



and



THE MEDIA & LICENSING
NETWORKER

Present



17 - 19 January 2019

***The Licensing Area in the frame of the global leading Children's
Fashion Trade Show, Pitti Bimbo, in partnership with***



Bologna Licensing Trade Fair

The only Licensing Event in Italy

Over 800 brands represented, 80 exhibitors and over 4000 professional visitors (+20% respect to the previous edition). These are the features of last Bologna Licensing Trade Fair. Every year producers, licensors, licensees, agents, publishers and retailers meet in Bologna to enrich their own business network, update on the latest trends and discover the next licensing hits. Thanks to the conjunction with the prestigious **Bologna Children's Book Fair**, (an event for trade only), exhibitors and visitors can optimize their business through the networking with the rich and global children's publishing industry.

Pitti Bimbo

The Global Leading Kids Fashion Trade Show

Pitti Immagine is the organiser of both **Pitti Uomo** and **Pitti Bimbo**. As Pitti Uomo is the global men's fashion trends platform, Pitti Bimbo is **where the world of childrenswear meets**, twice per year in Florence. A complete overview of children's fashion, an extraordinary platform for presenting the new lifestyle trends for kids.

***BM SRL**, organiser of Bologna Licensing Trade Fair, is also the exclusive supplier for Pitti Immagine in charge of the organization of an exclusive section dedicated to Licensing – NICE LICENSING - in the frame of Pitti Bimbo trade Show!*

Nice Licensing @Pitti Bimbo

NICE
LICENSING © TM ®

Bologna goes beyond its own annual event

Following the success of the previous year, it has been confirmed this prestigious co-operation, thanks to which licensing enters as a protagonist into the high-end kids fashion world. Thanks to an exclusive agreement between Pitti Immagine and BM Srl, it will be set for the second edition a special Licensing Area, titled **NICE LICENSING**, in the frame of next edition of **Pitti Bimbo**, to be held in **Florence, from 17th through 19th January 2019**, where brands can exhibit how they can be developed into licensed fashion products. A real Bologna Licensing Trade Fair 2019 Fashion Preview!

[BROWSE OUR PHOTO GALLERY OF LAST NICE LICENSING](#)

Services included in this special section are the following:

- Inclusion in the **Official Media Coverage** by Pitti Bimbo
- Inclusion in the **Official Catalogue** of Pitti Bimbo
- A **personalised corner** to promote your brand
- **Matchmaking** with the fashion industry attending the show
- Inclusion in a **special NICE LICENSING catalogue** to be shared with all visitors and exhibitors
- **Exposure** through all Pitti Bimbo exhibitors
- The opportunity to **organise an “entertainment time”** during Pitti Bimbo and include it in the official programme of the show



The main credentials to access to NICE LICENSING:

- To attend Bologna Licensing Trade Fair 2019
- They will be accepted a max of 20 brands, with **submissions deadline by November 15th 2018**

Nice Licensing @Pitti Bimbo

NICE © TM ®
LICENSING

Costs

**The following registration fee is for BRAND/PROPERTY and not for COMPANY.
Each company can attend with a MAX OF 4 BRANDS!**

- Cost for 1 BRAND / 1 CORNER – Euro 1.500
- Cost for 2 BRANDS / 2 CORNERS – Euro 2.700 (discount 10%)
- Cost for 3 BRANDS / 3 CORNERS – Euro 3.800 (discount 15%)
- Cost for 4 BRANDS / 4 CORNERS – Euro 4.800 (discount 20%)

Fee includes, among other services:

- Set up of a personalised corner for each brand
- Use of the Nice Licensing Area to set up meetings and distribute materials
- Print of Graphics for each Brand/Corner
- Inclusion as Exhibitor in the Official Catalogue of Pitti Bimbo
- Exhibition Passes at Pitti Bimbo
- Media Coverage through Consumer and Trade Press by the Pitti Immagine Press Office
- Communication and Promotion through all Pitti Bimbo Exhibitors and Visitors
- Matchmaking service with Pitti Bimbo exhibitors/visitors
- Editorial coverage on LICENSING MAGAZINE, the only licensing publication distributed at the show
- The chance to organize a special “entertainment time” for your potential partners!
- BM will coordinate all steps of the organization with no extra stress for you!!



NICE LICENSING IS THE ONLY WAY TO BECOME A PROTAGONIST INTO KIDS FASHION INDUSTRY!

FOR ANY FURTHER INFORMATION:

**Nice Licensing @Pitti Bimbo is an event by Pitti Immagine
Supplied by BM SRL
With the partnership of Bologna Licensing Trade Fair***



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*Bologna Licensing Trade Fair is an event by BolognaFiere Spa