

Local Comic Shop Day® 2016 Retailer FAQ

What makes “Local Comic Shop Day® unique from other new release days?

- Local Comic Shop Day® is designed to be a new jump-start to the holiday buying season for storefront comics specialty retailers.
- Desirable and exclusive releases from publishers all first available on a date outside the usual Wednesday routine.
- Different, unique, some limited editions, others debuts for the day.
- Focused promotion of a narrower range of items promoted by retailers, publishers, and Diamond.

Why a mixture of limited edition and open-to-order items?

- This gives all stores the ability to offer something on Local Comic Shop Day®.
- Exclusive and limited edition items build consumer excitement and drive traffic to specialty shops.
- The best way to satisfy publishers, retailers, and fans is to provide a slate of items first available on Local Comic Shop Day®, some limited and some first day of release items.

Are some things being allocated? How are they being allocated?

- Many of the items will be print to order – those won’t be allocated.
- In an effort to ensure fair allocations for all, Limited Edition Items will have their own formula for allocation set by each publisher based on previous orders.

Who can participate?

- All locally owned independent retailers are invited to participate
- A Local Comic Shop is defined as a brick and mortar business that sells a substantial amount and/or percentage of comics and graphic novels. Qualifying comic specialty shops must be locally owned, not be publicly traded, and not have more than 35 storefronts.

Are there rules for when and where we can sell Local Comic Shop Day® Product?

- Yes, the rules are on the website. To participate, you must acknowledge that you have read and agree to them.
- Rules are designed to get the product into the hands of your store's customers on November 19th. (LCSD items are not to be sold prior to November 19th. Unsold LCSD stock cannot be sold online until two days after LCSD. (Monday, November 21st, 8AM EST). LCSD limited items are to be sold on the event day, so please no holding back!)
- Retailers found breaking the rules risk being banned from future Local Comic Shop Day® events for up to three years and/or you could be subject to legal action by ComicsPRO for breaking the terms of the Local Comic Shop Day® License.

Is there a cost to participate in Local Comic Shop Day™?

- Yes, Licensing fee is \$40 for single storefronts, \$65 for multi-store operations.
- The entry fee gives you an annual license to participate in Local Comic Shop Day®.

Why is ComicsPRO charging for the annual license?

- There are real costs associated with producing this event and the annual license fee helps defray some of those costs. ComicsPRO is using the money raised for production, promotion, marketing, web design and auditing, among other expenses.

Which Publishers are participating?▪

- The following Publishers have expressed interest in participating: Aftershock, Black Mask, Boom, Dark Horse, DC, Image, Marvel, Oni, Titan, Valiant.
- More publishers will be announced shortly.

What exclusive items will be available for order?

- Titles will be announced on the website and the Local Comic Book Day® Facebook page. Keep checking back and please bookmark!

<https://www.facebook.com/LocalComicShopDay>
www.localcomicshopday.com