



The Future of Comics and Graphic Novels At the ICv2 Comics & Digital Conference

With New York Comic Con

Thursday Afternoon, October 7, 2010 at the Javits Center

Norwalk, CT, August 31, 2010: ICv2 has announced the ICv2 Comics & Digital Conference at New York Comic Con, a half-day event where industry executives and thought leaders will discuss the impact of the rapidly growing digital channel on the comics and graphic novel medium.

"This year, it seemed critical to offer an event to look at the fastest-growing part of the comics and graphic novel business—digital—to examine where it is, where it's going, and what it's going to do to print," ICv2 President Milton Griepp said. "Everyone in the industry, from creators to publishers to retailers and librarians, has an interest in this topic."

The Conference, to be held at the Javits Center on Thursday, October 7th, on the eve of New York Comic Con, will kick off with a preview of the 2010 ICv2 White Paper, looking at the comics and graphic novel business so far this year, including digital sales.

"Digital Comics and Graphic Novels" will bring together a panel of digital comic and graphic novel companies to discuss the present and future of digital comics and graphic novels.

In "Print vs. Digital—War, Co-existence, or Collaboration," publishers, retailers, and others talk about how the digital revolution will impact print sales.

A fourth session will be announced soon.

Speakers will include the CEOs of all four major digital comic companies (Comixology, Graphic.ly, iVerse, and Panelfly), comic and graphic novel publishers, retailers, and more.

Affordable ticket prices give the Conference a high return on investment.

Transcontinental Printing returns as the event sponsor of the ICv2 Conference, joined by Publisher's Weekly and Heidi MacDonald's Beat.

Transcontinental, in addition to sponsoring the event, will host its signature Transcontinental Printing Cocktail Party at 5 p.m., a time when attendees, speakers, and panelists can meet, mingle, network, and talk about the events of the day.

For More Information

For more information about the conference, or to contact us to inquire about speaking or sponsorship opportunities, <u>click here</u>, or e-mail <u>Mgriepp@ICv2.com</u>. For general information about New York Comic Con, please contact Roger Bilheimer at <u>bilheim@aol.com</u>.

For more information on registration, go to the New York Comic Con Website by clicking here.

ICv2

ICv2 is the industry's source on the business of comics and graphic novels, also covering manga and anime, movie/TV products (including cool DVDs, figures, and more), and hobby games (collectible, cool board, minis, RPGs) daily on its Website, ICv2.com, and in its magazine, Internal Correspondence. For the people on the front lines of the pop culture business, staying ahead of the trends isn't something that can be left to chance—it's a basic necessity for being successful. That's why ICv2 is the #1 source of news and information for the buyers, gatekeepers, and tastemakers on the front lines. ICv2 is where trend-watching has become a science.

Conference Sponsor: Transcontinental Printing

Transcontinental provides printing, publishing and marketing services that deliver exceptional value to its clients and provide a unique, integrated platform for them to reach and retain their target audiences. Transcontinental is the largest printer in Canada and in Mexico, and fourth-largest in North America. Its Marketing Communications Sector provides advertising services and marketing products using new communications platforms supported by database analytics, premedia, e-flyers, email marketing, and custom communications. Transcontinental is a company that seeks growth with a culture of continuous improvement and financial discipline, whose values, including respect, innovation and integrity, are central to its operation. For more information about the Corporation, please visit www.transcontinental.com.

Conference Sponsor: Publisher's Weekly

Publishers Weekly is the leading publication serving all segments involved in the creation, production, marketing and sale of the written word in book, audio, video and electronic formats. It is the prime source of comprehensive news and provides unique industry data including an annotated bestseller list, hot deals and retail news. A 134-year old magazine -- with over 100,000 dedicated readers --PW is recognized as the leading publication for international and U.S. book publishing needs. PW's Website, PublishersWeekly.com is packed with great information from the hottest industry news to book reviews to the popular e-newsletters and much more.

Conference Sponsor: Heidi MacDonald's The Beat

<u>The Beat</u>, now in its sixth year, is dedicated to providing the timeliest and most pertinent news and information about comics, the people who make them, the readers who love them and the world that shapes them. Heidi MacDonald is an award-winning writer and editor and a veteran entertainment industry journalist. As an editor she has worked for Disney, Warner Bros., and Fox, among many others.

New York Comic Con

New York Comic Con is the East Coast's biggest and most exciting pop culture convention! With over 77,000 attendees and hundreds of exhibitors, our show floor plays host to the latest and greatest in comics, graphic novels, anime, manga, video games, toys, movies, and television. Our panels and autograph sessions give fans a chance to interact with their favorite stars and creators. Our screening rooms feature sneak peeks at the newest films and television shows months before they hit either big or small screens. And with dedicated professional hours, New York Comic Con is a market place, bringing together the major players in the entertainment industry.

.