



PLAY! POKÉMON™



WHY JOIN PLAY! POKÉMON?

MORE CUSTOMERS

- Players promote your store and bring their friends!
- Younger players bring their parents to create a fun environment for all ages!

MORE REVENUE

- The typical player spends 40 times more than other customers!
- Stores that host Play! Pokémon events earn thousands more compared to other stores!

MORE RETAIL BENEFITS

- Qualifying for Prerelease events gives you the first opportunity to sell new expansions before the street date!
- You can establish your store as a local Pokémon gaming destination!

HOW DO YOU START?

1. Create a free Pokémon Trainer Club account at Pokemon.com.
2. Apply to become a Professor and prove your Pokémon TCG rules knowledge. (Be sure to select the “Organizer” certification.)
3. Sign up your location to become a League venue, and run your League weekly!
4. Update your League calendar and qualify for a Prerelease!
5. Maintain eligibility by reporting attendance and ordering free materials each month.

Need more information? Visit

Pokemon.com/Organizers Or Pokemon.com/OrganizerHelp

Get approved as a new League store and get a Play! Pokémon welcome kit!

Use code **PLAY2019** when you
sign up to receive the kit.

HAVE QUESTIONS? EMAIL US AT PLAYPOKEMON@POKEMON.COM