

SEMINARS

*
3 prizes
given away
at all 8:00am
seminars!

THURSDAY / MAY 26TH

	SEMINAR ROOM 1 G-J	SEMINAR ROOM 2 F-I	SEMINAR ROOM 3 E-H	SEMINAR ROOM 4 K-L-O-P	SEMINAR ROOM 5 M-N-Q-R
8:00AM	<p>Monte Cook Games What's Next? Keeping RPG Customers Excited and Buying Charles Ryan - COO</p>	<p>ACD Distribution How to Get the Most Out of Games Day Bob Maher - President</p>	<p>Warlord Games Introduction to Warlord Games Steve Morgan - Head of Sales</p>	<p>Amigo Games AMIGO Then and Now Alex Yeager - COO & Corey Delmonto - Sales Director</p>	<p>Flying Frog Productions Shadows of Brimstone Ethan Lowe - Distributor/Retail Relations & Ellian Opheim - Product Specialist</p>
8:30AM	<p>Czech Games Edition, Inc. To Boldly Go Into 2022 with CGE! Tony Gullotti - North American Sales</p>	<p>WorldWide Imports Stocking and Selling Classic Games Cindy Shipp - Sales and Operations Manager & Jeff Tidball - CEO</p>	<p>Japanime Games Japanime Premiere Partnership Emma Recher - Sales Manager</p>	<p>Sirius Dice Product Brainstorm Lax Chandra - Founder</p>	<p>The Toy Association The Genius of Play & STEAM Anna Yudina - Senior Director of Marketing Initiatives</p>
9:00AM	<p>Renegade Game Studios Upcoming Board Games Sara Erickson - Vice President of Sales and Marketing</p>	<p>Retailer-to-Retailer Out of the Box Thinking Brenden Hill - Owner of Crossroad Games</p>	<p>Retailer-to-Retailer Using TikTok for Your Business Charlene Alecos - Owner of Adventure Games</p>	<p>AEG AEG Outpost Program Kyle Nunn - Director of Sales</p>	<p>ASTRA How to Demo Safely Sue Warfield - President</p>
10:00AM	<p>Calliope Games Calliope Games, the Pandemic, and Beer! Ray Wehrs - President</p>	<p>Retailer-to-Retailer Won't Somebody Please Think of the Children? Margaret Rasmussen - Principle Minion at I'm Board! Games & Family Fun</p>	<p>Retailer-to-Retailer Selling Used Board Games Paul Alexander Butler - Owner of Games and Stuff</p>	<p>The Op - Usaopoly 2022 Releases from The Op Games Katie Lowther - Executive Account Manager & Jake Davis - Sr. Marketing Manager</p>	<p>Paizo, Inc. Stocking Paizo: Ironclad Strategies! Cosmo Eisele - Sales Manager</p>
11:00AM	<p>Flat River Group & Greater Than Games Supporting Brick & Mortar Retailers Jules Vautour - VP of Business Development & Hobby Distr. & Paul Bender - Division President, GTG</p>	<p>ACD Distribution Panel Discussion Bob Maher - President Marilyn Maher - CFO Danny Procell - Executive Vice President Darrell Wyatt - Sales Director, Games Chris Corbett - Sales Director, Toys</p>	<p>Retailer-to-Retailer The Third Place Nick Coss - President of Top Deck Games</p>	<p>Steamforged Games Ltd. Upcoming Products & Retailer Support Mat Hart - Creative Director & Ross Thompson - Head of Trade Marketing</p>	<p>ASTRA Finding and Keeping Staff Sue Warfield - President</p>

FRIDAY / MAY 27TH

SEMINARS

SEMINAR ROOM 1 G-J	SEMINAR ROOM 2 F-I	SEMINAR ROOM 3 E-H	SEMINAR ROOM 4 K-L-O-P	SEMINAR ROOM 5 M-N-Q-R	
<p>Exalted Funeral Press Small Press RPGs and the LGS Beckett Warren - Wholesale Manager/Game Store Liason</p>	<p>Pandasaurus Games Pandasaurus Games & Support Brian Lewis - Sales Manager</p>	<p>Arcane Timmen Dragon Shield Nick Taylor - Head of Sales N. America</p>	<p>Ares Games What to Expect from Ares Games! Nathan Bischan - Sales Manager</p>	<p>Cubicle 7 Games New Releases & Exciting Upcoming Titles TS Luikart - Creative Developer</p>	8:00AM
<p>Spin Master Rubik's Must Have Items Kurtis Wong - Senior Brand Manager, Games</p>	<p>The Pokémon Company Int'l The Value of Joining Pokémon's Organized Play Program Luis Perez - Sr. Manager, Organized Play</p>	<p>Retailer-to-Retailer Crash Course on Creating TikTok Content Charlene Alecos - Owner of Adventure Games</p>	<p>Retailer-to-Retailer Battling Age Compression with Games in Toy Stores Rob Pickering - Owner of Snapdoodle Toys & Games</p>	<p>Games Workshop Why You Should Carry Warhammer Underworlds Brad Hardman - National Accounts Manager</p>	8:30AM
<p>Paizo, Inc. What's New in 2022? Paizo & Kobold Press Upcoming Releases Cosmo Eisele - Sales Manager</p>	<p>Retailer-to-Retailer Unpuzzling Puzzles Margaret Rasmussen - Principle Minion at I'm Board! Games & Family Fun</p>	<p>Retailer-to-Retailer Commercial Leases Part 2 - Negotiating Retail Leases Gordon B. Lugauer - President, BGB Group, Limited</p>	<p>Flat River Group & Greater Than Games Supporting Brick & Mortar Retailers Jules Vautour - VP of Business Development & Hobby Distr. & Paul Bender - Division President, GTG</p>	<p>Queen Games Connecting Generations Travis Reynolds - US Director & Ian Kissell - US Representative</p>	9:00AM
<p>Magpie Games A Retailer's Guide to Magpie Games Christopher Samson - Director of Sales</p>	<p>Retailer-to-Retailer Experiential Marketing Brenden Hill - Owner of Crossroad Games</p>	<p>Retailer-to-Retailer Customer Service Nick Coss - President of Top Deck Games</p>	<p>Renegade Game Studios Upcoming Roleplaying Games Sara Erickson - Vice President of Sales and Marketing</p>	<p>Hachette Boardgames Games for All, All for Games! Adrien Crochette - US Sales Manager & Eric Antonini - VP Sales</p>	10:00AM
<p>Arcane Wonders Picture Perfect Sales Robert Geistlinger - Director of Sales & Marketing</p>	<p>Asmodee North America Hottest New Releases and Programs Colton Carpenter - Senior Sales Manager</p>	<p>Retailer-to-Retailer Forging the Fires of Awesome Paul Alexander Butler - Owner of Games and Stuff</p>	<p>Forbidden Games Mosaic and Forbidden Games' Future Titles Glenn Drover - CEO & Dan Vujovic - VP - Business Execution</p>	<p>Dara Studios/Floodgate Games Floodgate Games News Richard Gain - Sales Manager</p>	11:00AM

SEMINAR

DESCRIPTIONS

ACD Distribution » How to Get the Most out of Games Day (TH /8AM ■)

Whether this is your first time at the show or you've attended before, our goals are for you to gain as much knowledge as possible as well as make valuable connections and strengthen existing ones. President Bob Maher will give you tips to help maximize the value of your time here at ACD Games Day and make sure you get the most out of everything offered at the show.

ACD Distribution » Panel Discussion (TH /11AM ■) Every year at ACD Games Day, we host this frank, open discussion with our retail partners. Speak with the leadership at ACD Distribution, express your opinions on how we can serve you better, and perhaps help influence our policies moving forward. We're here to listen and learn, so make sure to show up and bring your questions, comments, and concerns; your insights are important to us, and have been instrumental in helping us provide even better service.

AEG » AEG Outpost Program (TH /9AM ■) AEG has opened up a new program to streamline and merge previous initiatives. Come chat about this one stop approach to all things AEG and our upcoming 2022 releases.

Amigo Games » AMIGO Then and Now (TH /8AM ■) AMIGO has been making games for over 40 years, and their lineup includes games that are beloved bestsellers. We'll introduce you to the company with some fun facts, a few classic hits, and the games that are currently part of our award-winning line!

Arcane Tinmen » Dragon Shield (FR /8AM ■) We protect what you love. Arcane Tinmen™ is among the world's leading game accessory manufacturers, pioneering the use of proprietary technology to produce the legendary Dragon Shield and Board Game Sleeves brands. Today we will be looking at the new Dual colors, our retailer program Merchants guild and the release of Flesh and Blood.

Arcane Wonders » Picture Perfect Sales (FR /11AM ■) A presentation of current and upcoming Arcane Wonders titles such as Picture Perfect and the new expansions, ALS: Spies, Lies & Supplies, Mortum and more. How best to present these when pitching them to your customers and a first look at the upcoming expansion for the hit game Furnace.

Ares Games » What to Expect from Ares Games! (FR /8AM ■) Ares Games is excited to update all retailers and fans alike to what we have in store for the upcoming 2nd and 3rd quarter! During our seminar we will tell you what we have coming out along with descriptions of these excellent new titles. We will also give some inside looks on new Retail Spotlight videos and our monthly newsletter. Ares will answer questions about distribution, case sizes, and anything you need assistance on - we want to hear your feedback! Stop by and see what we have in store for your store.

Asmodee North America » Hottest New Releases and Programs (FR /11AM ■) We're excited to share with you the awesome games and products coming from Asmodee USA's distribution partners. Join us as we will walk you through an in-depth look at the new and exciting releases coming throughout 2022. Don't miss your chance to find out what your customers will be asking for soon! Update yourself on our current programs and initiatives, like the Best Sellers Program and Hobby Next, as well as exciting new ones designed to increase your store revenue and enhance your merchandising.

ASTRA » Finding and Keeping Staff (TH /11AM ■) Supply chain issues for product are one thing, but what about staffing supply? Now hiring signs are everywhere. How do you find staff – and how do you keep them? You'll get some fresh ideas on what really makes a difference with employees and how you can make it happen in a retail environment.

ASTRA » How to Demo Safely (TH /9AM ■) Independent retail stores have always been able to differentiate themselves from mass with the "hands-on" experiences they can offer. Then COVID hit and demoing products, having events and letting customers "try" things just couldn't happen. While things have loosened up, there are still issues to consider. This session will go over the "new normal" ways of providing these more in-person and hands-on experiences safely.

Big Potato Games » Give the People What They Want (TH /9:30AM ■) A talk on who Big Potato are, what consumer research we've conducted to find out shoppers' attitudes to board games & what they want. And lastly, how that forms the base for us making our award-winning games for you to stock!

Calliope Games » Calliope Games, the Pandemic, and Beer! (TH /10AM ■) Catch up with Calliope Games as they discuss the exciting new releases from over the pandemic years, their successes, and future plans. And what about the beer? Come on by and find out!

Cubicle 7 Games » New Releases & Exciting Upcoming Titles (FR /8AM ■) Don't miss our seminar where we'll share the latest news on Cubicle 7's new releases and exciting upcoming titles! Find out more about the complete epic Enemy Within Campaign and the Imperial Zoo for Warhammer Fantasy Roleplay and check out our new card game - Elector Counts! We'll also discuss Redacted Records and Church of Steel for Warhammer 40,000 Wrath and Glory and reveal more on the upcoming GM Screen and jam packed Starter Set! Have you tried Warhammer Age of Sigmar: Soulbound yet? The reviews for this line are awesome! We'll reveal more about Steam & Steel, Champions of Death and Artefacts of Power. We'll also recap on the Core, Starter Set and Shadows in the Mist! For Doctor Who: The Roleplaying Game fans, we got some exciting news to share plus we'll tell you all about second edition, the new Core Rulebook, Starter Set and GM Screen!

Czech Games Edition, Inc. » To Boldly Go Into 2022 with CGE! (TH /8:30AM ■) Get ready for explosive fun as Tony talks about all things Czech Games Edition and other highly illogical topics. Demo sheets, restocks, sewer pipes, launch kits—and the announcement of the newest upcoming CGE game.

Dara Studios/Floodgate Games » Floodgate Games News (FR /11AM ■) Floodgate has a lot planned for 2022 and beyond. The Sagrada line expands this summer and fall and we will be showing you how to fly a kite, the Floodgate way. With Fog of Love now part of our line, we will also update you on new expansions and the future of the game. On top of new release info we will be discussing plans to support sales in your store and take suggestions on what could help you sell more games. There will be a special gift if you stay until the end.

Exalted Funeral Press » Small Press RPGs and the LGS (FR /8AM ■) Roleplaying games are in the midst of a cultural moment unseen in its near 50 year history. An entire celebrity culture exists around watching people play RPGs, and interest in the hobby has never been greater. Unfortunately for retailers, the world's oldest and most popular roleplaying game is often offered below cost on the world's largest e-commerce marketplace. Fortunately there are many small press roleplaying games that allow a game store to both establish itself as an expert source for "the cool new stuff" while also avoiding downward price pressure from online retailers. In this seminar we will discuss how to leverage small press offerings to brand your store and bring in revenue with these weird little RPGs.

Flat River Group & Greater Than Games » Supporting Brick & Mortar Retailers (TH /11AM ■; FR /9AM ■) The leadership of the new Flat River Group hobby division answer your questions about their plans for the future and listen to your concerns and suggestions for how Greater Than Games, Synapses Games, Impressions, and the rest of FRG hobby can better support brick and mortar retailers.

ACD
GAMESDAY
—2022—

Flying Frog Productions » Shadows of Brimstone: Building a Dungeon Crawler with Modular Expansion and Nested Product Synergy. The Best of All Worlds. (TH / 8AM)

For nearly a decade Shadows of Brimstone has been growing a massive fan base due to its fun gameplay, emergent storytelling, and cross-genre adventure; mixing Old West, Horror, and Sci-fi Fantasy. The design of the product line and the nature of the game that makes it widely appealing and addictive for players to explore and collect. We'll take an in depth look at its flexible pathways to expansion and the modular nature of the game from both a player and retailer perspective, and how the nested synergy of the products helps players find fun and thematic paths for expanding their collection. Discover the four major product types, and how best to stock and present the game to help new players and support existing players. Shadows of Brimstone hits all the right aspects to appeal to board game players, RPG fans, and miniature hobbyists; and is ideal for in-store events, ongoing campaigns, and getting players excited to see where the adventures will take them next.

Forbidden Games » Mosaic and Forbidden Games' Future Titles

(FR / 11AM) Get a sneak peek at Forbidden Games' next release, Mosaic - A Story of Civilization. We'll cover the highlights of the game, demo a few representative game turns, and explain how this quick-playing civilization game is unique! In addition, we will talk about the Mosaic Expansion which will crowdfund later this year, and take a glimpse into other games in the Forbidden pipeline.

Games Workshop » Why You Should Carry Warhammer Underworlds

(FR / 8:30AM) Presentation about Warhammer Underworlds, the starter set, the upcoming new season, and information on Organized Play. Warhammer Underworlds is a tense showdown between two warbands in the darkest depths of the Mortal Realms, seeking answers, glory, or treasure. This is a game for two players that lasts between 30 and 60 minutes, in which finely detailed miniatures battle it out across three rounds using dice and cunning cardplay.

Hachette Boardgames » Games for All, All for Games! (FR / 10AM)

Presentation of the company, our studios, their new games and best-sellers.

Japanime Games » Japanime Premiere Partnership (TH / 8:30AM)

Quick presentation of our line of products and introduction to our Retailer program, the JPP.

Magpie Games » Vagabonds, Magical Kittens, Teen Heroes, and My Cabbages!

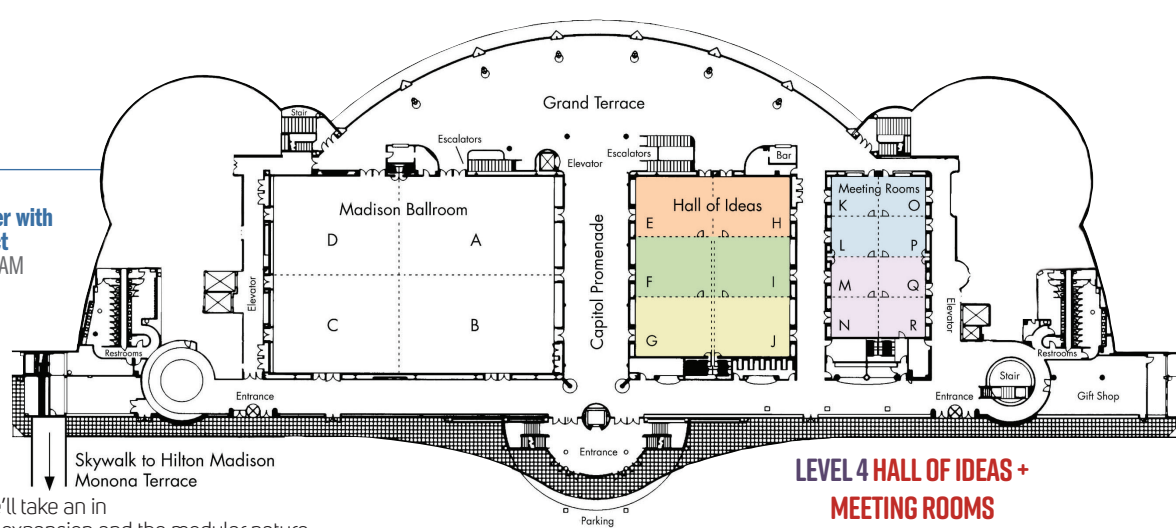
A Retailer's Guide To Magpie Games (FR / 10AM) Are you a retailer wishing to showcase more independent games at your store? Unsure of where to start with the Magpie Games catalog, or how to market our product lines? In this seminar, the Magpie Games team will provide an overview of our catalog, selling tips, and best practices on how to bring new fans and business to your stores with such titles as Root: The Roleplaying Game, the upcoming Avatar Legends: The Roleplaying Game, Wizard Kittens, and more! There will also be an opportunity for Q&A at the end of the presentation.

Monte Cook Games » What's Next? Keeping RPG Customers Excited and Buying (TH / 8AM)

D&D blossomed in popularity in the late 70s and early 80s. The explosion of innovative games that followed in the mid-80s kept those gamers in the hobby and spending money at retail stores. After five years of explosive D&D growth, you now have RPG customers who are starting to wonder, "What's next?" We've got the answer with striking, mind-blowing, easy-to-sell RPGs that renew your customers' sense of wonder, continue to grow excitement for the hobby, and ensure that your RPG section thrives!

The Op - Usaopoly » 2022 Releases from The Op Games - Usaopoly

(TH / 10AM) Presenting the 2022 product line for retailers to see what games we are releasing and focusing on for the year. Come on by to get a in depth look at some of these games and more!



Paizo, Inc. » Stocking Paizo: Ironclad Strategies! (TH / 10AM) Join Paizo, Inc. Sales Manager Cosmo Eisele as we explore where to start stocking Paizo products, how to increase the Paizo presence in your store, and how to make your store THE Paizo destination for your area! We will look deeply at the core titles for a store to begin stocking Pathfinder, Starfinder, and Kobold Press. We will then look at how to expand this stock when you have a thriving community in your store to ensure that you have just the right product mix to suit your tabletop community's ongoing needs. Finally we will explore how to become the one-stop shop for all of their Paizo products going forward!

Paizo, Inc. » What's new in 2022? Paizo & Kobold Press Upcoming Releases (FR / 9AM) Join Paizo, Inc. Sales Manager Cosmo Eisele as we explore the exciting new titles that your Pathfinder, Starfinder, and Kobold Press customers will be seeking out in 2022! Stop by to learn fascinating details about our highly-anticipated upcoming releases, while also finding out about great new titles to upsell and improve all of your tabletop roleplaying customers' games!

Pandasaurus Games » Pandasaurus Games & Support (FR / 8AM) Learn about our newest releases for the rest of the year and take advantage of our retailer support programs to boost sales of these titles! Nacho Pile is a new party game from co-designer of Happy Salmon. The first expansion to The Loop adds more characters and game modes. Skate Summer emulates the Tony Hawk video games, while Roller Coaster Rush has families building their own coasters. Wildstyle is a real-time explosion of color, and The Wolves will have players howling from tough choices.

The Pokémon Company Int'l » The Value of Joining Pokémon's Organized Play Program (FR / 8:30AM) Are you interested in how to engage more trading card game players to your store? Come and learn about the value of joining The Pokémon Company International's Organized Play program.

Queen Games » Connecting Generations (FR / 9AM) Join the Queen Games team as we present important information about our ongoing "Stefan Feld City Collection," as well as a new series of games promoting environmental sustainability, and our robust catalog of both new and evergreen titles.

Renegade Game Studios » Upcoming Board Games (TH / 9AM) Join us to learn how to get the most out of our upcoming board game lines including our Power Rangers, Transformers, My Little Pony and G.I. JOE Deck-Building Games and Vampire: The Masquerade Rivals Expandable Card Game!

Renegade Game Studios » Upcoming Roleplaying Games (FR / 10AM) Join us to learn how to optimize your RPG sales in your store with our latest lines including World of Darkness, Power Rangers, Transformers, My Little Pony, and G.I. JOE Roleplaying Games.

Retailer-to-Retailer Brenden Hill » Experiential Marketing: The Best Way to Build Customer Loyalty in the Saturated Game Store Market (FR / 10AM) Experiential marketing is a strategy that builds strong emotional connections between your business and your customer base. This is the key to stand out in the crowd as game culture retail matures. This seminar will go over tried and true techniques learned through real world experience of over two decades of FLGS ownership.



SEMINAR

DESCRIPTIONS

continued »

Retailer-to-Retailer Brenden Hill » Out of the Box Thinking (TH /9AM ■)

Running a business is full of pitfalls

that are impossible to predict. Many businesses do not survive when the going gets tough. How do you safeguard your business to these inevitable hiccups? I will go over some important lessons learned from the pandemic and share real world knowledge with you to ensure that you will be better prepared when it all goes sideways.

Retailer-to-Retailer Charlene Alecos » Using TikTok for Your Business

(TH /9AM ■) After making a couple videos as a fun way to show off my store, I quickly learned what an amazing Marketing and Networking tool TikTok could be. In this seminar I will share some marketing tactics specific to the platform, how I follow and use trending videos and sounds to increase my engagement, and what I know about the constantly evolving TikTok algorithm. I will also share my plan to get to 15K engaged, organic followers in the tabletop community in less than 1 year and how I plan to monetize those followers in the future.

Retailer-to-Retailer Charlene Alecos » Crash Course on Creating TikTok Content

(FR /8:30AM ■) Want to get started making TikTok videos for your business, but don't know how to get started? We will go over the basics of filming a video within the app, how to add a sound, tips and tricks to mastering TikTok's editing capabilities and using hashtags to get your videos in front of the intended audience. I will explain the difference between videos, stories and live streams, and how creators use each one to gain traction. I will also go over some TikTok terminology and give you some ideas on content you can use to get started and introduce yourself to the TikTok community.

Retailer-to-Retailer Gordon B. Lugauer » Commercial Leases Part 1 - Finding Commercial Space

(TH /9:30AM ■) The process of leasing commercial space is an uneven playing field. The landlord and its agents work on leasing commercial space every day, but you only do it once every couple of years. Part one of this presentation will cover "the deal", where you hammer out the business terms with the landlord or its agent. We'll cover the jargon and the process, complete with real-world examples, with the goal that you will both know what to expect and get taken seriously because you can approach the process from a position of knowledge when you need to do your next deal.

Retailer-to-Retailer Gordon B. Lugauer » Commercial Leases Part 2 - Negotiating Retail Leases

(FR /9AM ■) Part two will cover the lease document itself, particularly key aspects that are usually left silent you are hammering out the deal with the landlord, but which always come up in the actual legal document. The goal is that you will be able to ask intelligent questions of the lawyers involved, yours and theirs, have a better understanding of what some of that legalese means in practice, and have a fighting chance of getting some of those key terms altered so they are not wildly against your interests.

Retailer-to-Retailer Margaret Rasmussen » Unpuzzling Puzzles

(FR /9AM ■) Are you puzzled by your puzzle sales? We will talk about the many different puzzle brands, the different types of puzzle customers and how to become the best puzzle store in town.

Retailer-to-Retailer Margaret Rasmussen » Won't Somebody Please Think of the Children?

(TH /10AM ■) Help your customers grow their own gamer. Not sure how to stock kids games? It's time to branch out beyond Candyland. Come learn about the many brands and styles of games available for the littlest gamers.

Retailer-to-Retailer Nick Coss » Customer Service

(FR /10AM ■) There are many business models that create success. Learn about how overwhelming and awesome customer service when solving customers problems both in store and online that will keep them returning and happy.

Retailer-to-Retailer Nick Coss » The Third Place (TH /11AM ■) How being someone's third place creates value for your store. This seminar will discuss ways to positively incorporate your store into your customer's lives in a way that is a win for both customer and store!

Retailer-to-Retailer Paul Butler » Forging the Fires of Awesome (FR /11AM ■) Why do some quality games succeed at your store while others fail? How much of an impact do YOU have on that success? Are you doing everything you can to contribute to the Fires of Awesome, or are you letting the embers die in the cold wind of retail indifference? Let's work together to generate some new success stories for your store.

Retailer-to-Retailer Paul Butler » Selling Used Board Games

(TH /10AM ■) Selling used board games in your store is easy! There's no need to hassle with consignment or other convoluted systems. Learn how to build a whole new segment of board game business while providing yourself with amazing margins.

Retailer-to-Retailer Rob Pickering » Battling Age Compression with Games in Toy Stores

(FR /8:30AM ■) In the age of cell phones and age compression, gaming is up by 30% in the US, and it is a way for specialty toy stores to remain relevant for all age groups. Come learn about how we added to our Snapdoodle Toys brand by now calling ourselves Snapdoodle Toys & Games on all media, from social media to store signage. Our game sales have become our number one department and we don't even have game experts in our stores...which is what so many toy store owners are afraid of!

Sirius Dice » Product Brainstorm (TH /8:30AM ■) Along with discussing our new Holiday Products, we would like to use this time to talk about dice and accessories that you want us to create. Conversation will be free flowing and dynamic so we can lean on your knowledge and expertise to offer you products that will sell in your store.

Spin Master » Rubik's Must Have Items (FR /8:30AM ■) Rubik's Key Opportunities: continue to drive core footprint, continued renovation & innovation with games, cohesive global marketing plan working across all the elements of the franchise wheel. Rubik's displays: Sidekicks, CDUs, FSDUs, Dump Bin. Rubik's to be more inclusive & responsible: to push for a more sustainable product (Iconic 3x3 Rubik's Cube sourced from 100% recycled ABS plastic)/intentionally partnering with organizations to deliver a more inclusive product (offering a product for the visually impaired and incorporating braille to packaging).

Steamforged Games Ltd » Upcoming Products & Retailer Support

(TH /11AM ■) Come listen to Mat Hart & Ross Thompson of Steamforged Games, as they share about upcoming products for 2022. The SFG Team will be sharing the thoughts behind the product lines and how these are designed for gamers and retailers. Q&A and time for retailer feedback will be included.

The Toy Association » The Genius of Play & STEAM: Research & Resources to Boost Sales

(TH /8:30AM ■) Every parent wants their child to grow up smart, healthy and happy, and now you'll be able to demonstrate to your customers how toys – and play! – are key to achieving that goal. Come to this session to learn about The Genius of Play program and the hands-on tools it offers to the specialty toy store owner. In addition, we will talk about The Toy Association's "STEAM Toy Assessment Framework", which defines and details specific characteristics of a good STEAM toy for various age groups.

Warlord Games » Introduction to Warlord Games

(TH /8AM ■) An introduction to Warlord Games and what we have to offer. Detailing all of the features and benefits of stocking our products and how we support independent retailers.

WorldWide Imports » Stocking and Selling Classic Games

(TH /8:30AM ■) "Do you have any chess sets?" Selling classic games well takes a different approach than selling booster packs, RPGs, miniatures, and other staples of a modern game store. WorldWide Imports has been sourcing, importing, and reselling chess, checkers, backgammon, go, cribbage, and others at every price level for more than twenty years. Learn what to stock, how to sell, which holidays you should be paying attention to (e.g., Fathers Day), and more.

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