

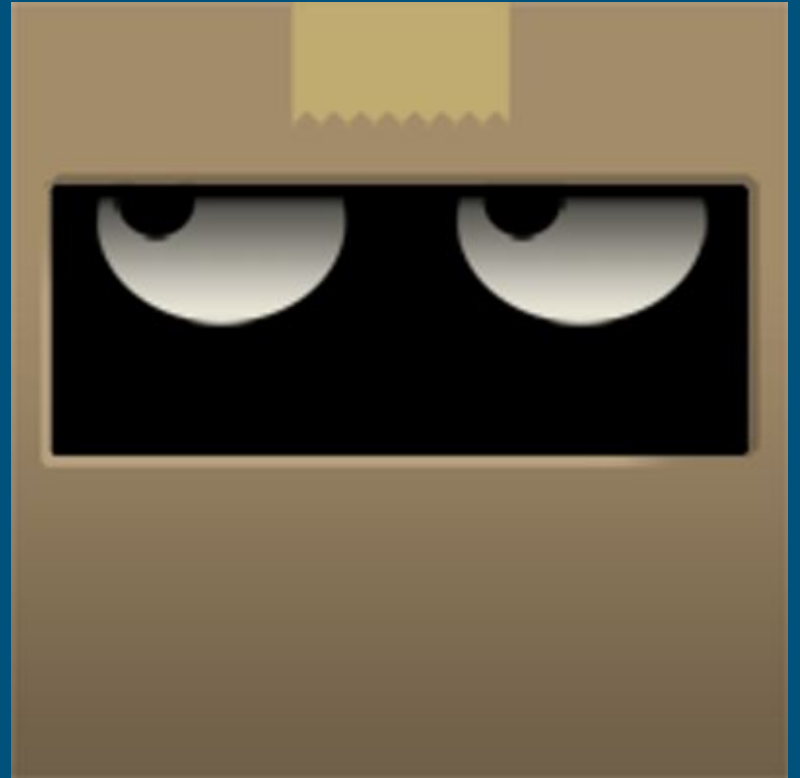


Promoting your game...

...while keeping your sanity



HI! I'm Nicole Amato of Cardboard Fortress Games!



FULL DISCLOSURE

1. This is primarily about tabletop games, but I tried to include events that cater to both digital and analog games
2. I have a partner so I wasn't doing all of this alone
3. I have a full-time job, so the early costs associated with events were all paid for by that and not by game design
4. I'm an extrovert, which we'll talk about at the end!


Lil background

- Started in video games about 11 years ago
- Made a tabletop game during a PGM game jam 6 years ago and won the jam
- Had no idea what to do from there! So:
 - Finished/polished the game
 - Promoted
 - Marketed
 - Networked
 - Kickstarted
 - Got published!

Events to promote at


There are a FUCK TON of events.

How much is a fuck ton

[forgiveusmen](#) 1 month ago 52 

A fuck ton is 10 shitloads, or 8 metric shitloads.

A metric fuck ton is two metric shitloads

[monkeynamedjack](#) in reply to [forgiveusmen](#) 1 month ago in playlist [Prototype 2 \(X360/PS3/PC\)](#) 22 

Events for both digital and analog games

- Boston FIG
- MAGFest
- PixelPOP
- Indiecade
- PAX Showcases
- Indie MEGABOOTH (my personal favorite)

Tabletop-exclusive

- GenCon
- Origins
- Unpub (& Unpub Minis)
- Metatopia (& other Double Exposure events)
- BGG/Tabletop Network
- Protospiel

Promotion!

- Cater to your specific needs
- Don't be afraid to ask for advice or help (but remember to pay it forward!)
- Start a mailing list
- Use your networks!

Networking

- Difficult but necessary!
- Be authentic
- Community is small - networking is valuable!

On being an
extrovert...

Questions?



JK

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