



Bologna
Licensing
Trade
Fair

THE ONLY LICENSING EVENT FOCUSED ON **KIDS CONTENTS**

13th Edition

30 - 31 March 2020

In conjunction with the Bologna Children's Book Fair

The only trade show based in Italy and devoted to Kids Licensing

The **Bologna Licensing Trade Fair (BLTF)** is definitely one of the major licensing events in Europe. It is the only licensing event based in Italy and has a strong presence of kids brands ready for the licensing business. Here there are some figures of the last edition:



Every year producers, licensors, licensees, agents, publishers and retailers meet in Bologna to enrich their own business network, to be updated on the latest trends, to learn more on the latest novelties and to strengthen their own business.

BLTF. THE CONJUNCTION WITH THE **BOLOGNA CHILDREN'S BOOK FAIR**

Bologna is an unmissable event for anyone who deals with licensing, thanks to the conjunction with the prestigious **Bologna Children's Book Fair**, **creating a unique liaison between the global kids publishing industry and the rich licensing world.**

It is the only event in the frame of a Book Fair where licensors, licensees and distributors from all over Italy and Europe meet and have the opportunity to make networking and business in the licensing market. Here there are some figures from the latest Bologna Children's Book Fair:

1.500

exhibitors

28.000

professional
visitors

over
100

Countries represented

AN EVENT RICH OF CONTENTS AND SERVICES

Exhibition Area

3.000 mq of exhibition area for all companies who wish to present their brands, promotions and services.

Pitch Room

A room with all the necessary audiovisual equipment to present the latest exhibitors novelties, previews and brand new launches for the professional audience.

Licensing Seminars

A rich seminar programme on the latest market trends to follow to meet always consumers needs

Property Guide

A digital tool which includes all the info on the brands represented at the show. It's a precious guideline tool for visitors attending the show, which includes a who's who of each brand.

Licensing Retail Lounge

A well established VIP ZONE for all retailers attending the show. It is the place where exhibitors can network with the retail industry.

Licensing Fashion Zone - New on 2020

A brand-new zone to showcase licensed fashion projects and to encourage the matchmaking between brands and the several apparel & accessories companies attending the show.

WHY TO ATTEND BLTF 2020

- It's the only event in Italy where the major licensors, licensees and retailers meet and can make **networking and business** with major international players.
- It's an event which encourage **new deals and generates new business** for visitors and exhibitors.
- It's the only event where it is possible **to pitch** its own projects to the vast world of retailers.
- It's the only event that enhance the offer from brand **new companies** and IPs.
- It's the only event that links together **licensing with the vast world of publishing, digital& media and Comics**, increasing the exposure of visitors and exhibitors in these crucial contents worlds.
- It is the ideal place to **finalize the purchase and sales of licenses** and the to develop its own brands
- It is the only event in Italy where it is possible to keep up to dated on the **latest trends** from the industry and, globally, on the collateral business of digital & media, comics, publishing and kids entertainment in general
- **Bologna is an unmissable event** for anyone dealing with licensing, thanks to the conjunction with the Bologna Children's Book Fair, **generating new business opportunities at a global level**

THE ONLY EVENT THAT ENHANCES THE DIALOGUE BETWEEN RETAIL AND LICENSING

The Licensing Retail Lounge

Retail is an important part of Licensing Business.

Every year, BLTF organises a special Lounge dedicated to retailers, which is available all the period of the show. In this special LICENSING RETAIL LOUNGE, there will be special services for retailers, such 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;

- A dedicated **Welcome Desk** for exhibitors and retailers to support networking with retailers during the show;



A NEW ZONE TO MATCH FASHION AND LICENSING

The Licensing Fashion Zone – **New on 2020**

Apparel and accessories are one of the main categories for the development of kids and adult brands. It is one of the main outlets for the territorial and international success of brands. BLTF has created a brand-new zone that will be a showcase for exhibitors who have developed licensed fashion projects with their brands, but **NOT ONLY!** In fact, this space will also be the occasion for meetings with the fashion companies attending the BLTF. Here there are some of the facilities of this new area:

- **VIP entry** for all fashion and accessories companies who will visit the event with access to their lounge
- **Sharing** with the exhibitors the list of the fashion companies attending the show



- Organization of **matchmaking meetings** between fashion attendees and exhibitors during the show
- **Pre-show** calling activities
- **Case histories and Focus on Seminars** on the latest successful licensed fashion projects
- An **Assistance Desk** to help networking between fashion companies and exhibitors

EXHIBITION COSTS

Booths are available both as shell scheme stands and as row spaces. The minimum size is 16sqm and their multiples

SHELL SCHEME BOOTH

(basis 16sqm – 4x4m booth)

For bigger booth, multiply 16 x 2 / 16 x 3/ etc)

Boundary walls in modular panels, supported by aluminium structures; grey carpet; 1 table, 4 chairs, 12 bookshelves, 2 spotlights; 1 electric outlet (220V); frontal sign; wastepaper basket; fire extinguisher; daily stand cleaning

Costs:

1 facing-aisle module (4x4 m) - EUR 3,920.00

ROW SPACE BOOTH

(basis 16sqm – 4x4m booth)

For bigger booth, multiply 16 x 2 / 16 x 3/ etc)

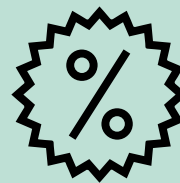
The unfurnished area is entirely without furnishing

Costs:

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

Rear module (4x4 m) – EUR 1,820.00

Compulsory Registration Fee - EUR 400,00



**EARLY BIRD DISCOUNT
OF 10% CONFIRMING BY
30th NOVEMBER!!**

FACILITIES FOR THE EXHIBITORS

Here there are some of the facilities reserved to Exhibitors:

- Inclusion in the official **BCBF/BLTF catalogue**, both online and printed version
- Inclusion of the represented brands in the **Property Guide**, available online for all visitors attending the show
- **wi-fi** connection
- **Access to the pre-registered visitors list**, both licensing and publishing (from Italy and abroad)
- Access to the **Licensing Retail Lounge** and the **Licensing Fashion Zone**
- **20+ free visitors tickets** for your potential clients and business partners
- **Booking of a pitch room** to make previews, events and pitches (with a separate fee of Euro 100,00)
- **Sponsorship Opportunities** to give a wide exposure both through licensing and publishing international attendees
- **Advertisement** on the Official Publication, Licensing Magazine. Deadline by February 10th
- **Editorial coverage** on the official publication, Licensing Magazine, including social media and weekly newsletters. Deadline by February 10th

Main Positions	Costs
Info Desk Customization	€ 2500
adhesive labels on the ground	Starting from € 3500
Customization Licensing Retail Lounge	€ 3000
Customization Licensing Fashion Zone	€ 3000
BLTF bags	€ 3000 if produced by the organizers € 800 if produced by the client

Other Positions	Costs
Signs Hall 31 and 32	€ 500 each
Costume Character	€ 100 every day € 150 for all the period of the show
ADV Inclusion in the Official Publication Licensing Magazine	See the dedicated Media Kit
Online advertisement on web www.licensingmagazine.com	See the dedicated Media Kit
Newsletter Sponsorship of the weekly LM E-NEWS	€ 500 for each sponsored newsletter
Joint advertisement on BLTF and Book Fair	Request for a dedicated offer

WE CAN MAKE PERSONALISED PACKAGES FOR YOUR SPECIAL NEEDS

FOR FURTHER INFORMATION:

Bologna Licensing Trade Fair
is an event by Bolognafiere, organised by

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