

# THE Complete Guide TO Matchmaking at Licensing Expo

## What is it?

The Matchmaking Service is the official one-to-one business networking tool for exhibitors and attendees at Licensing Expo 2018.

This dedicated networking service enables registered attendees and exhibitors to search for and arrange on-site meetings with potential licensing partners before the show begins, allowing you to make the most of your time at Licensing Expo.

To unlock the full potential of the Matchmaking Service, purchasing the Matchmaking Access Pass is required to include a profile in search listings and to send/receive meeting requests with Licensing Expo exhibitors. The Matchmaking Access Pass is provided complimentary to attendees with verified profiles.

**Please note:** Matchmaking Service allows attendees to only send invites to exhibitors.

# 3,800+

MEETINGS BOOKED PRIOR  
TO LICENSING EXPO 2017



[www.licensingexpo.com/matchmaking](http://www.licensingexpo.com/matchmaking)



# 7,000+

USERS ENGAGED WITH  
MATCHMAKING IN 2017

## How does it benefit me?

With the Matchmaking Service, you can:

- ▶ Use the online matchmaking portal to quickly and easily search potential licensing partners according to your objectives.
- ▶ Pre-book meetings to ensure a full meeting schedule that suits your show agenda.
- ▶ Discover new contacts through tailored meeting suggestions and reach people you have previously found difficult to locate.
- ▶ Get access to our dedicated matchmaking team and the on-site meetings concierge.
- ▶ Receive a detailed itinerary of your scheduled meetings before the show and on-site meeting reminders.





## How does it work?

Once registered as an attendee for Licensing Expo, your profile will be automatically created. You will receive a Matchmaking email with a link to log into your profile. You can then login, update your profile, and start searching for meeting opportunities immediately.

This personalized, easy-to-use tool allows you to search for connections by their interests, brand/property category, products, services and geographic location. Directly reach out to participants of Licensing Expo, tailor your meeting schedule, and present your opportunities to the right targets.

Not only can you search for and request meetings with others, but they can also find and request meetings with you.

# 5 Tips for Using Licensing Expo's Matchmaking Service



Take advantage of this service with tips from users who found success using Matchmaking in previous years:

- ▶ **Fill out your profile:** Log in and verify your matchmaking profile. Profiles with additional details like a company logo, profile photo, job title, and business interests get more meeting invites and responses.
- ▶ **Consider your matches:** Once you verify your profile, the system will begin the matchmaking process. Take the time to comb through your matches and find a good fit. Many companies will bring more than one person to the Expo, so check out their full list of contacts and find the one most compatible to your goals.
- ▶ **Take initiative and send out your invites:** Don't be shy—reach out to your chosen matches with a concise message stating what you do and what you hope to accomplish with a meeting. The recipient chooses the meeting time and location, so make sure your own calendar is up to date.
- ▶ **Be open-minded:** Great things happen when you least expect it, so be open to meetings from new and interesting prospects. Attendees and exhibitors from previous years of the Expo have found tremendous success from pairings they likely would never have considered if it weren't for the Matchmaking Service.
- ▶ **Prepare for the face-to-face:** Download your schedule (emailed directly to you 1-2 weeks before the show) to keep contact details, times, and locations easily on hand. You have 25 minutes to make the most out of the meeting, so check in at reception 5 minutes early (if you scheduled in the Matchmaking Lounge) and be ready for a meeting that can take your business further than ever before.



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EXPO 2018**

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Mandalay Bay Convention Center  
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