

# LAS VEGAS LICENSING EXPO 2024

**12,000+** Visitors  
(Total Visitors)

**321** Exhibitors  
+12% vs. 2023

**77** Countries

Top countries in attendance:



Increased international audience YoY, with stronger growth in South America/LATAM.

**1582 Retailers attended** including:



**+35% Increase in retail attendance over 2023**

"It's been pretty amazing. The conversations and the people around us has been great. We've been approached by several companies throughout the whole show interested in what we do and how they can get involved with us in the future."

**Pickleball Pop-Ups, Adam Clay – CEO**

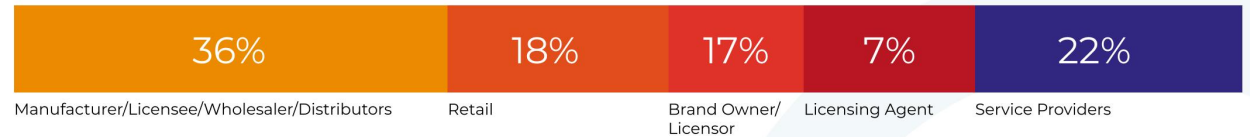
"Overall, the show has exceeded our expectations and we were surprised by the interest that we had because I thought people would really just come to sign deals for licensed stores and see licensees, not necessarily looking for suppliers for products."

**All Pacific Apparel, Mike Mattox – CEO**

**Media Outlets included:**



## Visitor Attendee



### Increase in decision makers

C-Suite or Director level making up 61% of all attendance



### 8,514 meetings confirmed

Booked through the official Licensing Expo matchmaking platform



**+12% Increase in returning visitors**

**GLOBAL LICENSING GROUP**