



RETAILER REGISTRATION FORM

Sheraton Chicago Hotel & Towers - Chicago, IL

April 14, 15 & 16

Dear Retailer:

Diamond is pleased to announce that we are taking our successful Retailer Summits "on the road" to Chicago with a new event starting before Chicago Comic & Entertainment Expo (C2E2). **Diamond Summit²: Focus on Retailing** will be held at Sheraton Chicago Hotel & Towers from April 14-16.

The event will kick off with an Opening Night Reception on Wednesday, April 14, with a full day of **Better Retailing Workshops** and **Presentations** planned for Thursday, April 15. The Summit will also feature **Keynote Speeches** from industry leaders at each meal time event and targeted **Supplier Focus Groups** on Thursday. Retailers who plan to stay through Friday Night, can sign up for the **Chicago Comic Shop Tour**, where we'll visit local comic book shops and gain insight into their best retailing practices.

This year's Summit begins before C2E2 at the Chicago McCormick Place Convention Center, making it as easy as possible to save money and attend two events in one place. Retailers who attend the Summit will be admitted **FREE** to the entire run of the C2E2 show Friday, April 16- Sunday, April 18.

In addition as a Summit attendee, you will be given a special Summit "coupon book" good for giveaways, raffles, sales and limited edition items from many of your favorite publishers who will be exhibiting at the C2E2 Show.

Don't miss your chance to join fellow retailers in Chicago!

Your Name: _____ Your Title: _____

Store Name: _____ Sales/CS Rep Name _____

Alliance Acct #: _____ Diamond Acct #: _____

Number of Attendees (Limit 3 per Account): _____

Name(s) of Attendees:

Do you need vegetarian meals?

Yes: number of people: _____ No

What days do you plan to attend the C2E2 show (check all that apply)?

Friday Saturday Sunday

Will you be staying at the host hotel – the Sheraton Hotel & Tower?

Yes No Undecided

Will you be attending the Opening Night Reception Wednesday, April 14?

Yes No Undecided

Will you be attending the Chicago Comic Shop Tour on Friday night, April 16?

Yes No Undecided

A registration fee of \$45.00* per attendee will be invoiced to your Diamond or Alliance account upon receipt of registration form or online registration (walk-in registration is \$75.00).

Total Cost: _____

***Cancellations:** Cancel on or before March 15th and you will receive a full registration fee credit. Cancellations made after March 15th or "no shows" will be charged at 100% of the fee.

REGISTER ONLINE at <http://summits.diamondcomics.com> or FAX this form to your Diamond Customer Service Representative at (800) 329-2878, (410) 560-3875 (US & Canada), or (410) 560-1860 (International)

or FAX to your Alliance Sales Representative at:

(410) 602-8140 (East), (260)-482-5296 (Midwest), 512) 834-0447 (Southwest), or (510) 845-6400 (West).

Please visit the Summits website <http://summits.diamondcomics.com> for more info!



Diamond
Comic Distributors, Inc.

Tentative Summit² Event Schedule

April 14, 15, & 16, 2010

Sheraton Chicago Hotel & Towers



Time	Event
Wednesday	2:00pm – 7:30pm Registration
	7:30pm – 9:00pm Opening Reception (Venue TBD)
	9:15pm – 11:30pm Kick-Ass Movie Preview (Venue TBD)

Thursday	8:00am – 6:30pm Registration
	8:00am – 6:30pm Game Demos/Retailer Lounge
	8:00am – 9:30am BREAKFAST
	<ul style="list-style-type: none"> ● Keynote Speaker: Ted Adams, IDW Publishing CEO, discusses digital comics and the changing landscape for comic retailers. ● Platinum Sponsor Presentation by WizKids/NECA
	9:45am – 10:45am Better Retailing Workshops: Session #1
	<ul style="list-style-type: none"> ● Tech Tips² with Diamond's Cheryl Sleboda ● Hey Kids, Comics! ● A Fresh Look at Free Comic Book Day
	11:05am – 12:15pm Platinum Focus Groups
	<ul style="list-style-type: none"> ● IDW Publishing, Marvel Comics & WizKids
12:30pm – 2:15pm LUNCH	
<ul style="list-style-type: none"> ● Eisner Retailer Panel Q&A ● Platinum Sponsor Presentations by BOOM! & Dark Horse Comics 	
2:30pm – 3:40pm Platinum Focus Groups	
<ul style="list-style-type: none"> ● Dark Horse Comics, DC Comics and Dynamite ● Wizards of the Coast 	
4:00pm – 4:20pm Silver Focus Groups	
4:00pm – 5:40pm Silver Focus Groups	
<ul style="list-style-type: none"> ● Avatar Press, Diamond Select Toys, VIZ Media and more TBA 	
6:30pm – 9:30pm DINNER	
<ul style="list-style-type: none"> ● Keynote Speaker-TBA ● Platinum Sponsor Presentations by DC, Dynamite, IDW & Marvel 	

Friday	8:00am – 10:00am Registration
	8:00am – 10:00am Continental Pre-C²E² Getaway Breakfast
	<ul style="list-style-type: none"> ● No speakers or presentations, just grab a bite before you board the bus to the show!
	10:00am – 1:00pm C²E² Professional Day Exhibit Hours
	<ul style="list-style-type: none"> ● Summit Coupon Book Redemption for attendees at participating publisher and vendor booths
1:00pm – 5:00pm Better Retailing Workshops: Session #2	
<ul style="list-style-type: none"> ● ComicSuite Users 'Best Practices' Roundtable ● Putting It All Together – Merchandising Tips From the Road ● Social Media: Boosting Business with Today's Online Technology 	
5:00pm – approx. 11:00pm Chicago Comic Shop Bus Tour	
<ul style="list-style-type: none"> ● Includes stops at 5 nearby shops 	