

Bushiroad

Guide for Retailers

President's Message



Firstly, I would like to express my most sincere gratitude for your continuous support. Since our establishment in 2007, we have been trying our best to expand our player base around the world. We are happy to share that with your help, our flagship games: Cardfight!! Vanguard, Future Card Buddyfight, and Weiss Schwarz have reached 2 million users in more than 50 countries! To strengthen our global support, we have set up overseas offices in Singapore, United States, and Germany. As we aim to be the No.1 TCG company in the world, Bushiroad will continue taking up challenges to create more exciting experiences for users while exploring new ideas. We look forward to your guidance in the future as well!

February 2016
CEO of Bushiroad Inc.
Takaaki Kidani

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Guide for Retailers

In the gaming industry, especially a highly social one like trading card games, a good player base is paramount to the business' growth. With this guide, we hope to help you grow that solid community of players. You will learn how to boost the number of players stepping into your door by organizing good events, and how to maximize the tournament experience using resources we provide! Also included are some event and promotion ideas which can help you grow your business.

Let's get started!

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Cardfight!! Vanguard players who attended the BT17 Sneak Preview Tournament at Forever After Antiques and Collectibles, Illinois

Growing the Community

For retailers, a solid player community is an essential part of the business. In our series of interviews, players repeatedly answered "Good community" when asked about aspects like in their favorite card shops. A good community can be defined as one that has a sizeable number, is friendly, and has many regular activities to keep the excitement going. To achieve that, maximize these three factors:



People

In our recent poll, friendly staff and community arose as the most important aspect of a good card shop. Players visit card shops to have a good time, so a warm environment is of utmost importance. Making sure that your players are attended to with a smile at all times and enforcing a 'no bullying' policy in the store are some of the things you can do to foster a good community.



Space

A well-managed space makes players comfortable. On top of a clean and spacious playing area, putting posters, displays, and event calendars up enhances the gaming mood. Bushiroad provides its official stores with posters and newsletters. Use them to decorate your store and get your players excited for upcoming releases and events!



Tournaments

Customers come not only to shop, but also to play. They can enjoy free-play with other customers, but they will eventually look forward to some competition to test their skills. On top of that, Organized Play allows easier integration of new players into the existing community. Word of mouth recommendations play a big role in your shop publicity, so a single well-organized tournament will go a long mile. See **Organizing Bushiroad Shop Tournaments**, p.6.

What do you think is the most important aspect of a good card shop?

1. Friendly staff and community (61.2%)
2. Holding events frequently (15.4%)
3. Extensive product lineups (13.6%)
4. Clean and comfortable space (6.5%)
5. Others (3.3%)



Poll from Cardfight!! Vanguard, Weiss Schwarz, and Future Card Buddyfight weekly columns, December 2015

We had some of our official stores share some insights on their efforts in growing their player community. We hope their sharing brings you inspiration!



Würfelkiste
Jakobstra. 57,
52064 Aachen,
Germany

"The community here is the most friendly that I ever saw. This familiar atmosphere and great cooperation between shop and players cannot be found in other trading card games."

"When visiting a card shop, players mostly check if there are steady customers and players who can assist them on getting started, or to play against each other. Also if there is a playing area to play their favorite board or card game. Products need to be up to date as well because most customers want to buy the newest products available.

Here in Würfelkiste we have our own league system for players who visit frequently to receive league points which they exchange into products or special promo prices. We also run release events, sneak previews tournaments, and holiday season events like Christmas tournaments."

Fischer Denis, owner of Würfelkiste



TCGeneration
14042 Locust St.,
Westminster,
CA 92683,
United States of America

"Customers bring in more customers through word of mouth and it keeps the community growing. Let's say, regulars will bring along their school friends to play and have a good time.

We do hold special team tournaments every end of the month which is really popular with the players here. We get about 50 players on average, and our maximum was about 24 teams which is 72 players. Players like the new format, so we are thinking of bringing another new format in the future."

Dorian Ha, owner of TCGeneration



Nekocards
Level 1, 311 Elizabeth St.,
Melbourne,
VIC 3000,
Australia

"Nekocards was initially a small store where we only had around 10 casual players. We put in publicity efforts by running learn-to-play events at conventions, getting them to sign up for our mailing list, and invite them to our regular gathering, where we provide food and drinks. Of course, we have been very active mainly on Facebook advertisement targeting a large variety of card game play and also other social media. We now have constant 25 to 35 players participating in each of our weekly tournament, and sometimes it even goes up to 40 or above."

Chuck Nguyen, store manager of Nekocards



Cardfighters at Bushiroad Spring Festival 2015 United Kingdom Regionals
IQ Games Centre, Huddersfield

Organizing Bushiroad Shop Tournaments

What is a card game tournament?

Card game tournaments—be it small, shop-level ones, such as the monthly sanctioned tournaments, to large, nation-wide ones such as the Bushiroad World Championship regional qualifiers—are essentially card game competitions involving a group of players. One tournament consists of multiple rounds of matches, and players compete against each other until a winner emerges.

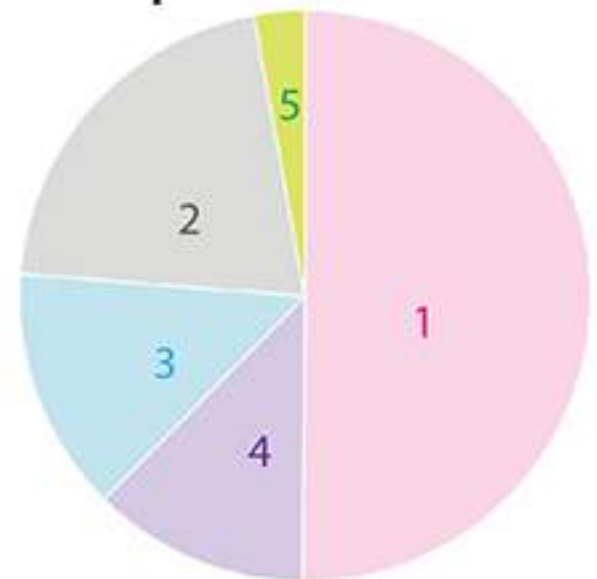


Why conduct shop tournaments?

Holding shop tournaments is an effective way to attract players and build up the community. Players look forward to tournaments the most, in our recent poll on shop events. Held regularly, it will draw a continuous stream of players and gradually lead to the formation of a community in your shop. A healthy community consequently attracts new players, so organizing good shop tournaments can have a chain effect of growing your business, and possibly open up to new opportunities.



What kind of events do you look most forward to in a card shop?



1. Tournament (52.0%)
2. Lucky Draw (20.4%)
3. Gunslinger/Store Staff Challenge (13.3%)
4. Teaching Workshop (11.9%)
5. Others (2.4%)

Poll from Cardfight!! Vanguard, Weiss Schwarz, and Future Card Buddyfight weekly columns, December 2015

Step 1: Plan Your Shop Tournament

To organize a shop tournament, you may need to consider these following points beforehand:

Location, Date and Time



Set the tournament date and time in advance, so players can plan ahead. Many shops also have a fixed day for a game's tournament, eg. Saturday for Cardfight!! Vanguard, and Sunday for Weiss Schwarz tournaments.

If the tournament area is not in your shop, the tournament location should also be indicated clearly.

Deck Regulations

Deck regulations are pre-determined rules on decks that can be used for the tournament. Bushiroad games have a few deck regulations to choose from. Clan Fight and Neo-Standard are the most common deck regulations for Cardfight!! Vanguard and Weiss Schwarz tournaments respectively. You may also consider other formats (see **Shop Event Ideas**, p.11) to excite your players. For Future Card Buddyfight tournaments, if Best of 3 format is used, you may consider allowing sideboards in the tournament.

Pre-registration and Entry Fee

If pre-registration is required, make sure that the details are conveyed to players. Bushiroad recommends free entry for shop tournaments. However, it is also a common practice to charge a small entry fee to participants. In this case, each player is usually rewarded with one or a few booster packs in return.

Tournament Format

Decide on how the champion climbs to victory. This can be determined by your target players, for example whether they like fast games with many rounds or longer games with fewer rounds. Bushiroad recommends **Single-Elimination**, **Double-Elimination**, or **Swiss** tournament formats (see p. 10). Also, you can choose **Best of 1** or **Best of 3** formats based on the time you set for the tournament. The following are the recommended time for each game with different formats:

	Cardfight!! Vanguard	Weiss Schwarz	Future Card Buddyfight
Best of 1	20min/round	30min/round	20min/round
Best of 3	50min/round	75min/round	40min/round

Door Gifts and Prizes



Official stores are entitled to one type of PR card for each monthly tournament application submitted to Bushiroad. The card can be given as a participation prize for players attending the shop tournament. On top of this, you may also throw in other participation gifts and special prizes for the winners.

Judge

Judges are required for any tournament. Most shops practice "floor judging", i.e. a judge only steps in when called by players. Not only should a judge be knowledgeable about the game, he/she need to be able to solve disputes between players. You can find out about becoming an official judge at http://bit.ly/vg_judge.

(Currently available in North America only)

Step 4: Run the Tournament

1. First of all, register all players joining the tournament. This can either be done by the tournament software or manually using tournament forms (visit <http://bushiroad.com/en/guide/> to download the tournament form sample, tournament software and software manual).
2. Brief all players about the tournament details before starting the first round. This includes tournament structure and format, deck regulations, time limit, number of rounds as well as whether there is a top 4 or top 8 cut. After coming up with the pairing for round 1, seat your players accordingly.
3. Get players to report their results to a judge after each round. Both players in each pair have to acknowledge the result recorded on the tournament form or software. At the end of each round, the forms are collected to create the next-round pairing. If using the tournament software, the next-round pairing will be automatically generated based on results in the previous rounds.
4. Winners will be determined based on their number of wins and losses. If more than one player has the same number of wins, the standings will be determined by the tiebreaker. Also, if there is a top cut, the tournament will proceed to the Top 4 or Top 8 matches after a few rounds. Kindly consult the Floor Rules (<http://bushiroad.com/en/guide/>) for more details.
5. As the tournament goes along, floor judges will mostly be asked to clarify ruling issues and settle disputes between players. Judges should always be on the alert for possible cheating cases, and may check the decks when necessary. Although tournaments have a competitive element, Bushiroad recommends a more casual and relaxed environment, so that players can enjoy the game without much stress.



Opponent MWP	Opponent Average T1
0.4433	0.6666
0.5555	0.5547
0.3333	0.6662
0.3322	0.7036
0.7777	0.3696
0.6666	0.4069
0.5544	0.5184



"These guys here at my favorite shop do a great job at keeping the interest of the people, keeping a drama-free environment, providing the friendliest service, and having great flexibility."

Eric Cheung
Weiss Schwarz Player from California



TIP #2: Educating about Tournament Etiquette.

There are certain unspoken rules and etiquette that players follow to ensure a clean, fair fight. Greeting the opponent, announcing all moves clearly and offering a handshake after every match are among some of them. You may read more about tournament etiquette at <http://bushiroad.com/en/guide/>.

Step 5: Follow Up the Event Results

After finishing your shop tournaments, there are a few things that we recommend you to do:

- ▶ Send a tournament report to Bushiroad.
* report form is available at <http://bushiroad.com/en/guide/>
- ▶ Upload event photos on shop website and social media channels.
- ▶ Celebrate the winners' victory by featuring them on a "Wall of Champions" inside the shop.



Post about the event on your Facebook Page

TIP #3: Keep cards & supplies stocked up.



Players may discover that they need certain cards to enhance their decks while playing against others. If you are well-stocked, you will not miss this sales opportunity. Players will also appreciate the sales of a wide range of single cards that are neatly cataloged for ease of access.

TIP #4: Encourage your regulars to teach new players.



If you have newcomers visiting your shop, you can introduce them to your regulars. It is advisable to make a habit of encouraging your regulars to share some of their skills, especially when the newcomer is also a beginner at the games. This will foster the welcoming environment in your community.

Useful Tournament Terms

Pairing:

Before each round, each player needs to be paired to ensure that everyone has an opponent to play against. The first round of pairing is usually random. For subsequent rounds, the pairing should be based on the number of wins, or the standing points if the number of wins are the same. If there is an odd number of players, a player will be assigned an "auto-win" for that round, known as a "bye". In each round, a player should be paired against different opponents whenever possible. If necessary, a software may be used for pairings. Bushiroad provides free tournament software available at <http://bushiroad.com/en/guide/>.

Best of 1 vs. Best of 3:

Best of 1: Players only play one match per round. That match alone determines the winner of the round.

Best of 3: Players may play up to 3 matches per round. The player who first wins 2 matches wins the round. See the table at p.7 for the recommended time per round for these two formats.

Single Elimination:

A player will be eliminated from the game after losing a round.

Double Elimination:

A player will be eliminated from the game after losing 2 rounds.

Swiss:

Swiss tournaments run continuously round after round without any elimination, unless a player opts to drop out. The winners/top players are determined based on their winning standings, which are calculated by the number of wins and losses, as well as that of their opponents. Usually, a software can easily calculate the standings.

Cut to Top 8/Top 4:

In tournaments with Cut to Top 8/Top 4, only the top 8 or 4 players based on the latest standing after a few rounds will participate in subsequent quarter/semi-final matches.

Sideboard:

An optional deck consisting of between 0 to 10 cards separate from the player's main deck to be used in Future Card Buddyfight tournaments with Best of 3 format. Between games 1-2 and 2-3 of each round, players may choose cards from their sideboard and swap them with some cards in their main deck.

Booster Draft Tournament:

A format of play whereby players have no cards to begin with. Each player will open new card packs and will build the deck from scratch before the tournament starts.

You can find out more about sideboard ruling and booster draft tournament at <http://bushiroad.com/en/guide/>.

Shop Event Ideas

Beginner Friendly

Workshop

Try organizing tutorial sessions and workshops to help new players understand the game more! Demo decks for Cardfight!! Vanguard, Future Card Buddyfight and Weiss Schwarz are available for tutorial purposes.



Demo decks for all 3 trading card games

Trial/Start Deck-only Tournament

Trial decks and start decks are handy in helping beginners to understand the game. Try organizing a trial deck/start deck only tournament to provide beginners with a more comfortable environment to play and compete.



Pre-constructed trial decks are more beginner-friendly

For the Veterans

Want to bring some excitement to your regular customers? Why not let them play the game a little different from usual?

Cardfight!! Vanguard

Majority of the official Cardfight!! Vanguard tournaments are organized under the "Clan Fight" regulations, whereby players may only use cards from the same clan, with a few exceptions. The "Extreme" format allows players to mix cards from different clans to pull off more interesting and powerful strategies. More information can be found here:

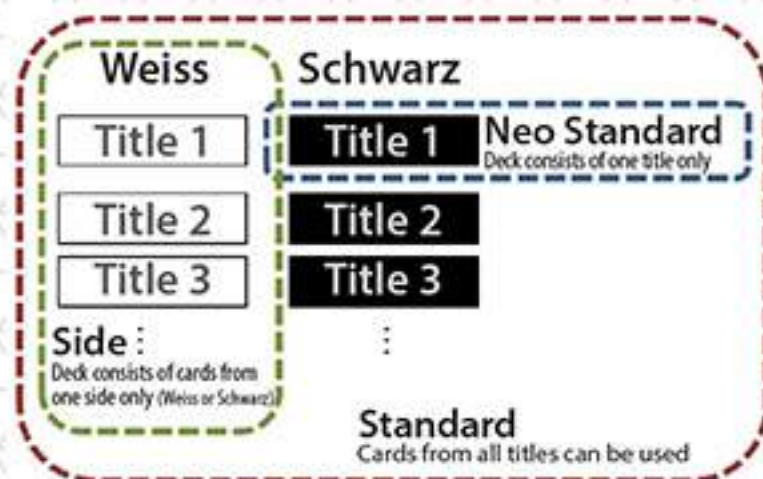
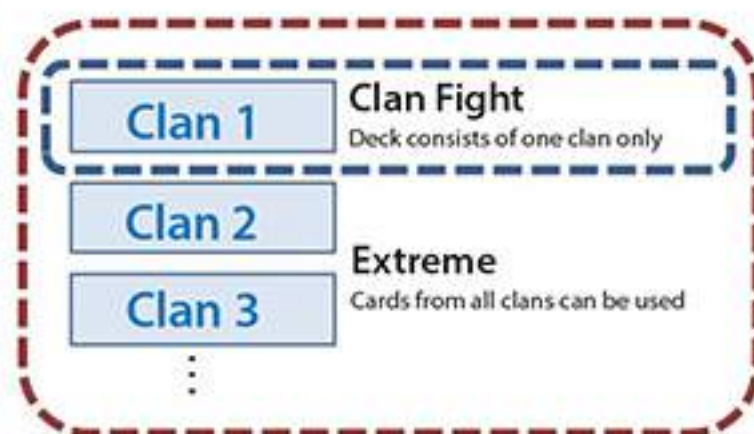
<http://cf-vanguard.com/en/howto/>

Weiss Schwarz

Official Weiss Schwarz tournaments are organized with "Neo Standard" regulations. This regulation limits players to only be able to use cards from the same series in their deck. You may try out the "Standard" tournament, whereby players are not limited to any title restrictions, or "Side" regulations, whereby players can only use cards from either the "Weiss" side or "Schwarz" side. Details regarding the deck construction regulations are available here:

<http://ws-tcg.com/en/rules/deck/>

These formats allow players to unleash their creativity and combine their favorite characters from different series in one deck!



Materials for Tournament Operation

Bushiroad provides resources that can be useful for organizing good shop tournaments. Visit <http://bushiroad.com/en/guide/> to access these materials:

Tournament Documents

Use these documents to help you manage your tournaments better!

Tournament Forms – Use this form to run your shop tournaments manually.

Shop Tournament Report Form – Register players for tournaments with this form. Keeping track of the number of players participating in your shop helps you understand your players better. Also, please do not forget to submit the report to Bushiroad.

Deck List – Keep a record of the deck lists of your tournament winners to learn what decks are winning in your shop. You may be able to use the information to plan for your product orders.

Ruling

Worried about the rulings for the trading card games? Here are the links to all you need to know about the games! You can find the following information on these web pages.

Playbook/Tutorial	Comprehensive Rules
Floor Rules	Tournament Rules
Tournament Software	Tournament Etiquette
Deck Regulations	Q&A

Cardfight!! Vanguard
<http://cf-vanguard.com/en/howto/>

Future Card Buddyfight
<http://fc-buddyfight.com/en/rules/>

Weiss Schwarz
<http://ws-tcg.com/en/rules/>



Starter's Guide and Playbook
for Cardfight!! Vanguard

Video Materials

Watching the animation can give you a better understanding of the games too! Visit the following links for the latest episode of the animation and original video contents created by us!

Cardfight!! Vanguard
<http://www.youtube.com/CARDFIGHTVanguard>
<http://www.daisuki.net/anime/detail/CardfightVanguardGGIRSCrisis>
<http://www.crunchyroll.com/cardfight-vanguard-g>

Future Card Buddyfight
<http://www.youtube.com/fcBuddyfight>
<http://www.hulu.com/future-card-buddyfight>
<http://www.crunchyroll.com/future-card-buddyfight>

You Tube

DAISUKI.net

hulu

crunchyroll

Bushiroad Campaigns

On top of our monthly tournament support, Bushiroad also holds exclusive campaigns that can encourage players to attend your shop tournaments. Make sure that you are an officially registered tournament shop to be a part of our campaigns!



PR Coupon Campaign

For stores worldwide
 Period: a few months leading up to the Bushiroad Spring Fest
 URL: <http://bit.ly/bsf2016#coupon>

Bushiroad releases special PR Coupons to be given out to players attending shop tournaments in the months leading up to the Bushiroad Spring Fest. These PR Coupons are exchangeable for special PR cards at the tournament venues.



Vanguard Fighter's Club

For stores in Singapore
 Period: May – September 2015
 URL: <http://cf-vanguard.com/en/event/vg-fighters-club/>

Series of free tournaments, workshops, and lucky draw events promoting the English Edition Cardfight!! Vanguard organized by Bushiroad in partnership with participating stores.



Legion Campaign

For stores worldwide
 Period: November 21, 2014 – February 28, 2015
 URL: http://cf-vanguard.com/en/event/legion_campaign/

Bushiroad released "Legion Revival" PR cards for players using Legion pair cards in their decks during shop tournaments. Special Legion packs were also given to players who purchased 5 packs/decks at official stores.



Weiss Schwarz Summer Campaign

For stores worldwide
 Period: May – August 2015

Bushiroad released limited edition deck cases to be given to players attending shop tournaments in summer 2015. Stores were provided different deck case designs for each month!



Store Appreciation Campaign:

Promo Care Package
 For stores worldwide
 Period: June 2014

To show our appreciation, Bushiroad prepared and shipped over 900 promotional care packages to each official registered tournament shop. These care packages included rubber playmats, deck cases, and other promotional items.

Bushiroad Major Tournaments and Projects

Bushiroad also holds major tournaments worldwide and projects which can boost the gaming hype in your community.

Bushiroad Spring Fest & Bushiroad World Championship



Bushiroad Spring Fest and Bushiroad World Championship are yearly tournaments with qualifiers held in more than 15 countries across the globe. Winners advance to the Continental Championships and eventually Finals in Japan for the World Championship. Ride the excitement in the months leading to the tournaments while your players are eager to brush up their gaming skills! Try organizing special shop events such as workshops, staff challenges, or rare card lucky draws for your excited players!



"Attending shop tournaments frequently can prepare players for big events like the World Championship. We get better from experience, after all. It will be great if shops can provide extra incentive for players to grow their skills."

Austin Somers,
Bushiroad World Championship 2015
Future Card Buddyfight World Champion



Cardfight!! Online

Cardfight!! Online is Bushiroad's highly anticipated online digital card game. Get new players to experience the world of Cardfight!! Vanguard with this free-to-play online game! Check it out at <http://cardfight-online.com>.

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"Playing against my friends in the card shop have helped me build my skills. Without them, I don't think I can get far in the competition."

Rafli Attar Ricco,
Bushiroad World Championship 2015
Cardfight!! Vanguard World Champion



Judge Program

Bushiroad introduced its Official Judge Program to ensure accurate, precise rulings and hospitable services are delivered during tournaments. For your special events, inviting official judges can bring the tournament experience to the next level! Visit http://bit.ly/vg_judge for more details.

*Bushiroad Judge Program currently extends to Cardfight!! Vanguard and is available in North America only

Shop Promotion Ideas

Ever wondered what you can do to bring in more players to your shop? Here are a few ideas you can refer to! You can modify these ideas however you like and use them in ways that suit your shop best.

Create a Rewards System for your Players

A rewards system helps to increase the number of regular players your shop has. Not only is it engaging due to the perks and activities, it encourages loyalty in the players as well. Take for instance, Nekocards—a card game retailer in Australia—has a rewards system known as the “NekoQuest”. Players take on roles that require a certain corresponding action in order to earn stamps and redeem prizes. For example, “Scouts” are people who bring in new players, and for each new player that signs up for Nekocards’ mailing list, the “Scout” earns one stamp. Once you have amassed sufficient stamps, you can exchange them for prizes such as card sleeves, playmats and even store vouchers!

Reward systems like this assist in attracting new players to your shop. Furthermore, existing players are provided incentives to keep up engagement with the shop, which can serve to create a stronger bond between players and shop.



Samples of “NekoQuest” Guild Cards to record the player’s achievements created by Nekocards, a card game retailer in Australia

Work on Eye-Catching Displays!

A little visual merchandising can go a long way in driving impulse sales, and it need not be as expensive as you would think. Having a small area dedicated to your newest product releases or products you wish to promote, can be helpful in increasing sales! For example, you could stack up display boxes in interesting ways or lay out the contents of the product as a sample. Even a simple signage can work wonders! Curiosity is what you are aiming to pique, for players who are not as informed. As for players who are already interested in the product, it is an affirmation that their choice of purchase is something that the shop recommends.

If you have a little more budget on your hands, feel free to acquire different props to elevate your displays. However, do look out for versatile props that you can use in multiple ways to maximize utility.



Create a special area in the shop to display products you want to promote

★ Tip: Encourage your players to take pictures and share them on their social media for additional promotion!

Be original, be bold and most of all, have fun playing around with your store displays!

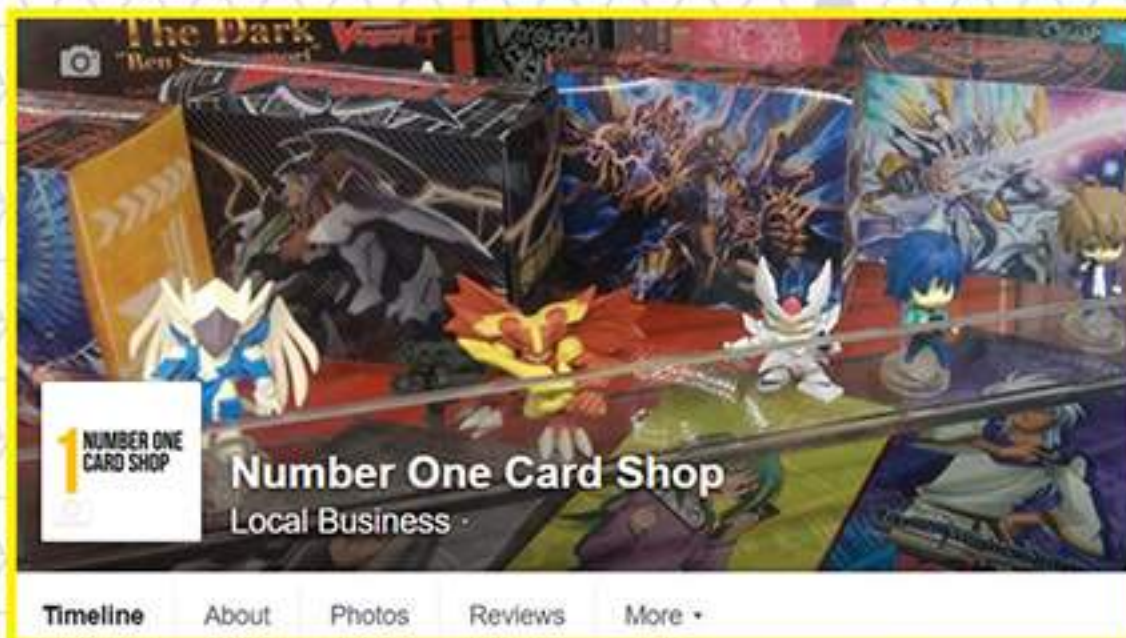
Growing Your Online Presence

Bushiroad also holds major tournaments worldwide and projects which can boost the gaming hype in your community.

To allow your business to gain more reach, social media should be a part of your toolkit.

Why use social media?

1. It's generally free with paid options you can utilize to further promote your shop.
2. Reach a wide pool of customers.
3. You can easily inform your customers of any update.
4. You can respond to queries and problems immediately.



How to create a Facebook page for your business?

Step 1: Go to <https://facebook.com/pages/create>

Step 2: Select the "Local Business or Place" option and the category most suited for your business and enter the required information

Step 3: Click "Get Started" and follow the on-screen instructions

▶ On-screen instructions will prompt you to provide details you want your fans to know about!

Step 4: Give a brief description of your business and choose a profile picture for your page. Don't forget to pick a unique Facebook web address to make your page more recognizable (e.g. <https://www.facebook.com/Numberonecardshop>)

Step 5: Start posting!



"Card shops should make sure to do a lot of promotions and get the word out. As simple as a Facebook page to promote their product releases will do."

Joseph Reyes,
Future Card Buddyfight
player from Melbourne



New releases announcement



Important notice, e.g. shop holiday period



Shop event announcements



"The essentials of a good card shop would consist of good and consistent advertisements."

David Tran,
Cardfight!! Vanguard
player from California

Things to Note

★ The need for regular updates

A constant stream of updates is necessary to keep your Facebook page active. If it is regularly updated, players will look to your page as the source of your most updated information.

If once a day is too tedious for you, find a frequency that you are comfortable with and work with it.

★ Pictures usually garner more engagement

Images are generally better at capturing interest. It supplements the content you would like to share and creates context that the reader can relate to.

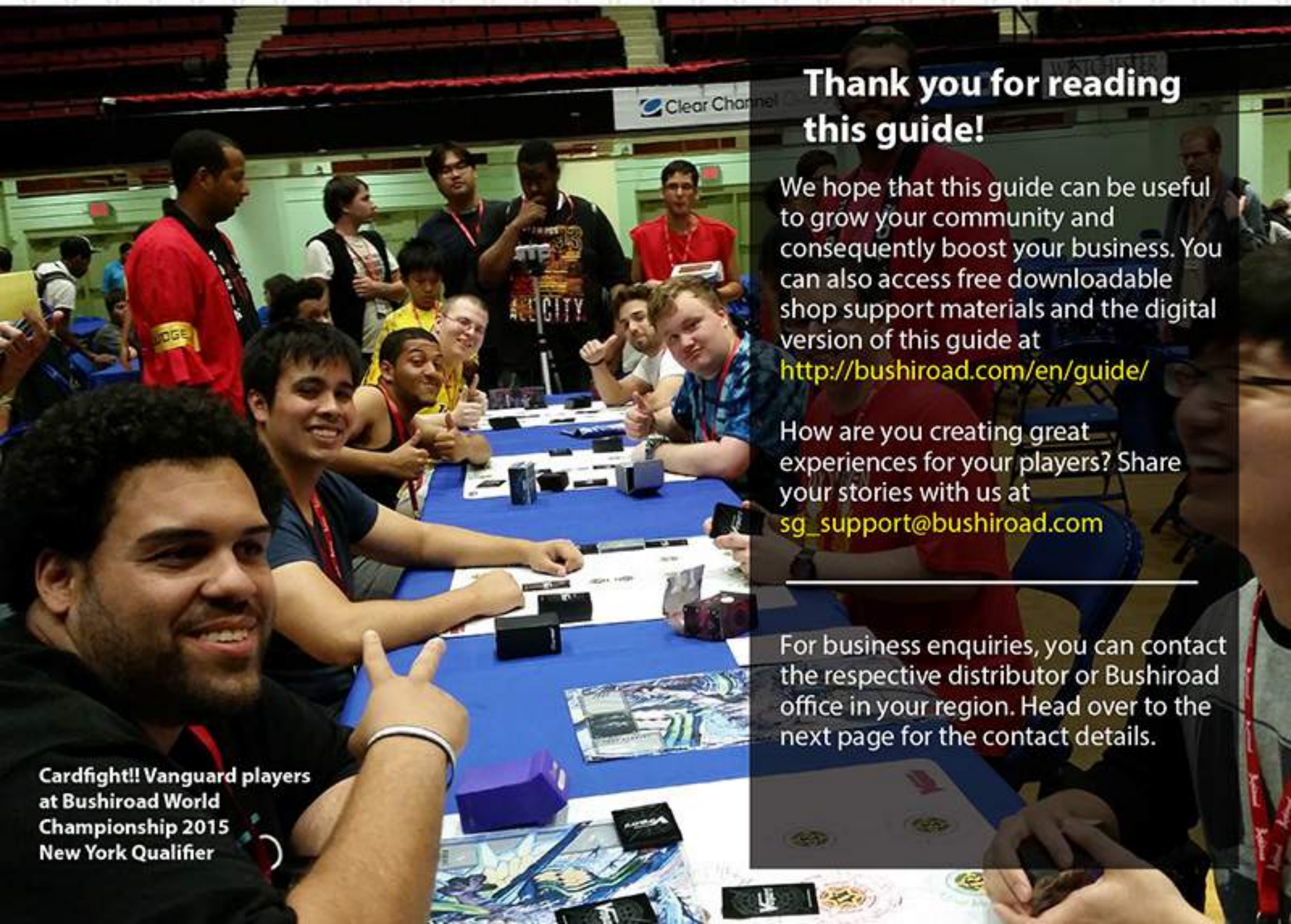
For example, instead of merely stating your new product releases, try to take a picture of your product in an attractive manner. Conversely, you can also make use of the official product images for promotion purposes.

★ Include your shop address for easy reference

The main aim of the Facebook page is to boost your business. However this will only be possible if players are able to visit your shop. Thus, it is an often overlooked but crucial detail to always provide your shop address so that players can easily make their way to your shop!

★ Prompt responses to feedback and queries are always good

When you respond to a player's feedback and queries appropriately, there is a higher chance of the player having a positive impression on your shop. By clearing their doubts, a player's purchase decision can be made more easily. On the other hand, responses to feedback gives a more personal touch and ensures that you can deal with negative reactions swiftly.



Thank you for reading this guide!

We hope that this guide can be useful to grow your community and consequently boost your business. You can also access free downloadable shop support materials and the digital version of this guide at

<http://bushiroad.com/en/guide/>

How are you creating great experiences for your players? Share your stories with us at sg_support@bushiroad.com

For business enquiries, you can contact the respective distributor or Bushiroad office in your region. Head over to the next page for the contact details.

Distributor Information & Business Enquiries

North America / Latin America

USA

All Sports Marketing Inc.
generalsales@allsportsmarketing.net
<http://allsportsmarketing.net/>
T: +1 (866) 249-4323

916 First St.,
Batavia,
IL 60510

**Peachstate Hobby
Distribution LLC**
info@phdgames.com
<http://phdgames.com/>
T: +1 (877) 743-4263

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FL 32750

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<http://globalenterprises.net/>
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Hauppauge,
NY 11788

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info@southernhobby.com
<http://southernhobby.com/>
T: +1 (800) 474-2804

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oliver@universaldist.com
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