



## ESSENTial Retailer Summit *October 19-20, 2020*

Mark your calendar for the 4<sup>th</sup> Annual ESSENTials Retailer Summit (ERS) taking place (virtually) October 19-20, 2020. This two-day virtual trade show hosted by GAMA will provide publishers and retailers the opportunity to grow their businesses by forming new relationships across the globe. With SPIEL going virtual this year, the retailer summit will also be held online with a mix of recorded and live presentations and workshops. We are very excited to offer this new chapter for the ESSENTials program.

### What does the virtual ERS look like?

The program will consist of keynotes and concurrent sessions showing off new releases, sharing sneak peeks of future titles, show specials and offering information on retailer specific programs and news. Each participating company will be provided a “virtual office/exhibit hall booth” to meet with retailers to answer questions, provide expanded comments and discuss show specials.

Day One: Monday October 19, 2020					
Welcome – Keynote Speaker #1 (12:00 – 12:50pm)					
Concurrent Track One			Concurrent Track Two		
1:00pm	Session #1	20min	1:00pm	Session #4	20min
1:20pm	Session #2	20min	1:20pm	Session #5	20min
1:40pm	Session #3	20min	1:40pm	Session #6	20min
Presenters Office Hours and Attendee Break (2:00 – 4:00pm)					
Welcome – Keynote Speaker #2 (4:00 – 4:50pm)					
Concurrent Track Three			Concurrent Track Four		
5:00pm	Session #7	20min	5:00pm	Session #10	20min
5:20pm	Session #8	20min	5:20pm	Session #11	20min
5:40pm	Session #9	20min	5:40pm	Session #12	20min
Presenters Office Hours and Attendee Break (6:00 – 8:00pm)					

Day Two: Tuesday October 20, 2020					
Welcome – Keynote Speaker #1 (12:00 – 12:50pm)					
Concurrent Track One			Concurrent Track Two		
1:00pm	Session #1	20min	1:00pm	Session #4	20min
1:20pm	Session #2	20min	1:20pm	Session #5	20min
1:40pm	Session #3	20min	1:40pm	Session #6	20min
Presenters Office Hours and Attendee Break (2:00 – 4:00pm)					
Welcome – Keynote Speaker #2 (4:00 – 4:50pm)					
Concurrent Track Three			Concurrent Track Four		
5:00pm	Session #7	20min	5:00pm	Session #10	20min
5:20pm	Session #8	20min	5:20pm	Session #11	20min
5:40pm	Session #9	20min	5:40pm	Session #12	20min
Presenters Office Hours and Attendee Break (6:00 – 8:00pm)					

## How Can You Be Involved with ERS?

The goal of ERS is to provide a platform to connect with retailers to share information on their titles, show specials, sales tips, and answer questions important to retailers. Each company will be provided speaking time on our Go to Meeting video platform to engage retailers followed by a 2-hour “office hours” block on the event Discord server. You can use this time to continue the conversation from your presentation and have more in-depth interactions with retailers attending the program. You can also post pictures, share links, offer show specials, or conduct product giveaways in your dedicated online office during the show.

*Two options to choose from:*

### **Keynote Sponsor - \$500 (only four available)**

- 50-minute speaking block to share information with retailers during session welcome. Sponsor can provide the talk live or prerecorded.
- Interactive dedicated 2-hour block of time on event Discord server for small group and one-on-one conversations with retailers.
- Company logo and website link on GAMA’s ESR page
- Full page ad, provided by sponsor, in the program book
- Company ad, provided by sponsor, in pre-event email blast to retailers
- Sponsor will receive email contact list of attending retailers for post event follow-up
- Keynote presentation will be recorded and available on GAMA’s On-Demand Education Channel retailers

### **Concurrent Session - \$175 (Twelve slots per day, companies limited to one session per day)**

- 20-minute speaking block to share information with retailers
- Interactive dedicated 2-hour block of time on event Discord server for small group and one-on-one conversations with retailers.
- Company logo and website link on GAMA’s ESR page
- 1/2-page ad, provided by sponsor, in the program book
- Concurrent sessions will be recorded and available on GAMA’s On-Demand Education Channel retailers

### **Program Timeline**

September 30, 2020 – Last Day for presenters to sign-up

October 1, 2020 - Email to Retailers – Retailer Registration Opens

October 8, 2020 - Email to Retailers – 2 keynote sponsor ads

October 9, 2020 – Deadline for ad copy for ERS program | payment deadline

October 15, 2020 - Email to Retailers – 2 keynote sponsor ads – Pdf program book published

October 19, 2020 – ESSENTIAL Retail Summit

October 20, 2020 – ESSENTIAL Retail Summit

**For more information or to register as a presenter, please contact GAMA at [john.stacy@gama.org](mailto:john.stacy@gama.org) or call our office at (614) 255-4500 x101. Thank you for your interest in GAMA’s virtual ESSENTIALS Retail Summit 2020!**