



# CARD FEST





# Introduction to Card Fest



## What is Card Fest?

Card Fest is the first large-scale event in Greece solely focused on Trading Card Games (TCGs). Our primary goal is to introduce people, both young and old, to the world of TCGs, whether they are familiar with the games or not.

We aim to provide them with a warm welcome through tutorials and gifts, which is why the festival offers **free entry**.

Our mission is to bring all types of card gamers under one roof to celebrate their favorite games. We offer a wide range of tournaments and activities for players of all levels - from newcomers to competitive players. Additionally, Card Fest is a place for collectors to enrich or showcase their collections.



## Inaugural Event: Card Fest 2024

The first Card Fest event took place in April 2024 at Peristeri Exhibition Center in Athens, Greece, using one of the venue's main halls (1,500 sqm). During the weekend of April 27-28, we welcomed more than **2,500** visitors, with over **1,100** participating in our on-site tournaments





# Key Highlights from Card Fest 2024

## Games & Tournaments

We hosted a total of 14 tournaments for the following Trading Card Games: Yu-Gi-Oh! (Advanced and Time Wizard formats), Pokémon, Magic: The Gathering, One Piece, Disney: Lorcana, Flesh & Blood, Digimon, and Star Wars Unlimited.

The highlight of the weekend was the **first-ever Yu-Gi-Oh! Greek Open**, trusted by Konami to take place at our event. With 304 total participants, it was the largest tournament of the weekend.

## Vendor & Sponsor Participation

We had three vendors at the festival, providing attendees with plenty of options for their favorite TCGs

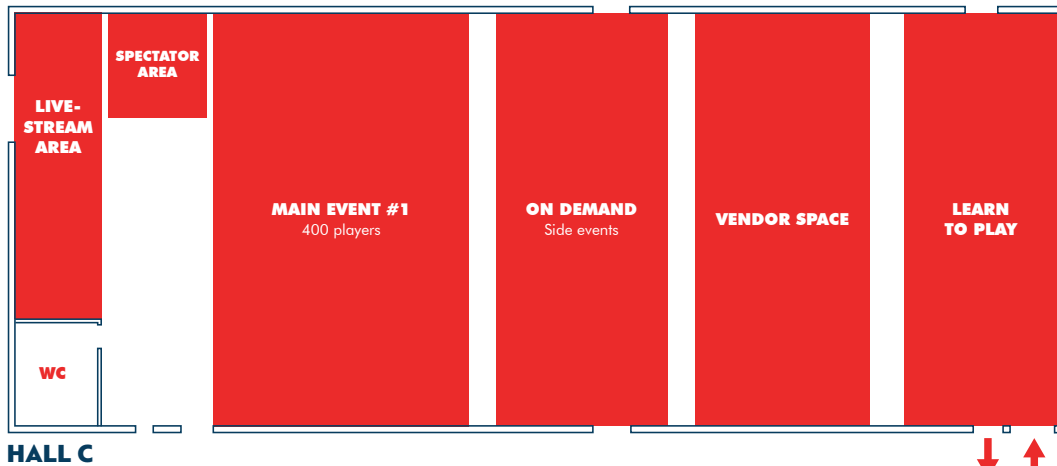
## Highlights

We were honored to have the Greek voice actor of Seto Kaiba attend the event, delivering a speech at the start of the Yu-Gi-Oh! tournament and signing cards afterward.

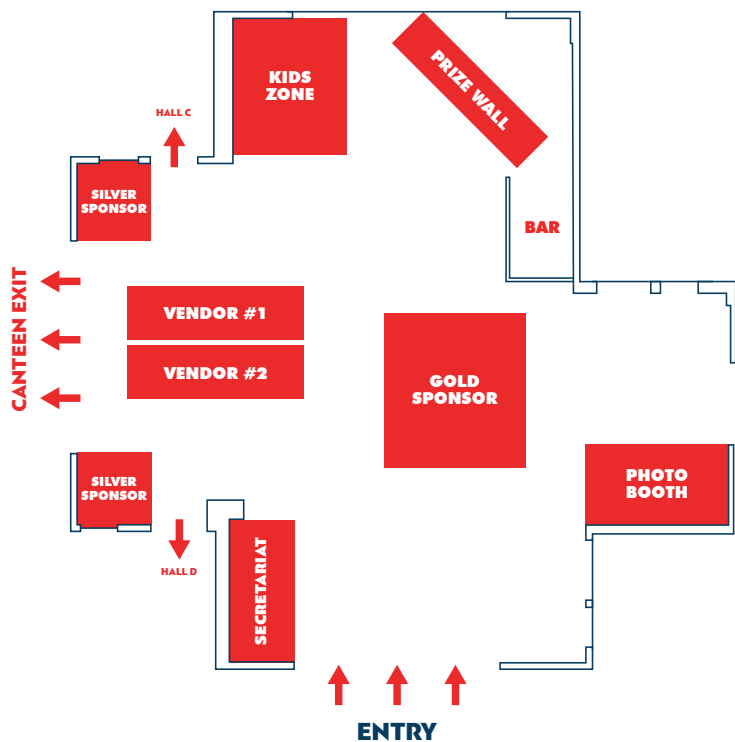
Together with Pixel Perfect, we live-streamed the event on Saturday on our Twitch channel, reaching a total of 1,200 unique viewers. For Sunday's event, we produced a live stream aired on Yu-Gi-Oh!'s official channels on Twitch and YouTube, which has now accumulated over 75,000 total views.

We were also honored by the presence of Kaissa Distribution SA, who provided tutorials and gifts for Yu-Gi-Oh! and Pokémon.

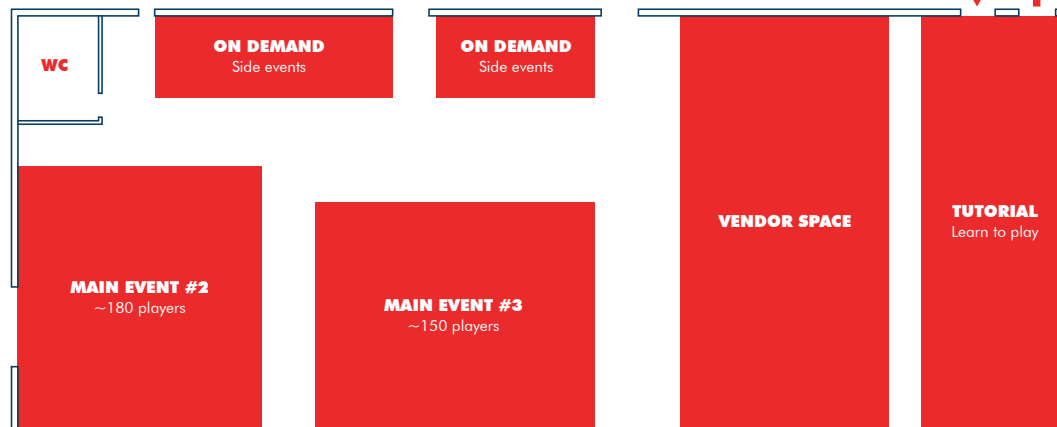
# Plans for Card Fest 2025



HALL C



HALL D



## Bigger & Better

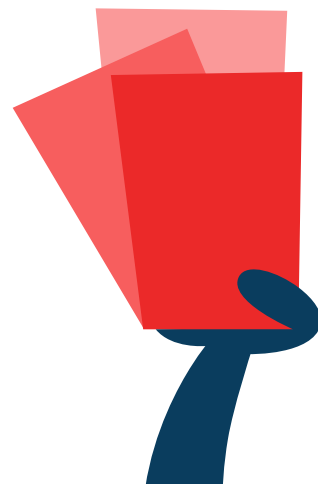
Card Fest 2025 is planned to be hosted during one of the following weekends (date TBD):

**29-30  
March**

**5-6  
April**

**12-13  
April**

The event will take place at the same location but will expand to use three halls instead of one, with a total space of 3,500 sqm. **Free entry** will be provided once again.





## Activities Planned for Card Fest 2025

- **Learn-to-Play Events:** Offering tutorials for as many TCGs as possible.
- **Major Competitive Tournaments:** Hosting competitive tournaments for various TCGs.
- **All-Day Activities:** On-demand events available throughout the day.
- **Duel the Master / Duel the Influencer:** Attendees can challenge their favorite well-known players or influencers to win prizes from the prize wall.
- **Kids' Zone:** Fun TCG-related activities for children, including "paint your favorite card/character," face painting, pack openings, and meet-and-greets with TCG influencers.
- **Voice Actors:** 10 voice actors from Greek TV will attend to sign cards and memorabilia.
- **Live Stream Events:** Featuring influencer discussions, pack openings, demo games, and finals of major tournaments.
- **Collectors' Night:** A special evening focused on TCG collectors, allowing them to showcase their collections and compete for prizes.
- **Card Fest Prize Wall:** A reward points system where players can earn gifts based on their performance in on-demand events and activities.

## Vendor Opportunities

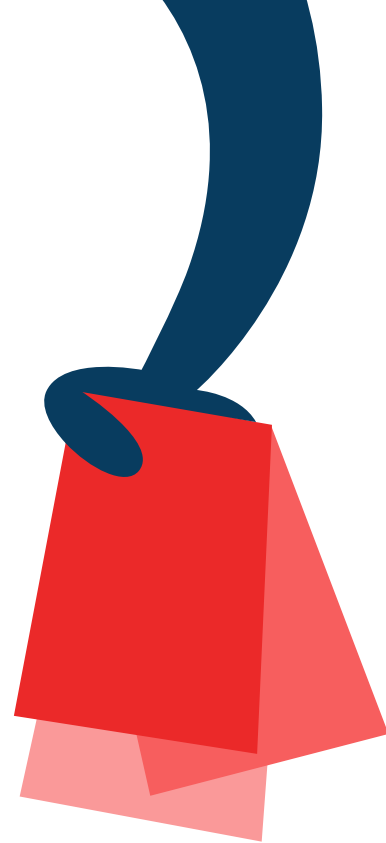
Based on feedback from last year, we plan to increase the number of vendor spots to 10-12, offering a wider selection of options for attendees.



# Call to Action: Partnering for Card Fest 2025

## What We Would Like from Our Partners to Support the Festival:

- 1. Opportunity to Host a Large-Scale Special Event:** Help us bring players from across Greece and Europe to participate in a major event.
- 2. Learn-to-Play Tutorials:** Provide a budget and guidelines for running tutorials, or partner with a distributor of your TCG to facilitate them in a space provided by us.
- 3. Marketing Materials:** Support us with posters, banners, and social media content to promote your brand and the event.
- 4. Promo Gifts:** Offer promotional items for attendees or prizes for tournament participation.



## What We Can Offer Based on Our Expertise and Results from Last Year's Event:

- **Introduce New Players** to your TCG, expanding your player base.
- **Smoothly Run Major Tournaments** with a focus on providing an exceptional player experience.
- **Produce High-Quality Live Stream Productions** to showcase your brand and games.
- **Adherence to Brand Guidelines** ensuring consistency and professionalism.
- **Achieve Mutual Goals** for the event, working together to make Card Fest 2025 a success.



**Thank you very  
much for your time  
and consideration.**



Here you can see  
the visualised results  
of Card Fest 2024

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