

Wednesday Comic Book Retailer Day



Supporting Sponsor by

KICKSTARTER

ReedPop in working with our sponsors and partners, will be offering all attendees

1. The Department of Truth #25 NYCC Retailer Exclusive by Rosemary Valero-O'Connell
2. Spawn #357 Retailer Exclusive from Todd McFarlane and Image Comics
3. 15% discount coupons for the official NYCC merch store, swag, and comic books from ReedPop

Schedule for Wednesday

In the River Pavilion

- 12:00 PM– 12:45 PM **Cultivating The Customer Experience:**
 - Want to WOW your customers? Leave them with an afterglow of coming to your shop? Join our panel of retailers as we discuss how to create an experience for your customers that leaves them wanting more. From big and small events, to store flow and design, to services you offer, even the way you market, we'll discuss the ins and outs of creating a community hub that people want to keep coming back to.
- 12:55 PM - 1:40 PM **Making the Holidays the Most Wonderful Time of Your Year:**
 - Seasonal shoppers are coming to town! It's time to line your shelves and arrange your stockings just right to ensure your holiday season is merry and bright. Join our panelists as they discuss how to turn your store into a gift-buying destination by curating and maintaining your inventory, targeting your marketing to holiday buyers, and creating traffic driving opportunities that will fill Santa's (and hopefully your) bag.
- 1:50 PM **Speakers**
 - Binc - Book Industry Charitable Foundation
 - Prana

- Andrew Aydin/Good Trouble
 - Penguin Random House
 - DSTLRY
- 3:00 PM - **Creator Signing with James Tynion IV**
- 3:20 PM - **Speakers**
 - Square Enix
 - Kickstarter
 - Todd McFarlane
- 4:45 PM - 5:30 PM **ComicsPro Publisher AMA**
 - Ever wonder why publishers do the things they do? Are you curious about the process from beginning to end? Do you have questions that you want answers to? This publisher AMA (hopefully) has your answers! This is designed for retailers to learn about how the publishing arm of the industry works to help improve their understanding of our industry's delicate balance. With Panelist Chip Mosher, Adam Freeman, Hunter Gorinson, Damian Wassel
- 6:15 PM - 9:15 PM **Lunar Cocktail Event**
 - Must be approved by Lunar, this is a private event.
 - DC Comics
 - Image Comics
 - Mad Cave
 - Silver Sprocket

Don't forget to check out these tables all day, they will be in the River Pavilion.

- Binc - Book Industry Charitable Foundation
- Sigma and H.H. German
- Mad Cave
- DSTLRY
- Prana
- Sandstorm Comics
- Square Enix
- Winc - Women in Comics Collective International
- Saturday AM
- ComicsPro
- Signing table
- Comic Shop Assistant
- Bad Idea