



Hello retailers and pro's!

I wanted to send you some info for our Retailer Day on Wednesday October 8, 2025, at NYCC.

You can pick up your badge at Will Call in The Crystal Palace at the entrance of 34th street, We HIGHLY recommend that you pick up your badges when Will Call is open before the show as our Will Call line can get quite long. Please bring a photo ID to pick up your badge. Your Industry Badge, such as Artist Alley, Writers Block, Pro Thursday, Pro 4-Day, Press, Content Creator, Exhibitor, Panelist and Sidekick, will get you into Retailer's Day on Wednesday October 8.

Will Call Hours:

- Tuesday, Oct 07 – 5:00 PM – 8:00 PM
- Wednesday, Oct 08 – 8:00 AM – 7:00 PM

Below you will find the schedule and information pertaining to Retailer's Day:

CGC will have an area to drop off and witness raw or signed books for encapsulation. This is only on Wednesday for Retailer's Day! Standard CGC fees will apply.

- 11:00 AM Doors
- 11:10 ComicsPro
 - **Influencing Comics: Using social media to Positively Impact In-Store Sales** Want to reach your audience, but you aren't sure who they are or where to find them? Feel like every update you post goes nowhere? Join a panel of social media influencers and marketers who are also shop owners, managers, and publishing professionals as they discuss finding an

audience, content creation, and converting your online audience into store customers.

- 11:45 Image
- 11:50 Marvel
- 12:00 Sweet
- 12:10 PSA
- 12:20 Mad Cave
- 12:30 Lab Press
 - Retailers are invited to enjoy a complimentary lunch, with freebies, giveaways, and an NYCC Retailer Exclusive ashcan. The Lab Press also introduces Artist Blvd, a dedicated signing experience created exclusively for retailers. This first-of-its-kind opportunity features artists and writers available to sign books and art prints in a setting designed specifically with retailers in mind. Confirmed participants include Caspar Wijngaard, DaNi, Brandon Auman, John J. Pearson, Dan Watters, Adam Lawson, Chris “Doc” Wyatt, N. Alessandro K., and Nihaarika Negi. Retailers may bring an item for these creators to sign.
- 12:40 VeeFriends
- 12:45 Sandstorm
- 12:50 IDW
- 1:00 Jim Lee
 - FREE SIGNING - Jim Lee will sign 2 items per retailer. DC Comics will supply a giveaway for any retailer that hasn’t brought something with them.
- 1:25 Popverse
 - **Positive Disruptors: Kickstarter & Comics** Kickstarter connects creators with community to find the fuel to bring amazing projects to life. It has invigorated a generation of creators, entrepreneurs, and business leaders, acting as a positive disruptor to break down barriers and innovate a new way to bring incredible projects into the world. Join Kickstarter CEO Everette Taylor, along with the company’s Head of Publishing Oriana Leckert and Senior Outreach Lead for Comics Sam Kusek for an intensive and engaging chat with Popverse’s Chris Arrant about how the company is working with comic creators, publishers, retailers, and fans to simplify and amplify the comics medium. Guests: Everette Taylor, Oriana Leckert, Sam Kusek, Chris Arrant
- 2:00 Dark Horse
 - FREE SIGNING - TBD
- 2:10 Prana
- 2:20 Binc
- 2:25 Bad Idea
- 2:30 Square Enix
- 2:40 Oni

- FREE SIGNING with Matt Kindt after the conclusion of their presentation.
- 3:00 Yen Press
- 3:10 First Comics
- 3:20 PRH
- 3:30 ComicsPro
 - **An Absolutely, Ultimately, Transformative Year in Comics** Whether it's the unstoppable success of some of this year's hottest book lines or the radical shifts in Direct Market distribution, we can't deny that 2025 has been a year of ups, downs, and all-arounds for the comic industry. Our panelists of retailers and industry professionals discuss what they've learned about adapting, engaging, and rebuilding the future when it's anything but predictable!
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- 4:30 Todd McFarlane
 - FREE SIGNING –Todd McFarlane will be hosting a private signing for retailers only. You may submit up to 2 books to CGC for grading at the event. Standard CGC submission fees apply however Todd will waive his signature fee This is only for CGC Encapsulating. Todd will be signing the books at a later date during the weekend.
- 5:10 Boom!
- 5:19 BCW
- 5:29 Topps
- 5:39 Tiny Onion
 - FREE SIGNING - James Tynion IV will be doing a signing after his presentation. 1 item per retailer.
- 5:50 Comic Knowledge
- 7:00 Lunar Cocktail Party
- 9:30 PM Close

And don't forget to check out the tables that will be set up all day with free swag and talk with folks from the companies below.



You're Invited to the Comic Industry Mixer presented by Comic Sketch Art - a Party for the Comics Industry!

We are throwing a party! The Comic Industry Mixer presented by Comic Sketch Art will be at NYCC the evening of **Thursday October 9**. This will be open to all Industry Badge holders such as Artist Alley, Writers Block, Pro Thursday, Pro 4-Day, Press, Content Creator, Exhibitor, Panelist and Sidekicks. This event will be open to the Comic and Publishing industry only. It will start at 8:00 PM and end at 10:00 PM. This will be held at the River Pavilion inside the Javits near the 34th street entrance, 4th floor.

- Free Drinks, Food, Swag, (While Supply's Last)
- Keynote Speeches by Industry Pro's (Starts 8:15pm)
 - **Dal Bush and Patrick Brower (owners Challenger's Comics + Conversation, Chicago)**
 - **Pornsak Pichetshote (The Good Asian, Man's Best, Infidel)**
 - **Courtney Menard (Director of Production Tiny Onion)**

The Pro-Mixer Industry Event Bar is Sponsored by IDW Publishing and Swag Bags are Sponsored by Yen Press, Event Bag Inserts Sponsored by Dark Horse

We will also have a ton more programming for all professionals, you can check that out here [NYCC PRO SCHEDULE!](#)

ICv2 Insider Talks – The New World of Comics

Thursday, October 9, 2025 5:15-7:30 p.m.

Javits – Level 4 River Pavilion

ICv2 Insider Talks are a free ticketed event for business and creative professionals and press. To request a free ticket, email Conferences@ICv2.com.

ICv2 Insider Talks Registration and Coffee Break (5:15-5:30)

Check in and pick up a beverage and snack as you greet other leaders of the comics and graphic novel industry in preparation for the beginning of programming at 5:30 p.m.

The Creator as Brand (5:30-6:00)

Todd McFarlane is one of the very few people in the history of comics who have turned their creative vision into a brand powerful enough to draw in fans across comics, toys and media for over three decades. ICv2 and Forbes columnist Rob Salkowitz will sit down with McFarlane to discuss the arc of his career, the challenges and opportunities of today's market vs. when he first emerged, and the future of creator-driven brands and businesses.

Comic Distribution in the Post-Diamond Era (6:00-6:30 p.m.)

Universal Distribution, which acquired Diamond's Alliance Game Distributors division at auction, is a comic distributor in Canada and plans to begin offering comics in the U.S. as well. Milton Griepp of ICv2 and Universal CEO Angelo Exarhakos engage in a one-on-one discussion on the comics and graphic novel market and Universal's plans for the future.

Bringing Big New Audiences to Comics: LitRPG and More (6:30-7:00 p.m.)

The LitRPG genre is the tip of the spear for the new path to physical comics for the big audiences for ebooks and the audiobooks based on them, and Vault Comics, with new majority owner ebook and audiobook publisher Aethon, is leading the way with key properties coming to print. Eisner Award-winning journalist Heidi MacDonald explores this new IP pipeline with Vault CEO Damien Wassel and Aethon President Steve Beaulieu.

ICv2 White Paper (7:00-7:30 p.m.)

ICv2 CEO Milton Griepp will present the ICv2 White Paper, with the charts and graphs that show the state of the comics and graphic novel market in all its channels as it transitions to the new world of comics.



We're extending invitations to attend the Harvey Awards ceremony on Friday, October 10 in the River Pavilion area at the Javits at 8:00 PM to a limited number of creators and publishing professionals attending NYCC—if you would like to attend and reserve a seat, please fill out this form, we will get back to you if there is space. The event includes the Harvey Award winners, Hall of Fame inductees, and an opportunity to mingle after the show with fellow professionals.

Fill out an interest form [HERE!](#)

See you at the event!

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