



# WELCOME BACK, NYCC FANS!

I'm Kristina, the Event Director for New York Comic Con and our resident Mother of Dragons. We are always excited to start rolling out announcements for New York Comic Con and this year even more so. The NYCC squad is hard at work bringing together the best our pop culture world has to offer and I can't wait for you to see what they're up to.

**Creating a better NYCC and making it a special experience for you is always our goal.** We're in the business of producing fun and helping you celebrate your fandom with a few thousand of your closest pals, and where we start is with your feedback on how we can improve and do better.

Since we're in the business of producing fun and making sure you're able to see and do as many things as you want, we're going to make a few pretty big changes...

- ▶ **BADGES ARE NOW FULLY REFUNDABLE AND EXCHANGEABLE THROUGH OUR APPROVED RESELLING PLATFORM, LYTE.** Our badges sell fast and we know you don't want to miss out. We also know that life happens, things come up, or maybe you've only snagged a Saturday badge and the guests or panels you'd rather see are announced for a Friday. Lyte is helping us answer that, as well as control outrageous third party reseller prices.
- ▶ **FAN VERIFICATION ACCOUNTS ARE ONLY REQUIRED FOR THOSE PURCHASING BADGES DURING OUR GENERAL ONSALE.** What this means is: Starting with our general onsale, you will be able to purchase badges for pals that don't have Fan Ver accounts. We still recommend everyone attending create one, as it provides access to our lotteries, exclusives and a few other pretty neat perks, but we're removing the requirement.
  - ▶ **NOTE: We will still require everyone to have a Fan Ver account during our presale, as our thank you to the fans who've been joining us for years.**
- ▶ **WE'RE EXPANDING OUR NYCC LOTTERY OFFERINGS THIS YEAR AND ALL OF THEM WILL ONLY BE AVAILABLE TO FOLKS WITH FAN VERIFICATION ACCOUNTS.** For the past few years, we've had reserved seating in the Main Stage available through our lottery system. This year, we're adding the Hammerstein Ballroom at the Manhattan Center and the Hulu Theater at Madison Square Garden to that system so you can better plan your show. As with the Main Stage, there will be a limited number of seats available through the lottery and the rest will be first-come, first-served, so you can still see the panel content you want to see even if you don't win. We will still only clear the Main Stage after each panel, and we'll be clearing the reserved seating section after each Hammerstein and MSG panel.

And finally:

- ▶ **4-DAY BADGES ARE BACK FOR OUR PRESALE ONLY.** The construction at our beloved Javits Center isn't over, but we don't want to wait on this - they matter to a lot of you and we get it. We've moved badge quantities around to make room for bringing them back and we're reintroducing them at a price that gives you a discount off all four days. As another thank you to the fans who've been joining us for years, these will only be available during our presale.

From my geek squad to your geek squad, thank you. Thanks for supporting our show, thanks for always pushing us to be better, and thanks for celebrating how amazing our pop culture world is with us. We can't wait to see you in 183 days.

Higher, Further, Faster,



**KRISTINA ROGERS**

*Event Director*

[Kristina@ReedPOP.com](mailto:Kristina@ReedPOP.com)