



# LIGHTSEEKERS

POWERED BY  
**PLAY**  
FUSION



# WELCOME TO LIGHTSEEKERS!

This document outlines the best way to get started with Lightseekers and build a strong, vibrant community at your store.

These are the building blocks for a successful Lightseekers launch.

We want to know more about your store, your players, and what we can do to make your Lightseekers experience easy and positive.



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# STEPS FOR SUCCESS

- 01:** Add your store to the [Store Locator](#). This lets players in your area know that you are part of the Lightseekers team.
- 02:** Set up your [Admin account](#) which will allow you to update all of your important store info as needed, such as adding events.
- 03:** Join the retailer group on [Facebook](#) to discuss how other people are handling Lightseekers in their stores.
- 04:** Make sure you have enough Lightseekers product at your store (including cards, OP Kits, and accessories) so you can continue to grow your player base.

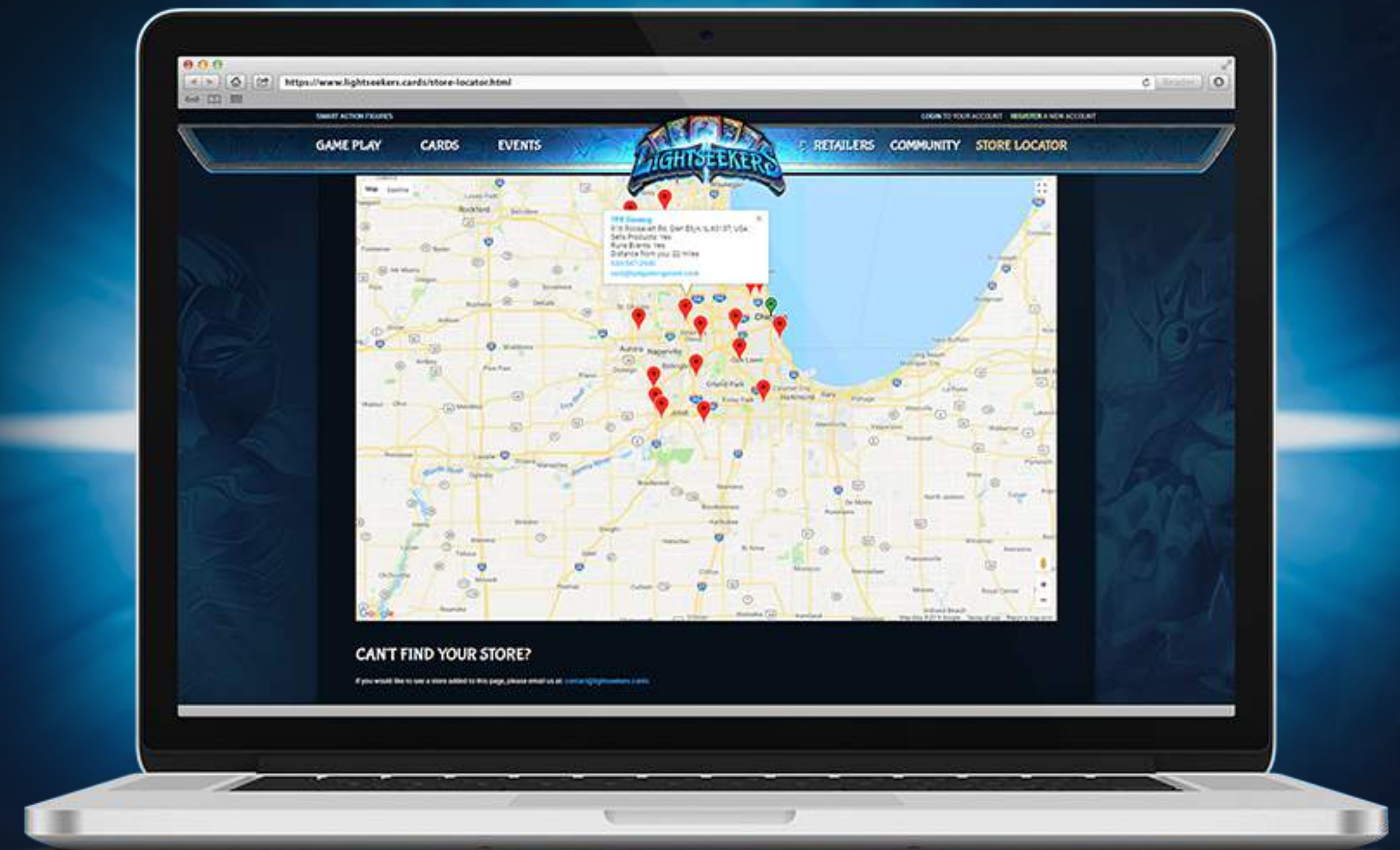
- 05:** Start listing and running your events on the [Event Calendar](#).
- 06:** Have an enthusiastic player from your store become a [Visionary](#) who can build excitement for the game and teach other players how to play Lightseekers.





# GET LISTED ON THE STORE LOCATOR

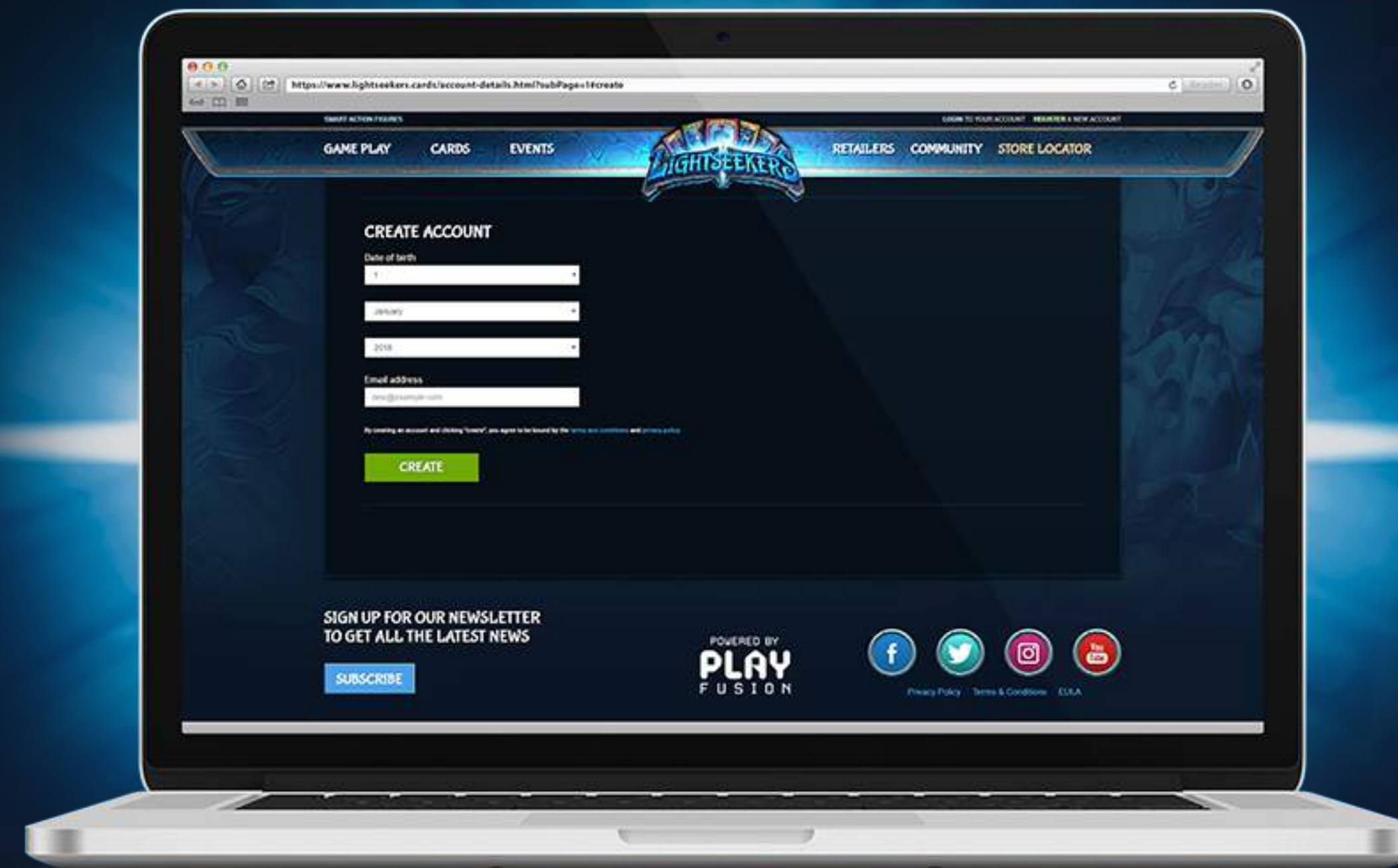
- 01:** The first step is to add your store to the **Store Locator**. This informs players that you carry Lightseekers and will drive traffic to your store.
- 02:** If you carry Lightseekers products and are not listed on the Store Locator, email [lightseekers@playfusion.com](mailto:lightseekers@playfusion.com) and we'll add you within 24 hours.
- 03:** Stores can list if they sell products, host events, or have upcoming events.





# CREATE AN ADMIN ACCOUNT

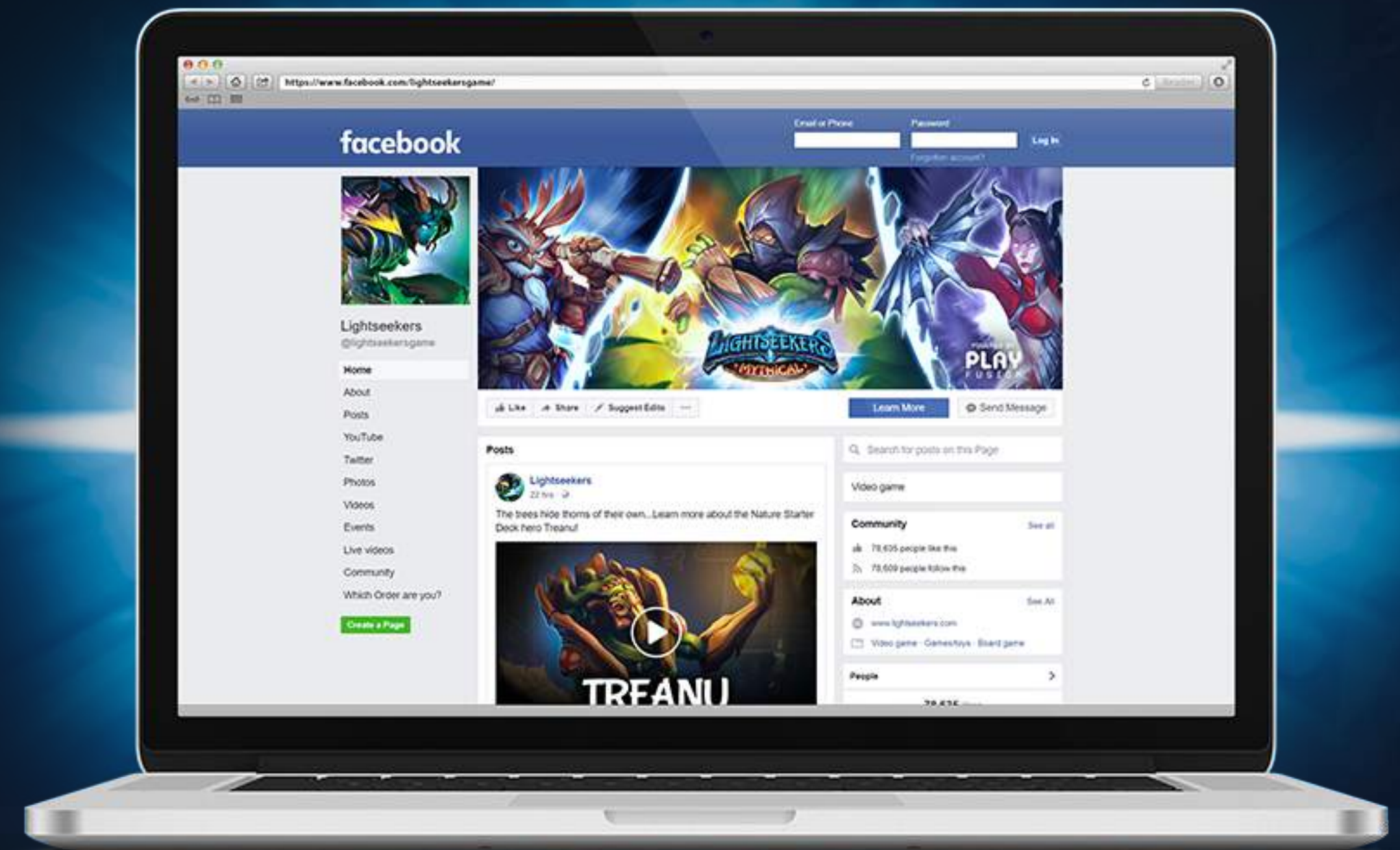
- 01:** Register an email address on the [Lightseekers.cards](https://www.lightseekers.cards) website
- 02:** Email [lightseekers@playfusion.com](mailto:lightseekers@playfusion.com) with the email you used to register, requesting admin access
- 03:** Once granted admin access, you'll be able to update your store's page on [Lightseekers.cards](https://www.lightseekers.cards) and create events





# JOIN THE COMMUNITY

- 01:** The official Lightseekers **Facebook** and **Twitter** pages are great information sources
- 02:** Join the **Lightseekers Retailers and Tournament Organizers Group** on Facebook for the latest info and to share best practices with other Lightseekers retailers
- 03:** The **Lightseekers Card Game Marketplace** is a great place to sell Lightseekers singles
- 04:** The **Lightseekers Card Game** group is fast way to get your rules questions answered





# ORDER PRODUCT

**01:** Lightseekers is available through the following North American distribution partners:

- » **ACD**
- » **Alliance**
- » **GTS**
- » **Magazine Exchange**
- » **PHD**
- » **Golden Distribution**
- » **Universal**
- » **Grosnor**
- » **Lion Rampant**

**02:** You can also order direct from **PlayFusion** at [Lightseekers.com/wholesale](https://lightseekers.com/wholesale)





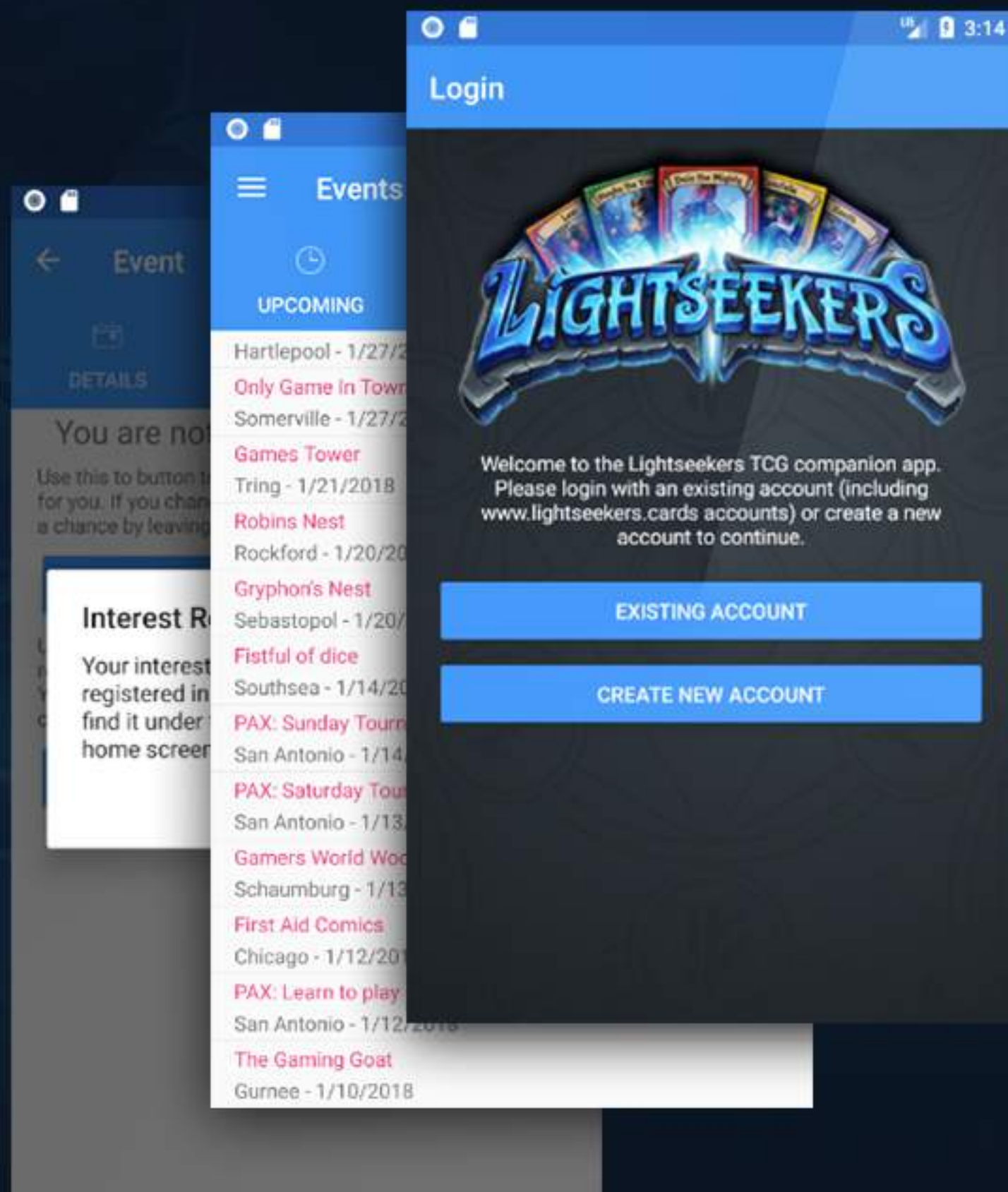
# ORDER PRODUCT CONT.

- 03:** Organized Play Kits must be ordered via [Lightseekers.cards](https://lightseekers.cards) in advance and will ship the 21<sup>st</sup> of each month.
- 04:** You can select which distributor you'd like to receive them from or get them direct from PlayFusion. Each kit includes:
- » 4 exclusive Hero winner foil cards
  - » 40 exclusive Combo participation foil cards
  - » 1 exclusive playmat
  - » In-store poster
- 05:** The Organized Play Kits change every month.





# REGISTER YOUR EVENTS



01:

## REGISTER YOUR STORE

Make sure you are registered at:  
[lightseekers.cards/store-locator](http://lightseekers.cards/store-locator)

02:

## CREATE YOUR TOURNAMENT

Use [this](#) comprehensive Event Guide to walk you through the process of creating and hosting events

03:

## DOWNLOAD THE LIGHTSEEKERS TCG COMPANION APP TO MANAGE YOUR EVENT

Available on the App Store and Google Play.  
Just search for 'Lightseekers' or use links below





# BUILD YOUR COMMUNITY

- 01:** Lightseekers has one of the best community programs around and it's growing each and every day
- 02:** The Visionary program is one that rewards our most passionate fans for spreading the word about Lightseekers
- 03:** Visionaries help build excitement for the game and teach other players from your store how to play Lightseekers.
- 04:** Click [here](#) to learn more about the Visionary Program





# CONTACT US

- 01:** We're here to answer any questions you have, help grow and strengthen your Lightseekers community, and help you build your Lightseekers business
- 02:** Please feel free to reach out anytime to:

## JASON BRENNER:

North American Director of Sales  
[jason.brenner@playfusion.com](mailto:jason.brenner@playfusion.com)

## WILLIE WILKOV:

North American General Manager  
[willie.wilkov@playfusion.com](mailto:willie.wilkov@playfusion.com)

