



Convention Support Program Information

Dear Convention / Event Coordinator:

Whether you've received support from Wizards of the Coast LLC in the past or are merely looking into the possibility now, we want you to know that your convention is important to us and we would like to assist your efforts. We know it takes a lot of organization, time, money and heart to put your event together and we've designed this packet with that in mind. The convention support program is designed for conventions that Wizards of the Coast LLC is unable to attend and to help your convention be successful.

The Convention Support packet has been updated for 2009 and we are excited to offer some new options for those conventions that have grown over the years and are looking for a little bit more. This packet is filled with helpful options for your event.

The Convention Support Program continues to offer the following:

- Support kits at a reasonable cost for continued flexibility
- Free convention listings on the Wizards of the Coast website
- RPGA® campaign and event information
- An updated contact list to help you find answers to any of your convention support questions

NEW FOR 2009!

In 2009, we are excited to be able to offer the following:

- MTG League & D&D Convention Delve Rules
- MTG Foil, D&D Rewards Cards, D&D Promo Mini packs
- Additional kit support structure for larger Conventions
- Special Guest requests

Here's to a successful 2009 convention season! We look forward to assisting you.

Sincerely,

Wizards of the Coast LLC
Events Team



Support Program Descriptions

Tournament Product Support Kits

We're happy to continue to offer you support kits that offer flexibility as well as a great deal! When you order one \$20 support kit, you'll receive product worth approximately \$60 in retail value. For two \$20 support kits, you'll receive product worth approximately \$140 in retail value. You could receive product valued at up to \$500!

Some restrictions apply:

- You can order a maximum of 5 - \$20 kits, unless you meet the requirements for enhanced support listed below.
- **New for 2009** – Each kit of MTG ordered will come with 10 Foil cards*, each D&D kit ordered will come with 20 D&D Rewards Cards* & 14 D&D promo miniatures*.
- Specific requests cannot be filled, product is based on availability
- Limited or discontinued product is not available.
- Each kit consists of one type of product. For example, you cannot combine RPG's with TCG's to make one \$20 package.
- Products included in each kit must be given away as prizes and may not be resold.

**Available while supplies last*

Deadlines:

- **You must provide at least two months notice for all convention support requests.**

Payment Information:

Although we prefer to process your order with a major credit card (Visa, MasterCard, American Express, and Discover), we will also accept checks (made out to: Wizards of the Coast LLC)

Please submit your completed forms via fax (425) 204-5818

or email conventionsupport@wizards.com

We will not ship your order until payment has been received.

Here is an example of how to order support kits:

MTG	AAM	SWM/RPG	D&D	AVH	Total
Magic the Gathering	Axis & Allies Miniatures	Star Wars RPG Books, Accessories & Miniatures	D&D RPG Books & Accessories	Avalon Hill Board Games	
1	2	0	0	2	5



NEW FOR 2009!

Convention Support MTG League, D&D Convention Delve Rules, Enhanced Support & Special Guest Requests

Wizards of the Coast LLC wants to help make your conventions even more successful. For 2009 we are offering the floor rules for Magic: The Gathering Convention League and D&D Convention Delve free of charge.

Magic: The Gathering Convention League Rules:

Looking for a way to for your attendees to spend the down time between convention seminars and other events? The **Wizards of the Coast Convention League** is a great, fun way for them to spend their spare time.

For **Magic: The Gathering®**, we suggest running a Standard Constructed League. Participants may use their own Standard legal deck or an Intro Pack for league play. We recommend that for a \$5 entry fee, participants receive a **Magic™** booster and they can play all convention long. If you would like, you can offer league participation for \$8 and attendees can receive a **Magic** Intro Pack to use for league play. The best two out of three games constitute a Standard league match. Play three different opponents and record your wins (W) or losses (L) and turn in your results to the league facilitator. Participants should receive random Magic: The Gathering cards win or lose.

- For each win, participants select two cards at random and keep the one they prefer
- For each loss, participants select one card at random and keep that card.
- Random foil cards can be included in the card selection.
- Participants may add cards received during league play into their deck.
- Participants need only register once for Magic League and then play all weekend long.

D&D Convention Delve:

Do you want to offer your attendees a fast, fun way to get involved in a D&D® game? The **D&D Convention Delve** offers a quick-paced D&D play experience that really can attract a crowd!

Head to www.wizards.com/events and download the PDF document of the current D&D Convention Delve. Inside the PDF, you'll find all the adventure's encounters and setup instructions needed, along with pre-generated characters that are suitable for the Delve. You'll want to get a large supply of **D&D® Miniatures** to run your Delve event, and you'll need to pick up some copies of **D&D™ Dungeon Tiles** to make the maps presented in the adventure. Each group of players (4-6 per table) plays out the encounters in a short period of time determined by you. We recommend about 1 ½ hours for a 3-encounter Delve and 1 hour for a 2-encounter Delve. You can even give out prizes for fastest time or most encounters defeated!



Enhanced Convention Support

Has your convention grown? Are you looking for more assistance? The Convention Support program would like to help. Those Conventions qualifying for Enhanced Support must meet the requirements below.

- Documented operating history of at least 3 years*
- Documented yearly attendance growth*
- 500 – 999 attendees: Convention/Convention Organizer may order a total of 7 kits.
- 1000 – 1499 attendees: Convention/Convention Organizer may order a total of 8 kits.
- 1500+ attendees: Convention/Convention Organizer may order a total of 10 kits.

**Documentation is required at time of request.*

Special Guest Requests

Interested in having an official Wizards of the Coast LLC representative at your show as a special guest? In 2009, the Convention Support program will assist in securing a special guest for interested conventions. However, please remember that the guests you request are full time employees and manager approvals must be gathered from different departments at Wizards of the Coast LLC and your request may not be approved due to timing or internal factors. If approval is granted, Wizards of the Coast LLC expects the following from conventions/convention organizers requesting an employee as a special guest:

- Convention/Convention Organizer agrees to pay for travel for the guest to and from the event
- Convention/Convention Organizer agrees to pay for accommodations for the guest while at the event
- Convention/Convention Organizer agrees to pay a per diem of \$20 for each day the guest is at the event plus two days of travel

If you are interested, please fill out the attached **Special Guest Request Form** and submit it to conventionsupport@wizards.com. We will do our best to facilitate your request and secure a guest appearance.



Sample Convention Listing

Web Convention Listing:

Conventions ordering support through the program will have a convention listing on our web site along with a link to your convention's web page. Simply return the completed **Web Information Form** (along with your Convention Registration form); please provide us with two months notice.

Example of Format (subject to change):

My Convention 2009

Dates: Aug 12-14, 2009

Location: Any place, Any town

Website URL: www.myconvention.com

Focus: Science Fiction, Fantasy and gaming

Registration Fees (on-site): Three Day Pass \$50.00, Single Day Pass \$20.00

Contact Name: John Doe

Contact e-mail: me@myconvention.com

Guest of Honor: TBD

Special Events: TBD

Description: An event not to be missed! You're invited to the biggest convention of the year!



Convention Support Registration Form

Convention Name: _____ Convention Dates: _____

Web Address: _____

Convention Site: _____ City: _____ State: _____

How many exhibitors this year: _____ Expected number of attendees: _____

Special Events: _____

Perspective player base: Retention based ___ Acquisition based ___ both ___

Do you qualify for additional support ¹? ___ Yes ___ No

If yes, which level: ___ 500 – 999 (7 kits) ___ 1000 – 1499 (8 kits)
___ 1500+ (10 kits)

Will you be requesting a special guest ²? ___ Yes ___ No

MTG Magic the Gathering	AAM Axis & Allies Miniatures	SWM/RPG's Star Wars RPG Books, Minis & Accessories	D&D D&D RPG Books & Accessories	AVH Avalon Hill Board Games	Total

Remember

Product availability varies
No special requests
Payment required prior to shipping
Maximum kit quantity is 5 ³

Method of Payment

Credit Card: Visa ___ MC ___ AMEX ___ DIS ___

Card #: _____

Exp. Date: _____

Check: ___ Please, mail checks to the following:

Wizards of the Coast LLC
Attn: Convention Support,
1600 Lind Ave. SW, Suite 400
Renton, WA 98057

¹ Documentation is required at time of request

² Please submit the *Special Guest Request Form*

³ Unless Enhanced Support criteria is met



Convention Support Registration Form (cont'd.)

Primary Contact Information

Name: _____ E-mail: _____

Phone: _____ Fax: _____

Your affiliation with the convention:

Mailing Address: _____

Shipping Address (if different than Mailing): _____

Shipping Note: Unless requested, your order will deliver to you the Monday prior to your convention

Advertising Opportunity

On-Site Program Book: If you would like Wizards of the Coast to place an ad in your program book, we will provide you with more merchandise. The merchandise will be a dollar for dollar swap based on the cost of the Ad. Ads will be placed at Wizards of the Coast LLC's sole discretion.

PLEASE NOTE: *You are required to send us a copy of the completed On-Site Program Book. If we do not receive a copy you may not be eligible for future support thru the on-site program book.*

Color / B&W (please circle one) Ad Submission Deadline: _____

Ad Size _____ Format files available: PDF _____ JPEG _____

Cost of Ad Space \$ _____ How many copies will be made and distributed? _____

In order to help us better understand the conventions we are supporting, please rank your conventions top 4 emphases (4 = most focus, 1 = least focus)

____ Trading Card Games ____ Comics ____ RPG's

____ Science Fiction ____ History ____ Anime

____ Board Games ____ Miniatures ____ Other



Web Information Form

Content displayed on the web will depend on the information you supply. Wizards of the Coast LLC is not responsible for misspellings or incorrect information, please proof your form before you submit.

Convention Name: _____

Convention Dates: _____

Convention Location: _____

City: _____ State: _____ Country: _____

Convention URL: _____

Show Focus: _____

Registration Fees: _____

Contact Name: _____

Contact e-mail: _____

Contact Phone: _____

Guest(s) of Honor: _____

Special Events: _____

Describe your convention highlights, special tournaments, guests of honor, etc.:

(please describe in 30 words or less; please write legibly, Wizards of the Coast LLC is not responsible for the accuracy of your description)



Special Guest Request Form

Wizards of the Coast's Convention Support team will make every effort to try and accommodate special guest requests. However, please remember that the guest you request is full time employee and may have work related reasons that preclude them from participating.

Please remember that by submitting this form you agree to the following:

- Convention/Convention Organizer agrees to pay for travel for the guest to and from the event
- Convention/Convention Organizer agrees to pay for accommodations for the guest while at the event
- Convention/Convention Organizer agrees to pay a per diem of \$20 for each day the guest is at the event plus two days of travel

Convention Name: _____

Convention Dates: _____

Convention Location: _____

City: _____ State: _____ Country: _____

Contact Name: _____ Contact Phone: _____

Contact Email: _____

Which Wizards of the Coast LLC department would you like represented at your convention:

___ MTG Brand

___ D&D Brand

___ Star Wars Brand

___ Art Director

___ D&D R&D

___ MTG R&D

___ Star Wars R&D

___ Publishing

___ Sales/Merchant Relation

If you have a specific guest in mind, please list their name below:

Please describe any speaking engagements, seminars, special tournaments, panels, etc that you are planning on having the guest participate in:



Running Events with the RPGA® is Easy!

The RPGA provides adventures to gamemasters and convention coordinators for use with their home game groups, retail store game days and conventions. In addition to supporting Wizards of the Coast's premier roleplaying game, **Dungeons & Dragons®**, the RPGA also provides adventures for the **Star Wars® Roleplaying Game**. A full list of supported campaigns can be found on www.wizards.com/rpga.

Play in LIVING FORGOTTEN REALMS® or check out an adventure with pre-generated characters!

For LIVING FORGOTTEN REALMS, players build up characters through multiple RPGA adventures – either at your convention or others in the past. Given that Living campaigns build on past performance, they are very popular, as many players want to see their characters advance over time through official play.

In adventures written for pre-generated play, characters are provided and written specifically for that story. These events suit those who like a unique or different roleplaying experience from their usual home campaign.

Want to run RPGA events at your convention? Check out www.wizards.com/rpga.

All this content plus associated reporting can be done online in the comfort of your home or at your show. What could be simpler? This is how... Any Wizards Play Network organizer can schedule a variety of adventures for a convention right on our website. All they have to do is log in, follow the steps provided, and choose the adventures that will be right for your player mix. Once the adventures are chosen you'll have access to them right away. The .PDF download includes:

- The adventure you've selected; and
- Any paperwork you'll need to report back to the RPGA or hand to your players.



The great news is that anyone can become a Wizards Play Network organizer. It's free and available at www.wizards.com/rpga!

1. After you or one of your associate's schedules adventures at www.wizards.com/rpga, you'll have access to the following:
 - a. A listing of your events and the adventures you've selected in our Convention Locator
 - b. Simple instructions on how to report your event results, table-by-table, online via your GM account.
 - c. A stack of DCI membership cards
2. Run your tables, and record the results of each appropriately. Any new players registering at your event must fill out a DCI Membership Application so they can receive credit for taking part and advance their characters. DMs also earn rewards for the games they run! Additionally, be sure to correctly collect the participation information for each table plus any critical event summaries for either reporting online at the end of an event or sending them to the relevant RPGA campaign administration.
3. Finally, send all completed DCI Membership applications – filled out by all new players attending your event to:

RPGA Sanctioning
Organized Play
Wizards of the Coast
1600 Lind Avenue SW
Renton, WA 98057

We'll then ensure to put them in the system so they can receive all their benefits.



Wizards of the Coast Products

Magic: The Gathering®

The Magic: The Gathering game, created by Richard Garfield, established the Trading Card Game category in 1993. Today, it continues to offer a fan base of more than 6 million players the opportunity to play both socially and competitively through leagues, tournaments and in-store events. Players embrace the competition based entertainment that puts them in strategic control of creatures and spells. **Magic™** is the world's best trading card game, and we support it with our best efforts in sales, marketing and organized play.

Dungeons & Dragons®

For more than 30 years, **Dungeons & Dragons** products have been the benchmark for adventure game excellence. Full of magic, adventure, and fantastic monsters, the Dungeons & Dragons role playing game appeals to an ever increasing population of millions of fans worldwide. As the fantasy genre continues to grow, so does the game's popularity, cementing its status as the hallmark of quality and fun in the hobby game industry.

Axis & Allies™ Miniatures

Challenge your friends to fast, head-to-head combat with the **Axis & Allies Miniatures Game!** This high-quality skirmish game is playable right out of the box. With these faithful reproductions of real WWII combat vehicles and fighting units, you can recreate historical battles from World War II with authentic Shermans, Panzers, infantry, or create your own battles.

Star Wars™ Miniatures

Star Wars Miniatures offers the fan a chance to play a game of epic galactic struggles in three dimensions. Played head-to-head, players vie to defeat their opposition by use of the force or simply superior tactics. These truly spectacular pre-painted plastic miniatures come in randomized starter sets (containing everything to start playing the game) and boosters, which swell the squads of those playing. Backed by local leagues and sanctioned competitions, players are sure to find an experience they can continue at home, in stores or at conventions around the world.

Avalon Hill®

For 50 years, **Avalon Hill** offered some of the most imaginative and innovative board games ever set up on a kitchen table. Considered to be the originator of the modern strategic board games category, our games have always set the standard for balanced design and depth of play. Now with an ever-broadening audience interested in competitive game play, we continue to introduce new games filled with intriguing themes, exciting challenges and fun.



CONTACT LIST

Convention Support	conventionsupport@wizards.com Fax: 425-204-5818
Event Marketing	Tobin A. Maheras, Event Marketing Manager 425-687-8180 toby.maheras@wizards.com
WPN Event Sanctioning	Wizards Play Network (WPN) wpn@wizards.com
Public Relations	Tolena Thorburn Tolena.thorburn@wizards.com
Judge Certification	John Carter John.carter@wizards.com
Merchant Relations	1-800-821-8028 retailerhelp@wizards.com
Customer Service	1-800-324-6496 custserv@wizards.com

For more information re: DCI sanctioning rules and additional info to help you prepare for your tournaments.

Check out – www.wizards.com/default.asp?x=dc/welcome

Wizards of the Coast / Corporate Address

1600 Lind Ave S.W.
Suite #400
Renton, WA 98057

Websites

www.wizards.com
www.hasbro.com
www.magicthegathering.com
www.rpga.com