



# STRENGTH in Numbers

## License to Buy Show Specials

Buy a show special. We include coupons promoting the Show Specials in the At-Show Floor Plan Directory. After buyers go to a participating exhibitor's booth and use the coupon to purchase, they bring the coupon and order to the Redemption Center and we'll write a check toward your hotel and travel expenses based on how much you have spent with each company. You can stay for free.

## THE NUMBERS ARE ABSOLUTELY STAGGERING!

**\$15 Billion** IN SPORTS LICENSING SALES

**\$10 Billion** IN TAILGATING SALES

**\$8 Billion** IN TEAM SPIRIT SALES

**800,000** NCAA TOURNAMENT FANS

**185,000** DAYTONA 500 TICKETS SOLD

**\$500 million** IN BARBECUE SAUCE SALES

**25,000** RV'S RENTED ON NASCAR & FOOTBALL WEEKENDS

**20 million** NFL GAME TICKETS SOLD

**50 million** MLB FANS

**\$1 Billion** IN NBA OFFICIAL LICENSED SALES

**148 million** SUPER BOWL VIEWERS

**5 million** TAILGATE GRILLS SOLD

**70 million** U.S. TAILGATERS

**\$900 million** IN NHL LICENSED SALES



## Rising Star Retailer Award

We are looking for 50 retailers—one in each state—who have created the hottest, coolest, most innovative in-store environments for sports licensing and/or tailgating products. We want stores that not only rack up robust sales numbers, but capture the passion of sports licensing or tailgating in ways that keep their customers coming back for more.

The 50 winners will receive an all expense paid trip to the 2010 Sports Licensing and Tailgate Show, to party with the companies who got them there! Log on to: [www.showproco.com/risingstaraward](http://www.showproco.com/risingstaraward).

**Sports Licensing and Tailgate Show**  
**JANUARY 20-22, 2010**  
**Mandalay Bay Convention Center**  
**Las Vegas, NV**

**REGISTER ONLINE AT:**  
[www.showproco.com/registration](http://www.showproco.com/registration)  
**OR CALL: 1-800-327-3736**