2018 GME Conference & Expo
Vendor Summary
2018 GME Conference Summary

Each year we welcome our GameStop & Think Geek Store and Field Leaders to our annual GME Conference. This is a once a year opportunity for our GME employees to get hands on training directly from you, our vendors. But more than ever, this year was also about re-connecting with and re-energizing our GME employees.

In our first Indy event, we welcomed over 4,400 GameStop employees to Conference, 4,250 of which were field and store leaders. These 4,250 individuals are the core of our business. With the changes GME has experienced over the past 12 months, our GameStop Executive Leadership Team came to conference with one agenda: transparency, honesty and a focus on re-connecting with our GME employees.

The survey results speak for themselves. Our GME employees were excited to hear the new perspective from our executive team, ready to re-energize their store teams, and eager to get out there and crush Q4! The survey results also revealed a huge Expo success for our vendors! Many Store and Field Leaders were re-invigorated by what they called “The best Expo yet!”

Another main focus at Conference this year was your return on experience. We wanted to hear from you, one on one, after Expo to talk about what you love about GME Conference, what you would like to see done differently, and brainstorm new ideas, so we invited you all to a Vendor Post Mortem on Wednesday morning in Indy. A huge THANK YOU to all of the vendors who were able to attend. We appreciate all of the input you gave us and the opportunity to brainstorm new ideas to help transform our event. We’ll be sharing some of this feedback in the pages to come.

We’d like to thank the 138 vendors who participated in our 2018 GME Conference. Your support of GameStop, our store leaders, and our field leaders is unparalleled. We’re looking forward to seeing you all next year for the 2019 GME Conference is Nashville, Tennessee and hopefully bringing some new flavor to the show!
There’s an App for That!

GameStop creates a user friendly app for attendees to use during Conference to help navigate the week! The app includes sponsored banner opportunities, the booth descriptions we are always asking you for, maps, push notifications, games, and so much more! Check out some of the user metrics on our GME Conference app this year!

- 3,850 Store and Field leaders logged into the app
- The app was open 171,000 minutes
- 26,600 individual user contributions
- Banner impressions for sponsored banners were over 1 million impressions
- Session & Expo booth descriptions were viewed more than 57,000 times
- Sponsored banners were clicked through more than 1,720 times
- Total number of attendee messages and social shares was over 26,000
- Top Sponsored banner impressions were:
  - Sony Spiderman
  - Smash Ultimate
  - Xbox Splashscreen

Images of the app interface showing various features and sponsored banner impressions.
We did something new this year with our app! We enabled attendees to post photos within the app and then share them across other social media platforms. This allowed us to capture almost all our attendee posts. And they posted A LOT! Here's some highlights! Attached in the email from me, you'll find all the social posts!
GameStop Conference and Expo Vendor Awards!

You’ve heard us say it a thousand times, but it’s true. Our vendors bring the sparkle to Conference! Your dedication to bringing the best creates an incredible atmosphere of excitement and awe for our Store Leaders! Congratulations to all our vendors on another successful Conference!

**General Session**
- **Best Overall:** Sony PlayStation

**Training Rooms**
- **Best Single:** Bethesda
- **Best Double:** Nintendo

**Best General Session**
1. Sony PlayStation
2. Nintendo
3. Activision

**Best Single Training Room**
1. Bethesda
2. Bandai Namco
3. Plantronics

**Best Double Training Room**
1. Nintendo
2. Microsoft Xbox

**Expo Best in Show**

**Gaming/Accessory: Large Booth:** Sony PlayStation
**Gaming/Accessory: Small Booth:** HyperX
**Collectibles: Large Booth:** Funko
**Small Apparel/ Homegoods Booth:** FiGPiN!
**Small Toys/Boardgame Booth:** Bandai America

**Best Large Gaming/Accessory Booth**
1. Sony PlayStation
2. Nintendo
3. Bethesda

**Best Small Gaming/Accessory Booth**
1. HyperX
2. Scuf Gaming
3. KontrolFreek

**Best Large Collectibles Booth**
1. Funko
2. McFarlane Toys
3. Diamond Comic Distributors

**Best Small Apparel/Homegoods Booth**
1. FiGPiN!
2. BioWorld Merchandising
3. Just Funky

**Best Small Toys/Boardgame Booth**
1. Bandai America
2. NECA
3. Cryptozoic Entertainment
Again, we’d like to extend a HUGE THANK YOU to the vendors who came to our first ever on-site vendor post mortem the Wednesday after Expo. We loved having the chance to brainstorm with you, chat about new possibilities and get your thoughts on some possible schedule changes. Your insights will help shape the future of our show!

For those of you who were unable to attend due to scheduling conflicts, we hope to have you join us next year for the on-site vendor post mortem. But until then, here’s a recap from this year’s vendor post mortem!

What you love about the show:

• “This is one of the few moments throughout the year where we can interact face to face with the gaming industry and get brutally honest feedback.”

• “Tuesday Expo is really rewarding, it allows for more feedback after the conclusion of VTRs”

• “Pop up booth was very good this year, and just as engaging as the big booth”

• “The flow of Expo felt really good this year”

• “Timing of the expo is very good to help during the holiday season”

• Board game booth set up within the food & beverage was great

• We get the feedback we want from attendees face to face and GS makes feedback from SLs available to us throughout the year, so we don’t see the need for attendee tracking or RFID scanning

Brainstorming Ideas for Future Shows:

• Timing of GME Conference is hard due to GamesCon & Pax. Maybe consider pushing it to the week after Labor Day

• Streaming is becoming bigger and bigger. What can we do here around e-sports, tournaments, etc. Can GameStop partner with us to create these events at Conference (the answer to this is YES, by the way...just ask WB Games!)

• Think about a main-stage for Expo giveaways, celeb signing, etc.

• For future years in Indy, can GameStop re-configure the space to allow for more space in Vendor Training Rooms

• Pop Up booths were loved by vendors, but maybe offer pegs for the booth

• Vendors want more time on the Expo floor and suggested they would like a day long Expo with split shifts to capture more one on one time with store leaders

• Collectibles vendors would like our collectibles Executives and Merch team to have a dedicated pre-Expo walk through time at their booths for more visibility

• Vendors would like to see us bring back the mass giveaways

• Can we engage attendees more through app surveys when they click on each booth

• Vendor Pup crawl idea GameStop pitched...very interesting. Vendors want more details around this and the flow
All about Expo!

- “Like every year the Expo was amazing.”
- “Great Expo. Vendors & Food were great!”
- “Loved Expo. Hope to get in early next year!”
- “I love getting to see what products we carry or will be carrying in our store.”
- “McFarlane Toys rocks!! Super friendly vendors with lots of information! Also the piggy stand guy is amazing and I can’t wait to get the new products in my store!!”
- “Loved the board game and toy company inclusion. Walking and talking to those vendors were genuinely great.”
- “It was super exciting to be able to go around and play these games early and be able to get hands on with all the new equipment coming out.”
- “Lots of fun, just wish we had more time to see everything!”
- “I always enjoy the opportunity to talk to the artists, developers, and those who work with major companies!”
- “Always fun. Our own private mini E3. Best part of Conference. The best part is getting hands on the games to help sell to guests.”
- “Awesome stuff. Thank you guys so much.”
- “Had an awesome time!! Loved the games I was able to play and everyone I talked to at the booths were very friendly and informative.”
- “Expo was great. I just wish it were longer. Not enough time to do everything I want.”
- “I count this as my PAX East!”
- “Expo was great the spacing and the amount of things to do this year felt great we had a way to play games without waiting 30 minutes for each thing. It just felt well rounded!”

Q22 Do you feel the vendor information provided during the Expo, VTRs and General Sessions will help you drive sales for their products during Q4?

Answered: 2,216   Skipped: 335
Save the Date: 2019 GME Conference

August 25 - 29
Nashville Music City Center

Music City here we come! And we’re ready for a honky tonkin’, deep south barbequin’, hot chicken eatin’, Tennessee whiskey good time. So get ready to turn up the amp and rock out with us at our 2019 GME Conference.

See you in Nashville!