna Licensing Trade Fair

All major brands attend the Show



Bologna Licensing Trade Fair

The strategic conjunction with the Bologna Children's Book Fair

The **Bologna Licensing Trade Fair (BLTF)** is the only business event which enables licensing professionals to create a unique and virtuous network with the global kids publishing industry and with the digital&media world, thanks to the conjunction with the **Bologna Children's Book Fair**, the world-wide leading children's publishing event, only for trade.

Bologna Children's Book Fair is also one of the major global kids content place, where tv producers find next tv hit and major licensors launch their IPs for the first time ever. Here some features about last Bologna Children's Book Fair:



1400
Exhibitors

28.000
Professional
Visitors

+ 100
Countries
represented

Bologna Licensing Trade Fair:

An event rich of contents and services

Exhibition Area

Over 1.500 sqm of exhibition space for the companies representing their brands, products and services

International Lounge

A section addressed to those foreign companies with no office in Italy, which aim to attend the event as exhibitors, with less efforts and expenses!

Pitch Room

A room dedicated to exhibitors' pitches. The room is totally equipped with audiovisual needs and personnel assistance.

Licensing Seminars

Training and focus on the different topics about licensing, retail, digital and media.

Property Guide

A unique tool including a complete description of each brand represented at the show.

Licensees Lounge

A showcase for licensees only, where they can present their licensed products, with the aim to network with retailers and buyers attending the show.

Licensing Retail Lounge

Following the success of Licensing Retail Day and the increasing attendance of retailers at the show, BLTF has conceived a new VIP lounge addressed only to retailers, which will be the meeting point for licensors/agencies and retail. The lounge will be open through all the period of the show and they will be organised meetings between retailers and exhibitors and focuses on brands-based direct-to-retail case histories.



Bologna Licensing Trade Fair:

Why attend BLTF...

- It is the only trade event in Italy where licensors, licensees and retailers can meet and enrich their own licensing **network and business**.
- **Italy is one of the main international licensing marketplaces** and one of the most relevant European manufacturing Countries.
- It is the only event in Italy where it is possible to meet and pitch projects to a **wide range of retail professionals**.
- It is the only event in Italy which **favors the encounter between supply and demand** of new companies dealing in the licensing business.
- It is the only event which **combines the licensing with the publishing, digital&media world**, increasing exposure and business opportunities for exhibitors and visitors.
- It is the ideal place where **to refine and to finalize** the sale of licenses and the development of new brands.
- It is the only event in Italy where it is possible **to be updated** on the latest industry trends and, at a global stage, to know everything about digital&media, publishing and kids contents in general.



Bologna Licensing Trade Fair

The only event that enhances the dialogue between licensing and retail

From *Licensing Retail Day* to *Licensing Retail Lounge*

For 5 years in a row LICENSING RETAIL DAY has been an essential part of Bologna Licensing Trade Fair. Due to business progress, new needs and demands of exhibitors, BLTF has defined a new kind of special initiative dedicated to retailers and they will be protagonists at the show for **ALL THE PERIOD!** In fact, it will be organised a **lounge entirely devoted to retailers, characterised by additional services** as:

- VIP Pass** for all retailers attending, with an access to their dedicated lounge;
- **Sharing** of mailing and contacts among retailers and exhibitors;
- Organization** of matchmaking meetings through all the period of the trade fair;
- case histories and workshops** on successfull retail stories on licensing;
- **Networking cocktail** for retailers and exhibitors;
- A dedicated **Welcome Desk** for exhibitors and retailers to network easier one each other during the show;



Bologna Licensing Trade Fair

The Licensees Lounge. A business area only devoted to manufacturers



Following the success of the Licensing Retail Day and the increasing attendance of buyers and retailers at the trade fair, it was decided to give more visibility to the licensees and their licensed products.

Objective: to network licensees, both Italian and international companies, to retail professionals and to promote licensees to the major licensors and licensing agents present at the show.

How it's structured: each registered licensee will have a showcase for his products and a table and chairs for his meetings.

Furthermore all licensees registered at this special Lounge will be included in the Licensing Retail Lounge and they will receive many exhibitors facilities.

Licensees Lounge Fee
EUR 1000,00 (compulsory Registration fee included)



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The International Lounge



The international Lounge is an area, in the heart of the exhibition space, addressed to those foreign companies with no office in Italy and which aim to attend the event as exhibitors, with less efforts and expenses as the standard exhibitors.

The main goal is to introduce these companies to the Italian licensing business and to the international publishing business.

The International Lounge is set as a collective booth and each company has at its own personalised slot, made of:

- One Table and Four Chairs
- Two Metres of Display Panel to personalize with graphics or samples

And all the other services and facilities reserved to exhibitors!

International Lounge Fee
EUR 850,00 (compulsory Registration fee included)



Bologna Licensing Trade Fair

How to exhibit (regular exhibitors)

The exhibition areas are available already set up or free. The basis is 16sqm.

SHELL SCHEMES

Type A Stand (4 x 4 mt.) - Euro 3.920,00

> Boundary walls in modular panels, supported by anodised aluminium structures; grey carpet; 2 tables measuring 140 x 80 x 70 cm; 2 "Plia" chairs, 12 bookshelves, 2 spotlights; 1 electric outlet (220V); frontal sign; wastepaper basket; fire extinguisher; daily stand cleaning

Type B Stand (4 x 8 m)

4 x 4 m display area + 4 x 4 m facing rear as lounge - Euro 6.490,00

Display Area

> Boundary walls in modular panels, supported by anodised aluminium structures; grey carpet; 2 tables measuring 140 x 80 x 70 cm; 2 "Plia" chairs, 12 bookshelves, 2 spotlights; 1 electric outlet (220V); frontal sign; wastepaper basket; fire extinguisher; daily stand cleaning

Lounge

> 1 table measuring 140 x 80 x 70 cm; 1 "Plia" chair, 3 easy chairs, 1 coffee table; 2 spotlights, 1 wastepaper basket, fire extinguisher; daily stand cleaning

UNFURNISHED AREA

The unfurnished area is entirely without furnishing.

Facing-aisle module (4x4 m) - EUR 2,945.00

Rear module (4x4 m) - EUR 1,820.00

Compulsory registration fee EUR 390,00

**EARLY BIRD
DISCOUNT OF 10% IF
YOU REGISTER BY 30
NOVEMBER!**

Bologna Licensing Trade Fair

Exhibitors' Facilities

Here there are the services provided to exhibitors:

- Inclusion in the official catalogue, both online and printed version
- Inclusion of the represented brands in the property guide
- wi-fi connection
- Access to the pre-registered visitors list, both licensing and publishing
- Access to the Licensing Retail Lounge
- 20+ free visitors tickets for your potential clients and business partners To
- rent a room to make previews, events and pitches (with a separate fee)
- Sponsorship Opportunities reserved to Exhibitors only



Bologna Licensing Trade Fair

Sponsorship and Advertisement Opportunities

Main Positions	Cost
Info Desk Customization	€ 2000
Stamps on the carpet	Starting from € 3500
Licensing Retail Lounge Sponsorship	€ 3000
BLTF visitors bags	€ 3000 if produced by the organizers € 800 only visibility cost. Bags are provided by the client
Networking Cocktail Party Sponsorship	To be defined basing on the client's requests
Regular Positions	Cost
Signs between Hall 31 and 32	€ 500 each
Inclusion of promotional stuff in the Prospect & Retail Day Kit and distribution of flyers at the Info Desk	€ 500
Costume Character	€ 100 per Day € 250 for all the period of the Fair
ADV in the official Publication Licensing Magazine	Ask for BM Sales Kit
ADV in the BM and Trade Show websites	Ask for BM Sales Kit

**10% DISCOUNT IF YOU BOOK
YOUR ADV BY 30 NOVEMBER !!**

FOR ANY FURTHER INFORMATION:

Bologna Licensing Trade Fair
c/o BM Srl

Strada Trofarello, 5 bis
10024 Moncalieri (TO)
Tel. +39 011 8131579
Mob. +39 339 2377368

@ office@bm-eu.com

@ licensing@bolognafiere.it

@ www.bolognalicensing.com

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**Bologna
Licensing
Trade
Fair**

Bologna Licensing Trade Fair is an event by BolognaFiere Spa