



TRADE DAY

JULY 31, 2019

INDIANAPOLIS, IN

www.gencon.com/attend/trade

RETAILERS • MANUFACTURERS • EDUCATORS • LIBRARIANS

PATHFINDER®

Paizo Inc. at Trade Day!

Paizo in 2019 and Beyond

When: Wednesday, 1 p.m.

Where: JW 304

Join Paizo Publisher Erik Mona and Director of Sales Pierce Watters for a sneak peek into exciting developments for the Pathfinder & Starfinder roleplaying games in 2019 and beyond!



Explore the Evolution: Pathfinder RPG (2nd edition)

When: Wednesday, 2 p.m.

Where: JW 304

Join Paizo Publisher Erik Mona and Director of Game Design Jason Bulmahn to take a sneak peek at the next evolution of the Pathfinder Roleplaying Game, launching at Gen Con 2019.

Be sure to visit the Paizo booth (#103) in the Exhibit Hall for the latest Pathfinder and Starfinder products. The Paizo design teams are on-hand to answer your questions!



GEN CON



WELCOME.

Thank you for joining us for the thirteenth annual Gen Con Trade Day! We hope you enjoy the excellent presentations produced by gaming experts, manufacturers, publishers, designers, librarians, teachers, and your peers. We are living in a time when the subject of game play is increasingly mainstream and in the eye of the media. Your attendance here will help to prepare you for the next year of innovation in the field of gaming.

We have put together a line-up of seminars to help you level up your skills for educating others on game play in your classroom, business and community.

Whether you are new to Gen Con, or a long-timer, we invite you to make use of your badge to attend the show for any or all of August 1-4, 2019. It's going to be a great year!

SEMINAR SCHEDULE

COMPANY/PRESENTER	TITLE/DESCRIPTION	E/L/R	RM	TIME	EVENT NO.
John Miller	Games in Science Classes Yeah, yeah - anyone can do a Jeopardy review game. Both commercial and teacher created games presented. Emphasis on middle school science and above but some topics useful for high school.	E	208	10-11	TRD19148247
Lee Mordechai	Geopolitics in the College Classroom: A Middle East case study We use Hegemony: The Competition for the Contemporary Middle East as a case study to demonstrate the educational applications, opportunities & challenges using board games in the classroom.	E	209	10-11	TRD19146121
The Game Board/Lynn Potyen	Autism to Alzheimer's-styles of games that are beneficial Living with a disability is tough, use these strategies to help build bridges for learning success and to help with social struggles.	E/L/R	314	10-11	TRD19161903
David Tomczyk, Jim Tomczyk	Create Your Own Puzzle Hunt In this session, we will talk about how to construct puzzle hunts, including calibration, theming of puzzles & crafting a successful meta-puzzle to tie everything together.	E/L/R	313	10-12	TRD19147562
Ted Martin	How I Started A D&D Club In My School The educators who attend this event will be receiving a step by step plan on how they can try to get a D&D club approved at their school.	E	203	10-11	TRD19148013
Jennifer Bartlett	How Do I Build My Board Game Collection At My Library? Are you thinking about starting a board game collection at your library and you have no idea where to start? Bartlett will help you get started, provide collection development titles, and more.	L	205	10-11	TRD19148325
David Millians	Gaming in Schools - Protocols & Logistics Like any innovative pedagogy or curriculum, implementing games in the educational setting has its challenges from standard,s to administrative, to effective deployment. Handouts provided.	E/L	206	10-12	TRD19152452
Kathleen Mercury	Teach Kids to Design Games Kids can design games! Learn how to teach game design to kids of all ages at the library or in the classroom, and how to adapt it based on your needs. Resources provided!	E/L	301	10-11	TRD19158953
The Game Board/Amy Zwick	Conventions For Fun and Profit As retailers, do we go to conventions for fun? Or for work? In this class, we will talk about tips and tricks for making the most of our time and for getting the most out of our convention time.	R	302	10-11	TRD19151984
Adventerra Games North America, Bryan Mundell, Sue Mundell, Ruthie Mundell	Board games that Empower Students to Save our Planet! The inventor from Adventerra Games will present our new line of environmental board games: Watergame, Recycle Race, Powerhaus, and Global Warning.	E/L	304	10-12	TRD19154546
Kevin Gose	Assistive Technology for Gaming Using No-tech to Low-tech Assistive Technologies to adapt gaming experiences for special populations.	E/L/R	308	10-11	TRD19156413
Nick Johnson, Jason Goldsmith	The RPG College Classroom Two Butler University Professors (English, Musicology) will discuss strategies for utilizing aspects of Role Playing Games in the college classroom.	E	204	10-12	TRD1916249

COMPANY/PRESENTER	TITLE/DESCRIPTION	E/L/R	RM	TIME	EVENT NO.
Purdue University and MadCat Games/ Jordan Lee	Celebrate Apollo 11 50th with STEM Gaming (Gr K-6) Will your kids go to the Moon or to Mars first? Help them learn about risk management, cooperation, lag time planning and other STEM basics by using games. Low cost methods provided.	E/L/R	309	10-12	TRD19154713
John Miller	Sponsoring a Successful Board Game Club Recruitment and retention. Introducing European Board Games to American kids. How to compete against video games. How your club can outreach to teachers, local game stores, and libraries.	E/L	208	11-12	TRD19148248
Chicago Public Library/ Jason Nosek	Outreach Gaming: Quick Game Experiences for Engaging the Public at Community Events Use games for library outreach at events like street festivals, markets, and art fairs.	L	209	11-12	TRD19146882
Lynn Potyten/The Game Board	Play to learn, laugh and connect Socialization, critical thinking and emotional health are benefited by all forms of play. Investigate ways to use games for imagination creation.	R	314	11-12	TRD19161904
Beth Pinal	Game Night for Disabled Patrons Tailoring library game programs to include working with caregivers, organization of game night for disabled, different types of programs, and ideas for funding, promotion, and partnerships.	L	312	11-12	TRD19162069
Ted Martin	Using Games to Help Foster A Growth Mindset Using the research compiled by Carol Dweck this is seminar explaining how we can use games to help our students to develop a growth mindset.	E	203	11-12	TRD19148014
Christopher Harris/ Play Play Learn	Retailers: Talking about Games with Parents/ Teachers Selling a game to a gamer is easy, but how can you better communicate with teachers and parents? Learn how to talk about learning gains, classroom connections, and more from a school administrator.	R	205	11-12	TRD19156973
Kathleen Mercury	RPG Design in the Classroom Learn how to have students create their own tabletop RPG experiences in the classroom or library. Different systems will be addressed as well as the entire process from start to finish.	E/L	301	11-12	TRD19158954
Amy Zwick/The Game Board	A Peek Inside the Sausage Factory: Games From Idea to Table Have you ever wondered what steps a game goes through to make it to your store? What does each tier in the industry do to get the game to the table? This class is for you.	R	302	11-12	TRD19151981
Stephen Russell	Gamification: Getting Inclusion Students Invested in Your Lesson Learn why and how Gamification can be used to increase engagement levels of inclusion students with examples, discussion, and a formula for creating your own games.	E/L	308	11-12	TRD19155809
Jacob Heidendreich/ Loras College	Effective Educational Game Design Educational Psychology gives us effective tools for achieving certain pedagogical goals. This talk covers how to use findings in this field to design effective educational games.	E/L	208	1-2	TRD19148011
Cameron Hays, Kathleen Mercury	Game Design With Gifted Students Learn from two gifted & talented specialists about how gaming & game design can be incorporated into educational curricula for advanced students.	E	209	1-2	TRD19152966

COMPANY/PRESENTER	TITLE/DESCRIPTION	E/L/R	RM	TIME	EVENT NO.
Lynn Potyen/The Game Board	Networking outside your Industry If you are a retailer, teacher, librarian or health professional you need to network across the professions to build a community. Hear suggestions on how to create relationships across these tiers	R/E/L	314	1-2	TRD19161905
Matt Smith	Schooled Demo the first ever expansive CCG designed to increase motivation and participation in school.	E	313	1-2	TRD19146976
Scout Blum	Games for Good: Gaming Non-Profits, Charity & Social Justice Work, and Educational Innovations Games for Good: Gaming Non-Profits, Charity and Social Justice Work, and Educational Innovations.	E	203	1-2	TRD19152886
Kathleen Mercury	Cosplay in the Classroom Cosplay is the intersection of narrative, self-expression, and construction. Learn how cosplay can be part of many different curriculums for high levels of student engagement and product production.	E/L	301	1-2	TRD19158955
Brian Mayer	How to Select, Implement and Advocate for Games in Education With over 10 years experience implementing games in education, Brian Mayer shares how to find games that meet curricular needs; including tips for adjustment, implementation and advocacy.	E/L	302	1-2	TRD19146425
Aaron Witten/Witten Financial	Finance 101 P/L? Balance Sheet? What does all this mean? I JUST WANT TO SELL GAMES! The Witten Financial team of experts will demystify the world of financial reports to help run a better business.	R	304	1-2	TRD19154434
Erik Mona/Pierce Watters/Paizo	Paizo in 2019 and Beyond Join Paizo Publisher Erik Mona and Director of Sales Pierce Watters for a sneak peek into exciting developments for the Pathfinder & Starfinder roleplaying games in 2019 and beyond.	R	309	1-2	TRD19161200
David and Jim Tomczyk	The Psychology of Games We will be looking at the psychological components of games and game development. Concepts covered include emotional intelligence, cognitive biases, what is fun, and motivational and learning theory.	E/L	208	2-4	TRD19147563
Barak Blackburn	What's In The Box? Breaking out? Escaping? Participate in a full 45 minute experience, then breakdown the puzzles and clues with an eye on creating your own experience, and how to avoid pitfalls and 10' pits.	E/L	209	2-4	TRD19145968
Jordan Lee	Celebrate Apollo 11 50th with STEM Gaming (Gr 5-12+) Will your kids go to the Moon or to Mars first? Help them learn about risk management, cooperation, lag time planning and other STEM basics by using games. Low cost methods provided.	E	314	2-4	TRD19154715
Alex King	Remedial Role Two teachers illustrate how to start a board game club and/or a role playing club. Topics include starting from scratch, how to get free supplies, and getting kids excited about your club or camp.	E/L/R	313	2-3	TRD19146741
Scott Lindberg	Teaching Financial Literacy Through Games During this session we will give an overview of the table top game "Is That The Best You Can Do?". Then we will walk through a short sample lesson plan based on the game	E	312	2-3	TRD19147455
Brian Mayer, Jennifer Bartlett	Build, Grow, and Sustain Gaming Programs in Your Library Join GameRT board members for an in depth coverage of gaming programs for libraries. We will explore best practices, exemplars, resources and contacts for building a successful gaming program.	L	203	2-3	TRD19146435

COMPANY/PRESENTER	TITLE/DESCRIPTION	E/L/R	RM	TIME	EVENT NO.
Brad Pierce	Inclusive narrative play for school clubs Expand your gaming club with multiple interconnected narrative games that your students create and lead themselves.	R/E/L	204	2-3	TRD19149455
Andrew Peterson	Esports in Education In this panel we will discuss best practices for starting an esports club, typical concerns, event organization, and student engagement. A vast collection of research and resources will be shared.	E	205	2-3	TRD19165010
Andrew Roberts	Wargaming for Education A presentation/discussion that explores the educational benefits of wargaming, for both students and educators, and showcases historical uses of wargaming in the military, business world, and academia.	E/L	206	2-3	TRD19162555
Dustin Jolivet	Event & Tournament Hosting In this workshop, attendees will work on how to best create, organize, run, and judge gaming events and tournaments for their school club, library, or retail location.	R/E/L	301	2-4	TRD19152848
Aaron Moring-D'Angier	Using Non-Linear Storytelling to Deliver Classroom Content Use the CYOA structure of Bandersnatch to teach in your classroom. Look at various narrative webs and explore STEAM examples where story drives the learning & students make meaningful choices.	E	302	2-3	TRD19160034
Aaron Witten/Witten Financial	Finance 201 New for Gen Con 2019 -- a continuation of our core Finance 101 training seminar. This seminar will mainly focus on Cash Flow Analysis and Inventory Management, building on the Finance 101 themes.	R	304	2-3	TRD19154437
Beth Pinal	We Need Diverse Books....and Games! Games and gaming need a more diverse audience and more diverse designers. We will talk about games by minority authors / designers, attracting minority patrons to game programs.	L	308	2-4	TRD19162064
Erik Mona, Jason Buhlman/Paizo	Explore the Evolution: Pathfinder RPG (2nd edition) Join Paizo Publisher Erik Mona and Director of Game Design Jason Bulmahn to take a sneak peek at the next evolution of the Pathfinder Roleplaying Game, launching at Gen Con 2019.	R	309	2-3	TRD19161201
Jennifer Taylor	The Creation of the Heroic Adventure Kids Club H.A.K. Club, for short, is an RPG club of elementary and jr. high aged students that are sponsored by a rural Indiana library. Learn how this club began and what keeps these kids playing.	L	313	3-4	TRD19145898
Michael Barber	Using Games to teach Science Concepts to Middle and High School Students Gamification in the classroom has become a hot topic. We will present and play several games that focus directly on science concepts covered in 6th to 12th grade.	E	312	3-5	TRD19150127
Lawrence Plano	Creating a sustainable gaming meet-up at a Local Retail store We will discuss how stores can foster and promote gaming meet-ups in their spaces. Using social media, regular customers, incentive programs, demos and game libraries to help sustain over time.	R	203	3-4	TRD19148380
Tommy Rayburn	Designing Learning Experiences with the Five Pillars of Gaming We will break down games into five fundamental pillars, what they are, how they interact with each other, and how they are important not just for games but for designing good learning experiences.	E/L	204	3-4	TRD19160383

COMPANY/PRESENTER	TITLE/DESCRIPTION	E/L/R	RM	TIME	EVENT NO.
Chrisopher Harris/ Play Play Learn	Computer Programming Through Games Teaching computer programming through tabletop games is a research-backed best practice approach for both students and teachers. Come learn about great resources for starting a coding program.	E	205	3-4	TRD19156972
Allen White	Role-Playing History with Fate Mechanics We will use a Cuban Missile Crisis RPG and play with Fate mechanics for educators. Workbooks will be available for all attendees.	E/L	206	3-5	TRD19157282
Danielle Drazen	Crafting Conversation Games Come find out how to make gaming more accessible and what games you can use, modify or differentiate to get your students talking.	E/L	302	3-5	TRD19148298
Aaron Witten/ Witten Financial	The Game of Games Classic business situations and the game industry collide in this Clue-meets-Family-Feud style seminar. Case studies, in-class analysis, & expert advice... with participant prizes for top solutions.	R	304	3-4	TRD19154435
AEG	BIG FUN FROM AEG Be the first to see the new summer releases from AEG. Paint with the masters in Atelier, craft the greatest salad ever in Point Salad.	R	309	3-4	TRD19161906
Aaron Moring-D'Angier	Pandemic: Teaching STEAM Through Public Health Pandemic is a treasure trove of concepts. Explore practical applications of the board game to teach middle/ high school level life science, mathematics, public health, and more.	E	209	4-5	TRD19160033
Erica Brown	Adult Gaming Programs in the Library and the Community Learn how the Monroe County Public Library in Bloomington, Indiana worked with community businesses to create library sponsored gaming programs for adults in the library and out in the community.	L	314	4-5	TRD19157396
Samuel Ott	Reasons to Game: The Benefits of Incorporating Gaming into Library Programming Reasons to Game: The Benefits of Incorporating Gaming into Library Programming.	L	203	4-5	TRD19157561
Educational Game Masters	Gaming in Education EDU Need a place to network or share your games and education research? We got you covered. Attend this event to see what next year has in the works with Butler University and the Trade Day staffers.	E/L	301	4-5	TRD19165011
AEG	Q&A WITH AEG We want to hear from you! We want to grow our relationships and in-store experience with our retailers and customers, and we want you to help. Bring your ?'s.	R	309	4-5	TRD19161907
Tom Bumgardner	Retail Game Store Social Meetup Just for retail store owners to gather, meet and talk shop. Meet other game store owners from everywhere, talk about now, the exhibit hall, and the future.	Re-tailers Only	203	5-6	TRD19148762
Gen Con	Demo Night An evening where Game Manufacturers and Retailers demo their games for Trade Day attendees and presenters.	All Trade Day	Grand Ball-room 5	6-9	TRD19165011

Don't forget to eat your vegetables!



Point Salad is a fast and fun set collection game with over 100 ways to score! Collect veggies and point cards to score the most points and win! Coming this September!



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DEMO & NETWORKING NIGHT

The following companies have dedicated staff to help you learn how to play, and often, how to teach others the latest or most popular games from their catalogs.

GRAND BALLROOM 8 6 pm – 9 pm

- Alderac Entertainment Group
- Alley Cat Games
- Czech Games
- Dice Throne
- Flying Buffalo Games
- HABA
- Happy Baobab
- Hobby World
- Keymaster Games
- Kosmos
- North Star Games
- Pandasaurus Games
- Quined Games
- Renegade Games
- Rosen's Playful Classroom
- Roxley Games
- SFR
- Smirk and Dagger Games
- Tasty Minstrel Games
- Ultra Pro
- USAopoly

Cash bar available.



YOU'RE INVITED

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APPRECIATION NIGHT

GEN CON 2019

Join Team TCGplayer

JULY 31ST • 7:00PM - 10:30PM
JW MARRIOTT, GRAND BALLROOM 4
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Complimentary drinks, demos, hors d'oeuvres
and networking with your fellow retailers!



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What if the formation of Earth had gone differently?

In Ecos: First Continent, players are forces of nature molding the planet, but with competing visions of its grandeur. You have the chance to create a part of the world, similar but different to the one we know. Which landscapes, habitats, and species thrive will be up to you.



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