

# SEMINAR DESCRIPTIONS

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## **ACD Distribution: How to Get the Most out of ACD Expo**

(TH/8 AM Lecture Hall, Seminar Room 1)

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 Expo and make sure you get the most out of everything offered at the show.

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## **ACD Distribution: Panel Discussion** (TH/10 AM Lecture Hall, Seminar Room 1)

Every year at ACD Expo, 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.

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## **Adams Media/Simon & Schuster: Simon & Schuster Adams Media 2025 Product Catalog Speed Running World Record Attempt**

(FR/10:00 AM Hall of Ideas M-N-Q-R, Seminar Room 4)

James D'Amato, Jeff Aldrich, and Jon Taylor present the new and exciting gaming products coming out of Adams Media (an imprint of Simon & Schuster.) This presentation will be in the 100% of new product glitches allowed category going for a world record sub 30 minute run. As most ACD Seminars run 1 hour, this is sure to be a breath taking display of technique.

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## **Arcane Wonders: Arcane Wonders 2025**

(FR/10:30 AM Hall of Ideas F-I, Seminar Room 3)

New releases and current releases for Arcane Wonders

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## **Ares Games: What's New with Ares Games for 2025 and Beyond**

(FR/9:30 AM Hall of Ideas F-I, Seminar Room 3)

Come and hear more about Ares' product release updates, partnership updates, and new products for the second half of 2025 and beyond. Ares has been hard at work on our Wings of Glory and Sails of Glory product lines as well as our numerous game lines. Get more information about our retail support options and new product release schedule.

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## **ASTRA: Staff — Finding Them and Keeping Them**

(TH/8:30 AM Hall of Ideas K-L-O-P, Seminar Room 5)

YES, there are good people out there. And YES, you may have to pay a bit more and be flexible. But turnover of staff is more costly. Sue will cover how to find good people, what is most important to your employees, how you can provide that and keep them!

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## **Black Oak Workshop: Where Dice are Treasure**

(TH/9:00 AM Hall of Ideas F-I, Seminar Room 3)

Come and see the latest offerings from Black Oak Workshop! Learn why our products are an exciting and fresh option in a crowded field. We will provide a brief overview of the Black Oak product lines and what is upcoming in 2025.

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## **Calliope Games: Dragons, Demons, Imps & Beer! (And Dice too!)**

(TH/10:30 AM Hall of Ideas F-I, Seminar Room 3)

Come celebrate a few extraordinary milestones with Calliope Games! Tsuru's 20th Anniversary, Roll For It!'s 10th Anniversary, and the Titan Series coming to a close... each offer a unique set of lessons in success we'd love to share with you with one of our favorite beers. Please, come and join us as we explore 2025!!!!

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## **Chronicle RPG Accessories Pty Ltd: Metal Wizards & Synthetic Tigers:**

**A Retailer's Rundown** (FR/10:00 AM Hall of Ideas K-L-O-P, Seminar Room 5)

Your customers deserve only the best. In this demonstration + Q&A we look forward to taking you through what makes our offerings special, supported by some fun anecdotes and free product samples via our sponsored Paint and Take!

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## **Cubicle 7 Entertainment: We Are SO Busy**

(TH/9:00 AM Hall of Ideas F-I, Seminar Room 3)

Hear all the latest on Cubicle 7's present titles, those in development, and the many new lines debuting in the year to come!

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## **Czech Games Edition: CGE in 2025** (TH/9:00 AM Hall of Ideas M-N-Q-R, Seminar Room 4)

A look at Czech Games Edition's 2025 release schedule featuring new games and expansions from CGE and partners Heidelbaer.

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## **Dara Studios: Game Matchmaker: Finding the Perfect Fit for Your Store**

(TH/10:30 AM Hall of Ideas M-N-R-Q, Seminar Room 4)

Discover how to curate the perfect game selection tailored to your store's unique audience. Whether you run a family-friendly game shop, a boutique specializing in strategy games, or a mainstream retail chain looking to expand your offerings, we'll guide you through our diverse line of games to find the right fit. From quick-play party games and thematic adventures to strategic wargames and visually striking family favorites, learn how to match your inventory with your customers' interests and boost sales with the perfect game lineup.

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## **Devisters: CookieRun: Trading Card Game Unveiled: Enter the Brave World of Cookie Heroes!**

(TH/11:30 AM Lecture Hall, Seminar Room 1)

Devisters, the creators behind the global hit mobile game franchise CookieRun, proudly announce the upcoming release of CookieRun: Trading Card Game in the United States, the first trading card game in the CookieRun universe. This exciting new TCG brings beloved CookieRun characters, rich lore, and strategic gameplay to tabletop enthusiasts and collectors worldwide.

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## **Devisters: An Introduction to the Beloved IP**

(FR/10:30 AM Hall of Ideas G-J, Seminar Room 2)

CookieRun is inspired by the gingerbread story. It shares the journey of brave cookies who never give up as they strive for a better life, spreading hope and courage. With a worldwide fandom, the CookieRun game franchise has captivated over 200 million players across the globe, bringing fun, adventure, and a rich universe of characters to life!

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## **Dragon Shield: Driving In-Store Sales**

(FR/8:00 AM Hall of Ideas F-I, Seminar Room 3)

Showing retailers ways to level up using our assets to drive in-store sales.

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## **Evil Genius Games: Evil Genius Games 2025 Retail Plans**

(FR/8:30 AM Hall of Ideas K-L-O-P, Seminar Room 5)

Join us as we unveil 2025 retail releases along with our plans for direct to retail support, updates to EGO (our Organized Play program), and plans for Return of the Living Dead, Intergalactic Heroes and more.

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## **FanRoll: Doubling your Dice and Business in 2025**

(FR/10:00 AM Hall of Ideas F-I, Seminar Room 3)

In the past 2 years, FanRoll has doubled their dice and accessory business and now they seek to do it again! Come learn about innovations in RPG accessories, new licenses and crazy expansions. Come see our unique spin on D&D, CATAN, Pathfinder, Kobold, Invincible, Walking Dead and Monopoly.

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## **Flat River Group: FRG, ACD, and YOU! How to Make the Most of Your ACD Expo**

(TH/10:00 AM Hall of Ideas G-J, Seminar Room 2 & FR/9:30 AM Lecture Hall, Seminar Room 1)

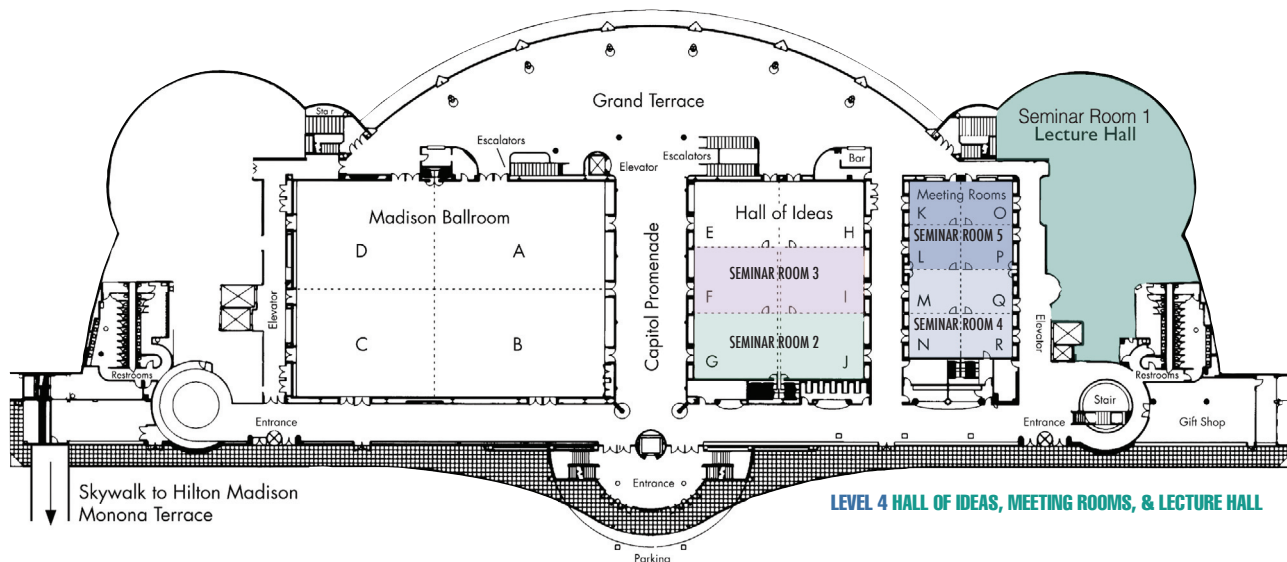
Welcome to Madison! Flat River Group wants to make sure you get the most out of your ACD Expo, so join us to discuss our hotness, our recently announced, and our Gen Con releases; more importantly, find out how best to talk about them with your customers, how to demo them during the Expo, and how to pre-order them with your ACD reps here at the show. See you there!

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## **Flying Frog Productions: Worlds of Brimstone**

(FR/9:00 AM Hall of Ideas F-I, Seminar Room 3)

Join Flying Frog Productions to learn more about how Shadows of Brimstone could fit in your store, understand its many expansions, and the different themes, worlds, and timeframes this line encompasses.



LEVEL 4 HALL OF IDEAS, MEETING ROOMS, & LECTURE HALL

### Foam Brain Games: What's New with Foam Brain Games

(TH/9:00 AM Hall of Ideas K-L-O-P, Seminar Room 5)

Make your customer's next game a critical hit with Foam Brain Games as we talk about our product line, what's new and upcoming and awesome custom products you can carry in your store!

### Fun In Motion Toys: How to Have Fun with Shashibo!

(TH/9:30 AM Hall of Ideas K-L-O-P, Seminar Room 5)

How to sell the #1 Magnetic Transforming Geometric Cube!

### GAMA: GAMA and You: Advantages to Being a Member of the Game Manufacturers Association

(TH/8:00 AM Hall of Ideas G-J, Seminar Room 2)

A brief overview of the benefits of being a member of GAMA, the trade association for the tabletop game industry.

### Goodman Games: Maximize Goodman Games TTRPG Sales!

(TH/8:30 AM Hall of Ideas G-J, Seminar Room 2)

Learn from the Goodman Games crew about how to maximize sales of TTRPG's in your store! We'll discuss current and new releases, plus Organized Play, our Road Crew swag program, and much more!

### Hymgho Premium Gaming: How To Sell More Dice

(FR/10:30 AM Hall of Ideas M-N-Q-R Seminar Room 4)

Hear from an experienced retailer about how Hymgho Premium Gaming products and displays can help increase your dice sales.

### Incredible Dream: Incredible Dream 2025 Catalog

(TH/10:00 AM Hall of Ideas K-L-O-P, Seminar Room 5)

Build Community & Drive Repeat Sales with IDS! Come learn about the Kinfire series and A Gentle Rain. Get the latest info about what's coming and Q&A!

### Japanime Games: Oshi Push: The VTuber TCG & Upcoming Japanime Releases

(TH/8:00 AM Hall of Ideas K-L-O-P, Seminar Room 5)

Discover Set 1 of the Oshi Push VTuber TCG if you haven't yet, and get an exclusive first look at Set 2. Explore our roadmap and stay tuned for exciting future releases!

### Kobold Press: The 2025 Kobold Press Preview

(TH/10:30 AM Hall of Ideas K-L-O-P, Seminar Room 5)

Join Kym and Dot for an exciting tour of the upcoming 2025 release calendar from Kobold Press! We'll unveil an epic publishing lineup, including a new card game, Necromancer, and RiverBank, a cozy cottagecore RPG featuring animal characters. Fans of high fantasy will enjoy a sneak peek at new titles for Tales of the Valiant. Retailers are invited to ask questions, find out what's on the horizon, and expand their Kobold Press library!

### Left Justified Studio & Prolific Games: For the Love of God, Have a Personality!

(TH/8:00 AM Hall of Ideas F-I, Seminar Room 3)

Welcome to Game Store #4,227, said the clerk-bot flatly. "Can I sell you a [bleep-bloop] booster pack?" At Left Justified Studio & Prolific Games, we know a little bit about making games with personality. Your store should have a personality, too! Come learn and chat about how the way you talk, write, merchandise, and more helps you connect with your customers and community.

### Lucky Duck Games and Goliath Games:

#### Lucky Duck Games and Goliath - Clever Together

(TH/9:30 AM Hall of Ideas M-N-Q-R, Seminar Room 4)

Now that Lucky Duck Games and Goliath have joined forces, let's look at the expanded possibilities this brings to your store. Plus we'll look at some hot upcoming releases!

### Maggie Games: Urban Shadows: The Future of Urban Fantasy

(FR/8:30 AM Hall of Ideas F-I, Seminar Room 3)

Urban fantasy has been a staple of the tabletop RPG market since the late 80s, but recent years have seen fewer core book releases across the entire genre, even as the number of players interested has grown. Urban Shadows—the highly anticipated tabletop RPG of political urban fantasy—is a unique opportunity to offer fans a new way to experience this genre that focuses on character-driven stories over esoteric lore and cutting-edge mechanics that drive immediate, engaging play.

### Mindclash Games GmbH: Mindclash Games - Retailer and Affiliate Programs

(FR/9:30 AM Hall of Ideas M-N-Q-R, Seminar Room 4)

An introduction to our new Retailer and Affiliate Programs, our newest initiatives to provide support to retailers and cafes that carry and/or want to carry our products.

### Mythworks: Mythworks' Wonders and You

(FR/8:30 AM Hall of Ideas M-N-Q-R, Seminar Room 4)

Ric, Mythworks' Chief People Person, will give a rundown of the products currently (and soon to be) available from Mythworks. This seminar will look to familiarize you with our array of award-winning tabletop roleplaying games and comics. The presentation aims to give you the tools necessary to confirm sales with curious members of your store's community.

### The Op Games: 2025 The OP Games Product Line

(FR/8:30 AM Lecture Hall, Seminar Room 1)

Learn about the games The Op has planned for 2025.

### Paizo Inc.: Turn Your Customers into Roleplayers

(FR/8:00 AM Lecture Hall)

Join Cosmo, Director of Sales for Paizo Inc., as we explore ways to convert customers into lifelong roleplayers.

### Paizo Inc.: Paizo 2025 and Beyond!

(TH/9:00 AM Hall of Ideas G-J, Seminar Room 2)

Join Cosmo, Director of Sales for Paizo Inc. as we look through the exciting upcoming releases that Paizo has in store for the remainder of 2025 and beyond!

### Pegasus Spiele North America Corporation: Pegasus Spiele POP Discussion

(FR/10:30 AM Hall of Ideas K-L-O-P, Seminar Room 5)

A directed Q&A session for best practices and collecting feedback about Point of Purchase displays and Merchandising. This is your chance to provide insight into what you would like to see as a Retail Store operator.

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### **The Pokémon Company International: Maximizing Value from Play! Pokémon**

(TH/8:30 AM Lecture Hall, Seminar Room 1)

Learn what tools and resources we can offer your store to get maximum value from the Play! Pokémon program.

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### **Publisher Services Inc: PSI - Our Latest and Greatest**

(FR/8:00 AM Hall of Ideas M-N-Q-R, Seminar Room 4)

Join us for a PSI news update! We'll review the latest releases, bestsellers, and exciting upcoming titles coming from our publishing partners. We'll also cover important sales trends and category insights you can use to drive success into your store.

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### **Renegade Game Studios: Success Made Simple**

(TH/10:00 AM Hall of Ideas G-J, Seminar Room 2)

Renegade Games offers a path to ongoing success, and how to create and maintain an ongoing community of Renegades in your stores! Success made simple.

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### **Restoration Games: Selling Nostalgia**

(TH/8:30 AM Hall of Ideas M-N-Q-R, Seminar Room 4)

Discover the classic games that inspired the Restoration Games catalog and how that translates into sales for your store!

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### **Retailer-to-Retailer: Selling Collectibles, but at What Price?**

Nick Coss - Owner Top Deck Games (FR/9:30 AM Hall of Ideas G-J, Seminar Room 2)

Deciding what to sell something for? We discuss the pros and cons between selling items for Manufacturer's Suggested Retail Price or Market Price, and how to best communicate that with your customer base.

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### **Retailer-to-Retailer: Forging the Fires of Awesome**

Paul Alexander Butler - Owner Games and Stuff (FR/10:30 AM Lecture Hall, Seminar Room 1)

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.

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### **Retailer-to-Retailer: Building a Special Order System that Works**

James King - Owner Games King & Danielle Adams - Owner Lionheart Hobby

(FR/8:30 AM Hall of Ideas G-J, Seminar Room 2)

Watch a special order system built in real time—then take it home to use. We'll walk you through how to build a special order system from the ground up using 2-3 simple tools that work with any team and any point of sale. You'll watch it come together live, step-by-step, and leave with everything you need to implement it in your own store. As an added bonus, you'll get access to a private Discord server where we'll continue the conversation, offer support, and collaborate on ways to refine and improve the system over time.

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### **Retailer-to-Retailer: Get More Out of Organized Play**

Cody Romano - Co-Owner & Operations Manager Everything Games

(FR/10:00 AM Hall of Ideas G-J, Seminar Room 2)

In a world with tons of TCG's and loads of organized play programs learn how we streamlined all our events. Want to learn about how we built organized play for products like beyblade that don't have a program? Do you want to hear how we grow and retain players without losing money but making money instead? Come join me in learning how to get more out of organized play.

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### **Retailer-to-Retailer: More Than Just Games - Cultivating Long Term Success and Community Relationships through Community Outreach with Impact**

Pat Fuge - CEO & Head Gnome - Gnome Games (FR/8:00 AM Hall of Ideas G-J, Seminar Room 2)

Discover how Gnome Games leverages its core mission and values to create impactful community outreach, successfully hosting over 120 game nights annually in diverse non-traditional settings like schools and churches and high energy relationships with non-traditional partnerships in the community. We will share actionable and practical strategies to engage educational professionals, parents, and the wider community through high-energy, positive events. This seminar will equip you with actionable insights and concepts to move beyond your storefront, forge lasting relationships, and build a foundation for long-term success by becoming an invaluable community resource.

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### **Retailer-to-Retailer: From Inspiration to Implementation: Growing Your Store & Taking Ideas Home**

Travis Severance - Owner Millenium Games (FR/11:00 AM Lecture Hall, Seminar Room 1)

By now, your head is probably buzzing with ideas. New products you've seen, conversations you've had, tools you want to try, maybe even a few "aha" moments about how to run your store better. You don't have to change everything. You just have to change something.

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### **Retailer-to-Retailer: Diversifying Revenue: Beyond Games and Dice**

Travis Severance, Danielle Adams, Cody Romano, and Nick Coss; Moderated by Paul Alexander Butler

(TH/9:00 AM Lecture Hall, Seminar Room 1)

Join our retailer panel as they discuss the side hustles that boost your bottom line. How to test new revenue streams, what has worked in their stores, what new product categories have they brought in recently, and more.

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### **Sirius Dice: Sirius Dice Focus Group**

(TH/10:00 AM Hall of Ideas M-N-Q-R, Seminar Room 4)

Boost Sales with Sirius: Discover how Sirius Dice can help grow your store's sales. Plus, share your insights in our focus group—let's connect! Sirius Expansion - Grow with Us!: See what's next for Sirius and help us shape our future product line.

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### **Steamforged Games: Steamforged Games in 2025**

(FR/8:00 AM Hall of Ideas K-L-O-P, Seminar Room 5)

An update of where SFG and Warmachine is in 2025.

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### **The Toy Association: Top Toy Trends & Industry Insights**

(FR/9:00 AM Hall of Ideas K-L-O-P, Seminar Room 5)

What are some of the prominent toy trends expected to drive sales in the coming year— and how can you capitalize off them? Find out, plus insights into current issues facing the toy industry.

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### **Ultimate Guard: Innovation, Style, & Squaroes**

(TH/9:30 AM Hall of Ideas F-I, Seminar Room 3)

Curious about Ultimate Guard? Explore what sets us apart as a premium TCG protection brand. Get exclusive announcements on Squaroes, Magic: The Gathering, and Katana sleeves. Discover how we're innovating gaming accessories with style, plus Squaroes—our exciting new sub-brand bringing fresh energy to game nights!

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### **Ultra PRO International: Ultra PRO Games and Toys 2025**

(FR/9:30 AM Hall of Ideas K-L-O-P, Seminar Room 5)

Ultra PRO entertainment will share the upcoming and released games of 2025 and talk a little bit about how we can better partner with hobby retail.

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### **UVS Games: Learn about Riftbound, the League of Legends Trading Card Game**

(TH/11:00 AM Lecture Hall, Seminar Room 1)

UVS Games and Riot Games are excited to partner and bring the League of Legends Trading Card Game, Riftbound, to the US! Learn more about this exciting game releasing later this year.

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### **Vallejo Colors:**

#### **Vallejo Returns: New Vision, New Commitment to U.S. Retailers**

(TH/8:30 AM Hall of Ideas F-I, Seminar Room 3)

Vallejo is making a big return to the U.S., and they're here to do things differently. With a renewed focus on supporting local game stores, they're rolling out a fresh roadmap that includes stronger inventory planning, exciting Paint & Take events to drive store traffic, and new ways to boost brand engagement. Vallejo wants to hear from you too—this is your chance to connect, share feedback, and see how they plan to earn your business for the long haul.

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### **Wise Wizard Games:**

#### **Gateway Games That Sell Themselves: Smart Strategies for Game Stores**

(TH/8:00 AM Hall of Ideas M-N-Q-R, Seminar Room 4)

In this seminar, we'll explore how to maximize sales of easy-to-learn, high-replay-value games that practically sell themselves. Learn how to position evergreen games, family games, and party games to drive repeat business, increase impulse buys, and attract new players to your store. We'll share proven strategies, marketing tips, and best practices—plus how our games like Star Realms, Hero Realms, Push Push Penguin and Caution Signs (included in your retailer box!) fit into these categories and can help you grow sales. Come hang out and learn some easy ways to boost your game sales!

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