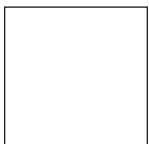


LAS VEGAS FUN FACTS:

1. Elvis Presley made his first, unsuccessful appearance in Las Vegas in 1956, despite several hit records. He returned in 1969 to have sold-out shows at the International (now Hilton).
2. In 1996, Wayne Newton celebrated his 25,000th performance while Siegfried and Roy celebrated their 15,000th performance.
3. In 1966, Howard Hughes begins his infamous stay at the Desert Inn. By 1968, Hughes purchases the Desert Inn after being asked to leave by Hotel management.
4. Weddings in Las Vegas are more common than slot machine jackpots.
5. Frank Sinatra once owned the Cal-Neva at Lake Tahoe's Crystal Bay. It is possible to stand in both Nevada and California inside Cal-Neva's building.
6. Nevada is the only state with an entire museum devoted to the life and times of entertainer Liberace.
7. Bugsy Siegel named his Las Vegas casino "The Flamingo" for the long legs of his showgirl sweetheart, Virginia Hill.
8. Misfits Flats off Highway 50 near Stagecoach takes its name from the John Huston film. Huston used the privately owned area to film a complicated wild horse round up with Clark Gable, Marilyn Monroe, Montgomery Clift and Eli Wallach.
9. In Tonopah, NV the young Jack Dempsey was once the bartender and the bouncer at the still popular Mispah Hotel and Casino. Famous lawman and folk hero Wyatt Earp once kept the peace in the town.
10. Las Vegas was given its name by Spanish traders in 1829 on route to Los Angeles from Texas. The group veered from the normal route they called journey of death, to where a young scout discovered the valley of green grasses and plentiful water supply in the middle of the desert, hence the name "Las Vegas", Spanish for "The Meadows".



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VEGAS...

Seems like the move to Vegas has been good for the Licensing Show. Last year the fear and concern about the move was swept away with a quality exhibition hall, a great hotel "campus" that made networking easy and fun, and on a personal note the gambling in the casino made the gambling on the show floor seem a little less risky.

I was thinking about the return to Vegas and I am hoping that there is no "sophomore jinx" – and the show continues to grow and prosper. In years to come the Javitts Center will be relegated to memories that the basement of the Hilton now occupy. I was also thinking about all the shows and trips I have made to Vegas over the past 30 years...

My first trip to Las Vegas was a bit of a detour. I was on my way back from a Star Wars meeting in San Francisco – as product manager for Thermos's lunch kit line – and my godmother – who lived in Vegas at the time convinced me to stop on my way back east for a visit. I don't remember a lot – she picked me up at the airport in a Jag, we went to Caesar's Palace to gamble and then we grabbed dinner somewhere along the strip, went out dancing and saw a great bar fight, had breakfast, and she dropped me off at the airport – appropriately, I never saw the desert sun during the first visit. She also taught me a lot about the casinos – the skills, the gaming, and even how to tip the valet! It was a great Vegas 101 for me. How valuable the lesson became as trade show after trade show located in Vegas over the years.

At Tyco, I managed the electronics line (remember the award winning Garfield telephone?), and got to go to CES – set up/take down and everything in between. I recall laughing as I was setting up the booth while thinking – "So THIS is what a VP does?" One of the best ever tips I got on Vegas came from our Toy Building showroom exhibit guy, Frank Desanto, who also designed and built the exhibit at the Red Rock Visitor's Center. Frank was the first to tell me about Red Rock Canyon, and the scenic 13 mile loop, the

Client Spotlight: APEX

As the proverb says - in chaos lies opportunity. In 2009 Apex came together as a belief that business opportunities exist when you offer the best product. Apex believes that by offering the best art on the best blanks, they become an unstoppable force in today's economy. The core product line for Apex is Men's, Boy's and Junior's printed apparel and headwear. The company features the finest quality tees and fashion bodies as well as the best embroidered headwear available.

The company is headed by Tony Choi who has years of business experience in developing global organizations. Tony chose the name Apex to match his commitment to being the top of this industry.



nature center, the hiking and trails... a slice of heaven not very far from the strip! I have rented bikes and ridden the loop with clients; I have run the loop on a ridiculously hot afternoon; and driven the loop to get to the hiking trails with my wife, Becky. Although we love to visit Vegas for the casino fun, we get truly excited about Red Rock, and feel slighted if we don't get to hike there. (Tip: When Vegas is 105, Ice Box Canyon is a great hike! And yes, bring a jacket!)

Working MAGIC brought me to Vegas an additional two times a year, and if you think it is hot in June in Vegas, come out in August! As the trade show wagon train to Vegas grows, I often wondered if a condo would pay, versus renting hotel rooms 5 or 6 times a year. I never did the math, and as the hotel growth continues, the rates always amaze me.

For our industry, I think Vegas is a great venue, politics aside, walking the strip is a true cross section of our US pop culture society. You can almost measure a property's impact in the marketplace by driving up and down the strip for an hour in the evening. .. Or counting licensed T's outside a hotel buffet! Research is everywhere!

My two favorite trips to Vegas were non business, in 1992 the USTS Triathlon Championships where held in Vegas (at Lake Mead) and I came out with 3 other friends to compete, and in 2004 Becky and I decided to plan a "family Thanksgiving" in Vegas. My children, my in-laws, and the two of us spent 4 days over the Thanksgiving holiday touring and exploring. Did you know that Area 51 is less than an hour from the Strip? Really... And you thought the only aliens in Vegas were in the booths at the show!

Don Erwin leads the sales and acquisitions for Apex. Don has 20 years in licensed apparel and has worked with every major retailer in America - developing multimillion dollar programs with Orange County Choppers, Corona, Guinness, Jimi Hendrix, General Motors, World Poker Tour, to name but a few. He brings with him a National sales force with decades of experience and existing programs in every tier of business. Key relationships with Specialty, Mass, and Mid Tier allow APEX to behave as an industry veteran. APEX also carries a shelf program with many designs to support independent retailers.

Fabulous LAS VEGAS



Your Key to some of the HOT SPOTS of Vegas

- PLACES OF INTEREST
- RESTAURANTS
- SHOWS
- LICENSED VENUES



McCarran International Airport



Welcome to Las Vegas Sign

Four Corners

WELCOME to the Home of the 21st Anniversary Show

Mandalay Bay Convention Center

Mandalay Bay

to Los Angeles

to downtown "Old Las Vegas"



In and Out Burger

Paradise

Sawason

UNLV Track

Las Vegas Convention Center

Marriott Suites

Las Vegas Boulevard

Desert Inn

Riviera

Convention Center Drive

Stardust

Frontier

Fashion Show Mall

The Blue Man Group

The Venetian

Harrahs

Flamingo Las Vegas

Flamingo

Bally's

Paris

Aladdin

Tropicana

MGM Grand

M&M World

New York New York

Monte Carlo

Bellagio

Caesars Palace

The Palm

Mirage

Treasure Island

Forum Shops

Flamingo Las Vegas

Paris

Bally's

Flamingo Las Vegas

The Venetian

Harrahs

The Blue Man Group

Fashion Show Mall

Frontier

Stardust

Circus Circus

Riviera

Desert Inn

Marriott Suites

Las Vegas Convention Center



CLIENT ROSTER

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email: woody@buildingq.com
www.BuildingQ.com

CLIENT DISTRIBUTION CORE PRODUCT LINE CURRENT LICENSES INCLUDE... (LISTED ALPHABETICALLY)

APPAREL & ACCESSORIES

APEX	Independent, Specialty, Mid Tier, Mass	Men's Women's, Boy's T-Shirts, Hoodies, Headwear	39 Clues, Bon Jovi, Brittany Spears, Robert Pattison, Blond on the Dance Floor, Brokencyde, Jenni Rivera, Paulina Rubio, Dos Equis
MTC MARKETING	Mid Tier, Specialty, Mass	Jackets, Hoodies, Flip Flops, Headwear	Betty Boop, Dos Equis, Double Bubble, Fame, Felix the Cat, GM, General Mills, Indy 500, Lil Bratz, Pink Panther, Speed Racer, Strawberry Shortcake, Tecate

AUTOMOTIVE ACCESSORIES

MOTO CYCLE CORP	Specialty	Motor Scooters, Motorcycle Helmets, & Accessories	U.S. Army
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COLLECTIBLES, GIFTS AND NOVELTIES

COMIC IMAGES	Mass, Drug, Convenience Stores, Hobby	Plush figures, Novelty Golf Club Covers, Novelty Slippers, Figural Backpacks	Clone Wars, Godfather, Marvel Super Heroes, NFL, Spiderman, Star Wars, X-Men
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CONFECTIONS

FRANKFORD CANDY & CHOCOLATE COMPANY	Mass, Drug, Grocery, Specialty, Convenience Stores, Club Stores	Seasonal & Everyday Chocolate & Non-Chocolate Confections, Food Filled Containers and Gifts, Easter Baskets and Confectionery Gifts, Snacks	Beatrix Potter, Bubblicious, Camp Rock, Disney's Fairies, Disney's Princesses, Dora the Explorer, Go Diego Go, Hannah Montana, Harry Potter, Hasbro, Mickey Mouse, Nickelodeon, Sour Patch, Spongebob Squarepants, Toy Story, Veggie Tales
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HOME AND ROOM DÉCOR

PRODUCTWORKS	Mass, Drug, Grocery, Specialty, Mail Order, Warehouse Clubs	Lighted Indoor & Outdoor Decorations (Seasonal and Non-Seasonal), Window Clings, Lighted Novelties	Disney, Elvis Presley, Peanuts, Rudolph Red Nosed Reindeer
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PARTY GOODS

BAKERY CRAFTS	Retail & Supermarket Bakeries, Cake & Candy Supply Shops, Ice Cream Shops, Bakery Distributors	Cake Kits, Cake Toppers, Cupcake Decorations and Party Kits, Wedding Ornaments, Candles, Bakery Supply Equipment, On Demand Imaging Systems with Licensed Characters and Frames, Edible Cake Decorations	Avatar, Bakugan, Batman, Betty Boop, BeyBlade, Caterpillar, Chivas Mexico, Fancy Nancy, Field & Stream, GI Joe, Harley Davidson, Hello Kitty, Jelly Belly, John Deere, Little Tikes, Looney Tunes, Max and Ruby, Mr. Potato Head, NASCAR, Peanuts, Pokemon, Precious Moments, Scooby Doo, Sesame Street, Smurfs, Star Wars, Superman, The Dog, Transformers, Wizard of Oz, Wow Wow Wubbzy
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PET PRODUCTS

PETMATE	Mass, Pet Specialty, Drug Stores	Pet Products	ASPCA, American Kennel Club, American Legacy, Cat Fanciers Association, Microban
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TOYS AND GAMES

WINFAT	Mass, Toy, Infant, Specialty, Catalog, On Line Retailers	Preschool Electronic Learning Aids, Preschool Laptops, Musical Instruments, and Plug and Play	Wow Wow Wubbzy, Baby Genius
CAHOOTIE	Specialty, Mass, Independent Toy Stores, On-line	Folded paper fortune telling games	Animal Planet

SPECIAL PROJECTS:

BANDALS INTERNATIONAL	Specialty, Mid-Tier, Mass	Sandals, Footwear	Oklahoma State University
BASIC FUN	Mass, Toy, Specialty, Drug, Grocery, Craft Stores	Functional, Figural and Plush Keychains and Novelty Items, Talking Pens and Keychains, Holiday Ornaments, Take-Along Twister, Magic Washcloths and Mitts, XTS Expandable Train System, Hand-Held Electronics	Angelina Ballerina, Bakugan, Ben 10, Clone Wars, Etch-a-Sketch, Family Guy, Fisher Price, Guitar Hero, Hasbro's Games, Hello Kitty, Indiana Jones, Littlest Pet Shop, Mad Balls, Marvel Universe, Mr. Men & Little Miss, Mr. Potato Head, My Little Pony, My Name is Earl, Nintendo, Pokemon, Office Space, Paul Frank, Pokkemon, Sesame Street, Simpsons, Star Wars, Spiderman, Spongebob, South Park, SuperBad, The Office, Thomas and Friends, Tonka, Transformers, Wolverine, Yo Gabba Gabba
HILCO	Mass, Drug, Grocery, Specialty, Convenience Stores	Seasonal & Everyday Novelty Confections	Animal Planet, Barbie, Hot Wheels, Mad Balls, Magic 8 Ball, Mr. Men-Little Miss, Mr. Potato Head, Strawberry Shortcake, Tonka, Transformers Movie