

SEMINARS

THURSDAY / MAY 25TH

	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	Catalyst Game Labs What's New with Catalyst Game Labs? Rem Alternis - Community & Marketing Director	ACD Distribution How to Get the Most Out of Games Day Bob Maher - President	Retailer-to-Retailer Strategy: How to Design and Implement for Your FLGS Brenden Hill - Owner of Crossroad Games	Monte Cook Games, LLC What's Next? Keeping RPG Customers Excited and Buying Kate Evans - Marketing Manager	Cubicle 7 Entertainment, Ltd. What's New with Cubicle 7 TS Luikart - Creative Developer
8:30AM	Czech Games Edition, Inc. CGE - What's NEW in 2023? Tony Gullotti & Stephen Hayward - North American Sales Team	Trick Or Treat Studios Line Introduction and Upcoming Licensed Games Joe Stoken - Director of Business Development		Japanime Games A Year with Japanime Emma Recher - Sales Manager	Indie Boards and Cards/ Stronghold Games Hotness vs Evergreens & How to Sell Them Kira Peavley - Marketing
9:00AM	Paizo, Inc. The ORC License and the Future of Pathfinder Second Edition Cosmo Eisele - Director of Sales	Retailer-to-Retailer Interviewing and Hiring Gordon B. Lugauer - President, BGB Group, Limited	Retailer-to-Retailer Gain Freedom From the Business Treadmill Danielle Adams - CEO of LionHeart Hobby	Witten Financial Finance 101 Aaron Witten - Owner/Founder & Keith Blume - vCFO Team Lead	The Op - Usaopoly 2023 New Product Line By The Op Games Nick Lesile - Sr. Account Manager
10:00AM	Calliope Games Word of Mouth, Boardgames & Beer! Ray Wehrs - President	Retailer-to-Retailer No Free Parking Travis Severance - Owner of Millennium Games	Retailer-to-Retailer Surviving the Storm Jeremiah Henson - Owner of Plus 1 Gaming	Flying Frog Productions Shadows of Brimstone Adventures: Gates of Valhalla and Valley of the Serpent Kings Ethan Lowe - Distributor and Retail Relations	Arcane Wonders New & Upcoming Games for Your Store from Arcane Wonders Robert Geistlinger - President & Ryan Bruns - Hobby Sales Manager
11:00AM	Flat River Group Flat River Group - 2023 and Beyond Colin Young - Assistant Director - Hobby Distribution	ACD Distribution Panel Discussion Bob Maher - President Danny Procell - Executive Vice President Darrell Wyatt - Controller Chris Corbett - Sales Director	Retailer-to-Retailer Get the Community You Deserve Matt Vercant - Owner of Just Games Rochester	Looney Labs Looney Labs Team Trivia Event Laurie Menke - Director of Sales & Marketing	The Toy Association Top Toy Trends of 2023 Jackie Retzer - Director of Event Management & Maddie Michalik - Assistant Manager, Content & Digital Communications

FRIDAY / 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	
Lucky Duck Games Lucky Duck Games Retailer Circle Sean Wainwright - Director of Sales	Hachette Boardgames USA Hachette Games - Who, What, & Marketing Info T. Caires - US Sales Director	Retailer-to-Retailer How We Manage People Gordon B. Lugauer - President, BGB Group, Limited	Arcane Tinmen The Latest & Greatest from Dragon Shield Beau Heath - Key Account Manager	Exalted Funeral Press Selling Weird RPG Books in 2023 Beckett Warren - Wholesale Manager	8:00AM
The Pokémon Company Int'l Play! Pokémon Luis Perez - Sr. Manager, Organized Play Market Development			Jasco Games Jasco Upcoming Release and Demo Program! Kaitlin Ellis - Hobby Distribution Account Manager	Ares Games What's New with Ares Games and Our Partners Jim Long - General Manager	8:30AM
Paizo, Inc. Paizo: 2023 and Beyond Product Overview Cosmo Eisele - Director of Sales	Retailer-to-Retailer Diversification of Products in Game Stores Rhonda Becker - Owner of The Gamers Den	Retailer-to-Retailer Training Customers to Wait for the Sale Travis Severance - Owner of Millennium Games	Flat River Group Join Flat River Group and Play IELLO's Infernal Wagon! Colin Young - Assistant Director, Hobby Distribution	Sirius Dice Sirius Dice - Shape of the Line Nick Lesile - Sr. Account Manager	9:00AM
Magpie Games An Introduction to Avatar Legends: The RPG, by Magpie Games Christopher Samson - Director of Sales	Retailer-to-Retailer Building a Resilient FLGS Business for the Changing Game Store Industry Brenden Hill - Owner of Crossroad Games	Retailer-to-Retailer Buying and Selling Used Video Games Jeremiah Henson - Owner of Plus 1 Gaming	Renegade Game Studios Attract New Customers with Renegade Game Studios Scott Gaeta - President	Fanroll by MDG Fanroll Dice 101 Joe Stoken - Director of Business Development	10:00AM
Amigo Games, Inc. Hello AMIGO: Products, Plans and You Alex Yeager - COO	Asmodee North America New and Exciting Games Bill Lovell - Mass Market Sales Manager & Connor Hinckley - Hobby Market Sales Manager	Retailer-to-Retailer Fundraising for You, by Fundraising for Them Matt Vercant - Owner of Just Games Rochester	The Good Game Company NOT IT! - The Cooldest Little Dice Tower Game!! Dave Yearick - President	Dara Studios Upcoming Releases from Floodgate, CrowD, and More Richard Gain - Sales Manager	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.

Amigo Games, Inc. » Hello AMIGO: Products, Plans and You (FR /11AM ■)

We'll take a few minutes to talk about our current and upcoming products, and then have a roundtable discussion about ways that AMIGO can assist your sales efforts.

Arcane Tinmen » The Latest & Greatest from Dragon Shield (FR /8AM ■)

Arcane Tinmen presents: A preview of our newest products! You know and love us for our sleeves and superior quality. Now let's look at what's up and coming in TCG & RPG accessories!

Arcane Wonders » New & Upcoming Games for Your Store from Arcane Wonders (TH /10AM ■)

Robert Geistlinger and Ryan Bruns will walk you through the new and upcoming games from Arcane Wonders as we'll introduce you to the new Hobby Sales Rep (Ryan Bruns). Ryan will also talk about new Hobby Retailer support channels coming soon!

Ares Games » What's New with Ares Games and Our Partners (FR /8:30AM ■)

Learn our upcoming release schedule. This information includes the release schedules for all our partners - Phalanx, Igrology, Quartermaster General, and others.

Asmodee North America » New and Exciting Games (FR /11AM ■)

We are excited to share with you new and exciting games from Asmodee North America. Please join us as we take you through the amazing features and selling points of Star Wars Shatterpoint, Two Thin Coats Paint Range, and much more! We will also provide you with updates on current programs, such as the Best Sellers Program and Hobby Next. We can't wait to speak with you about your specific business needs and ways to grow revenue.

Calliope Games » Word of Mouth, Boardgames & Beer! (TH /10AM ■)

Advertising is hard to do correctly... and really expensive when done wrong. But what about "Word of Mouth"? Well, let's talk about it, boardgames, and beer... and we'll explore how they all tie together. Cheers! Or should I say Game On!

Catalyst Game Labs » What's New with Catalyst Game Labs? (TH /8AM ■)

In addition to what's new with Catalyst's core properties BattleTech and Shadowrun, we'll go over the upcoming game Leviathans: The Great War, our expansive fiction line, as well as our newly formed dedicated board games division. See why Catalyst's diverse line belongs in your store!

Cubicle 7 Entertainment Ltd » What's New with Cubicle 7 (TH /8AM ■)

A roundup of new products from Cubicle 7 for 2023.

Czech Games Edition, Inc. » CGE - What's NEW in 2023? (TH /8:30AM ■)

Let's take a look at what is NEW from Czech Games Edition in 2023! An overview of our Gen Con launch: Lost Ruins of Arnak: The Missing Expedition, and our Essen launch: Kutná Hora. We will explain our launch kit program and answer any questions about CGE!

Dara Studios » Upcoming Releases from Floodgate, CrowD, and More (FR /11AM ■)

Learn about the games on the way from Dara's customers, Floodgate Games, CrowD Games, PSC Games, Bright Eye Games, Left Justified and more. If you stay for the end, we will have some promos for you!

Exalted Funeral Press » Selling Weird RPG Books in 2023 (FR /8AM ■)

Exalted Funeral will give an overview of what we have available, what's coming up, and how to best sell our weird little books in your shop.

Fanroll by MDG » Fanroll Dice 101 (FR /10AM ■)

Everything you wanted to know about dice but were afraid to ask.

Flat River Group » Flat River Group - 2023 and Beyond (TH /11AM ■)

Flat River Group discusses their upcoming releases, partnerships, programs, and more.

Flat River Group » Join Flat River Group and play IELLO's Infernal Wagon! (FR /9AM ■)

Infernal Wagon is an intensely fun cooperative game in which players must work together to create a path to the exit... before time runs out! But be careful: each card played has a high chance of triggering devastating effects!

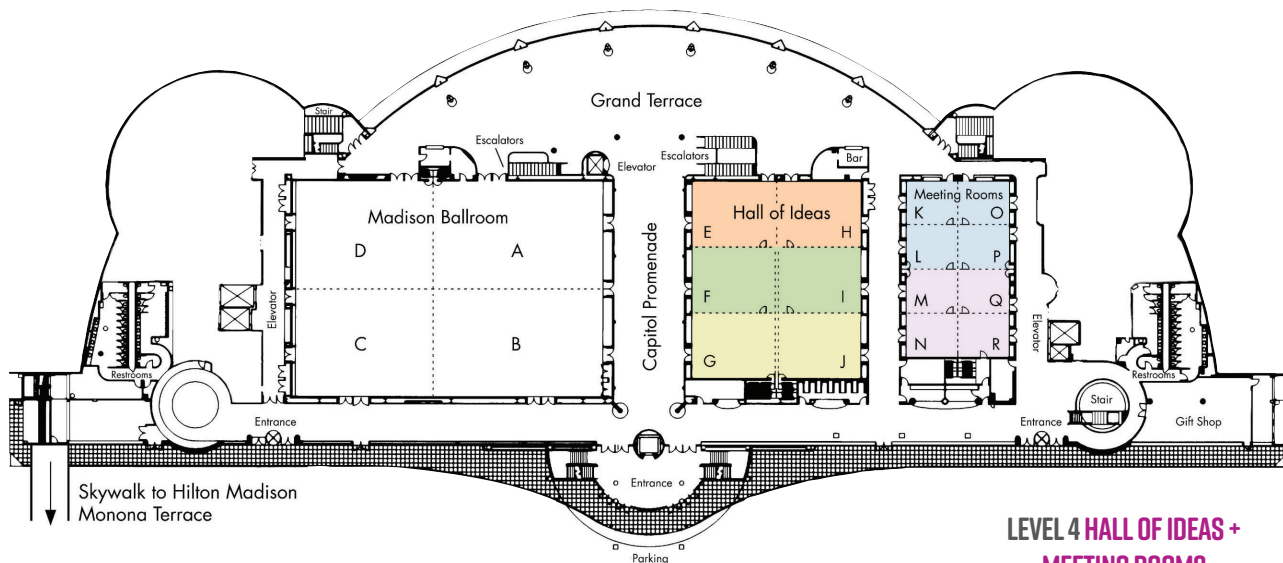
Flying Frog Productions » Shadows of Brimstone Adventures: Gates of Valhalla and Valley of the Serpent Kings (TH /10AM ■)

The latest in the Shadows of Brimstone series releases this summer! Come learn about the exciting features in the two new entry points for this well loved genre spanning dungeon crawler. Find out about the products that will be available at launch and others that will follow in the months to come. Discover best practices for introducing new players to the game in store and the different product pathways they are likely to follow as they grow their adventures. Get an overview of additional Flying Frog Productions game lines and what types of players connect best with which games. Get useful info about our Demo program and what other new releases and reprints that are hovering on the horizon.

The Good Game Company » NOT IT! - The Coolest Little Dice Tower Game!! (FR /11AM ■)

Discuss and play the NOT IT! series of games. ~ The game that challenges players to SPOT THE CARD THAT DOES NOT MATCH... DO IT FAST, DO NOT BE LAST!

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LEVEL 4 HALL OF IDEAS + MEETING ROOMS

Hachette Boardgames USA » Hachette Games - Who, What, & Marketing Info (FR / 8AM ■)

Hachette Boardgames USA is an importer for many great studios, including Scorpion Masque, Gigamic, Studio H, Sorry We Are French, and more! Come see what is on the roadmap for these studios through Q4 and learn about the resources Hachette provides to help you market these fabulous games.

Indie Boards and Cards/Stronghold Games » Hotness vs Evergreens & How to Sell Them (TH / 8:30AM ■)

Kira from OffDutyNinja has been working with the Indie Game Studios team for many years. She'll talk about our hot games and our evergreen titles with tips and tactics on how to keep them moving off your shelves!

Japanime Games » A Year with Japanime (TH / 8:30AM ■)

A year with Japanime Games: The JPP, our retailer program, and an overview of our games and next releases.

Jasco » Jasco Upcoming Release and Demo Program! (FR / 8:30AM ■)

Join Jasco Games to learn about our upcoming release, My Hero Academia Set 5: Undaunted Raid! We'll discuss what is new in this set, including our new prerelease event kits and the changes to booster packs. You will also hear about our new demo program and learn how to best implement demos in your store!

Looney Labs » Looney Labs Team Trivia Event (TH / 11AM ■)

Let's have a little fun! (That is our business.) Participants will be divided into small teams and will be competing for prestige and prizes to answer some fun trivia about our company, our games, and most importantly, how we can partner to sell more of them in your stores! This will be a low pressure, high fun hour. You will leave with multiple ideas to boost not just Looney Labs sales, but overall store sales. And hopefully Looney Labs will leave with lots of feedback about how we can serve you better!

Lucky Duck Games » Lucky Duck Games Retailer Circle (FR / 8AM ■)

Free Demos! Early Releases! Learn how your store can benefit from joining the Lucky Duck Games Retailer Circle partnered with ACD.

Magpie Games » An Introduction to Avatar Legends: The RPG, by Magpie Games (FR / 10AM ■)

Magpie Games presents its new flagship title, Avatar Legends: The Roleplaying Game—the officially licensed roleplaying game set in Nickelodeon's beloved Avatarverse. This presentation will offer a brief overview of the game's premise and mechanics, selling points, and announcements and updates for the future of the product line.

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

RPGs have never been more popular. But just like in the 80s, as the dust of the D&D boom settles, all those new RPG gamers start asking "What's next?" Don't just watch them wander out of the hobby! You can keep them playing—and spending money in your store—with innovative, 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 » 2023 New Product Line By The Op Games (TH / 9AM ■)

Come see all the new games and puzzles from The Op Games!

Paizo, Inc. » The ORC License and the Future of Pathfinder Second Edition (TH / 9AM ■)

Paizo Director of Sales, Cosmo Eisele, discusses the Open RPG Creative License and its impact on the future of the Pathfinder Roleplaying Game. Including deep dives on new major product announcements, incredible new art previews, and a look at the ORC License itself, and an extended Q&A.

Paizo, Inc. » Paizo: 2023 and Beyond Product Overview (FR / 9AM ■)

Join Paizo's Director of Sales, Cosmo Eisele, for an overview of Pathfinder and Starfinder releases through 2023 and beyond, followed by a brief Q&A.

The Pokémon Company Int'l » Play! Pokémon (FR / 8:30AM ■)

The benefits of being a Pokémon Play! Store and how to engage and grow your community.

Renegade Game Studios » Attract New Customers with Renegade Game Studios (FR / 10AM ■)

Many of your current customers are already spending their full monthly entertainment budget with you. The best way to increase sales, is to attract brand new customers. Learn how Renegade Game Studios is taking advantage of well known licenses and strong communities to bring new customers to your store.

Retailer-to-Retailer Brenden Hill » Strategy: How to Design and Implement for Your FLGS (TH / 8AM ■)

Take your business to the next level by understanding the difference between a Business Strategy and a Business Plan. Learn how to develop, maintain and maneuver your strategy through the ever changing landscape of our gaming industry.

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DESCRIPTIONS

continued »

Retailer-to-Retailer Brenden Hill » Building a Resilient FLGS Business for the Changing Game Store Industry (FR /10AM ■)

I will discuss ways to engineer your business to withstand the ups and downs of the gaming industry and the world at large in this seminar. With over 25 years of experience as a successful FLGS owner, I will break down the ways that you can guard against the unknowns and smooth out the ride along the way.

Retailer-to-Retailer Danielle Adams » Gain Freedom From the Business Treadmill (TH /9AM ■)

There are transformative effects that happen when every single process in your business, including all the mission-critical steps, get written down. But how do you get from nothing to a fully functioning digital manual? Learn how one founder of a small store went from here to there, and achieved what many only dream of: freedom to actually be an owner instead of an operator. It's not easy, but it's not nearly as hard as you might think!

Retailer-to-Retailer Gordon B. Lugauer » Interviewing and Hiring (TH /9AM ■)

You have perhaps an hour in your interview to evaluate whether a candidate is a good fit for your team – and for them to evaluate whether your position is a good fit for them. We'll talk about how to use scripted questions, how to "unpeel the onion" with follow-up questions, and how beginning with the right job description guides your interviewing skills towards hiring the best people.

Retailer-to-Retailer Gordon B. Lugauer » How We Manage People (FR /8AM ■)

Managing people is hard. I'll talk about some of the specific techniques we use and the philosophy that got us there. We'll cover different types of meetings (one-on-one, managers, staff, check-ins), feedback, the three buckets, growth and expectations, and more.

Retailer-to-Retailer Jeremiah Henson » Buying and Selling Used Video Games (FR /10AM ■)

How many calls each week do you get asking if you sell video games? Start saying yes! Jeremiah will walk through the details of getting started buying and selling used video games, from capital and furniture needs, authenticating, pricing, displaying, cleaning, security, and more.

Retailer-to-Retailer Jeremiah Henson » Surviving the Storm (TH /10AM ■)

Weathering catastrophes such as extreme weather, property damage, or health crises. +1 Gaming was built in the wake of Hurricane Katrina, survived Ida, and I just recently beat cancer that took me out of work for 2+ months.

Retailer-to-Retailer Matt Vercant » Get the Community You Deserve (TH /11AM ■)

Why does it seem like some stores have amazing, kind, giving customers, and others seem constantly beset by trolls that want to leave 1 star reviews before breakfast? How do you encourage the customers you want, and incentivize the trolls to go away? Are you training your staff to de-escalate conflict and build relationships with your core clientele? Let's talk through strategies to build the community you deserve in your store.

Retailer-to-Retailer Matt Vercant » Fundraising for You, by Fundraising for Them (FR /11AM ■)

If you'd rather donate \$1000 to a non-profit than an advertiser, this is for you. Working with educators and non-profits is a strategy that builds wonderful social and emotional ties within your region, but also helps grow the next generation of gamers. Learn how building connections to the groups in your region can pay you back tenfold by meeting your new customers where they are, while fulfilling the needs they have in education and fundraising.

Retailer-to-Retailer Rhonda Becker » Diversification of Products in Game Stores (FR /9AM ■)

2020 illustrated the importance of diversity and flexibility. As you refine your business plan consider Buying Beyond Board Games. We will explore product lines that make sense in a hobby game store, focusing on those that have done well for other retailers. We will discuss the difference in approaching these product lines vs traditional sources so you can make the most of your investment. We will then look at the specifics of how to source these items from gift markets, ASTRA and Toy Fair, finding a sales rep and Faire.

Retailer-to-Retailer Travis Severance » Training Customers to Wait for the Sale (FR /9AM ■)

There's an archaic belief in our industry that sales are bad. There's no place for them. Our current or potential customers have never shopped a sale before. That even the slightest idea that at some point they might be able to find something cheaper than MSRP would paralyze all their spending while they wait for just that very day. This seminar will focus on using sales effectively to maximize your cash flow, minimize lost opportunity costs and grow a base of customers you didn't know that you didn't have.

Retailer-to-Retailer Travis Severance » No Free Parking (TH /10AM ■)

I pay the same cost per square foot in rent on my playspace that I do the rest of my store. Why don't I monetize it the same way? I can't think of a free entertainment venue. Why would I want to be that place? This seminar will focus on being able to get measurable revenue out of your play space. Some of these suggestions will alienate certain patrons. That's okay.

Sirius Dice » Sirius Dice - Shape of the Line (FR /9AM ■)

Shaping our 2023/24 line in light of our new license. Feedback highly encouraged!

The Toy Association » Top Toy Trends of 2023 (TH /11AM ■)

The Toy Association's Jackie Retzer and Maddie Michalik will discuss the top toy trends that are expected to drive toy sales now through the 2023 holiday season as well as the ways they apply to the games category. They will also cover overall industry trends and changes to the event calendar, including Toy Fair's move to September and how all play professionals can take advantage of the exhibiting, educational and networking opportunities at the reimagined event. A Q&A session will follow.

Trick Or Treat Studios » Line Introduction and Upcoming Licensed Games (TH/8:30AM ■)

Trick Or Treat Games is a division of Trick Or Treat Studios, a 13-year-old company with over 1200 products. Known for our top quality full-head latex masks, costumes, props, collectibles, and actions figures, we have started bringing our brand of scary to the tabletop industry in 2022. With 8 published original games, we are very excited about our upcoming line of licensed games based on popular horror titles, including *The Texas Chainsaw Massacre*, *Halloween 1978*, *Chucky*, *SAW*, and more! Please attend and find out how these games are each being built from the ground-up from some of the best designers in the industry (Emerson Matsuuchi, Scott Rogers, Banana Chan etc...) to appeal to fans of the franchise, AND gamers alike. These are NOT re-skinned games just taking advantage of the popularity of a property!

Witten Financial » Finance 101 (TH /9AM ■)

Numbers matter - the longest standing seminar from Witten Financial. We talk you through the basics of financial statements to help you manage your business.

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