

For Immediate Release

Contact: Milton Griep

MGriep@ICv2.com

[\(608\) 284-9400](tel:(608)284-9400)

**ICv2 to Host 'White Paper Happy Hour'
At New York Comic Con**

ICv2 has announced that it will be hosting an invitation-only event, the ICv2 White Paper Happy Hour, on Thursday afternoon, October 8, in the 4th Floor Galleria, River Pavilion at the Javits Center, in association with New York Comic Con.

The event will be held from 4-6 p.m., and will consist of a presentation of the ICv2 White Paper, providing ICv2's analysis of the state of the comics market, and a hosted cocktail mixer.

ICv2 is hosting the White Paper Happy Hour in place of its ICv2 Conference, a half-day event typically held on the day before the opening of New York Comic Con.

"We're planning a full reboot of the ICv2 Conference in 2016, and for this transition year we wanted to provide the industry with some of the insights they've come to expect from the Conference, and have some fun with our friends and colleagues in the process," ICv2 President Milton Griep said of the event. "This year's invitation-only event is free, a thank you for the industry's support of the ICv2 Conference over the years, along with a celebration of the first day of New York Comic Con."

For information on attending the event, email Conferences@ICv2.com.

If you are press and would like to cover the event, email Conferences@ICv2.com.

Our Sponsors

We want to thank the sponsors that are supporting this event.

Europe Comics

Europe Comics (europecomics.com) is a joint digital initiative launching this November and run by 13 European comics industry players. It will involve the online distribution of European works in English, the promotion of European authors and the creation of a European comics online directory, with the overall objective being bringing European comics and authors closer to an international audience of readers and comics professionals.

ComiXology

ComiXology, an Amazon.com, Inc. subsidiary (NASDAQ:AMZN), has revolutionized the comic book and graphic novel industry by delivering a cloud-based digital comics platform that makes discovering, buying, and reading comics more fun than ever before. Offering the broadest library of comic book content from over 75 publishers--and independent creators as well--ComiXology will not stop until everyone on the face of the planet has become a comic book fan.

Diamond Comic Distributors

Diamond is at the nexus of comics and pop culture merchandise. Based in Baltimore, MD, DCD is the world's largest distributor of English-language comic books and pop-culture related merchandise, servicing thousands of specialty retailers worldwide.

For more information, visit Diamond on the web at www.diamondcomics.com.

New York Comic Con

New York Comic Con, the crown jewel of New York Super Week, will take place October 8-11 at the Javits Center in New York City. The Show is the East Coast's biggest and most exciting popular culture convention with the latest and greatest in comics, graphic novels, anime, manga, video games, toys, movies and television.

The Show's Panels and autograph sessions give Fans a chance to interact with their favorite creators and guests, while screening rooms feature sneak peeks at films and television Shows months before they hit either big or small screens. For a full list of content at NYCC and for more information, please visit www.NewYorkComicCon.com and New York Comic Con's social media pages (Facebook, Twitter and Instagram).

For more information on New York Super Week, visit:
www.NewYorkSuperWeek.com.

For more information on the ICv2 White Paper Happy Hour, contact Milton Griep at MGriep@ICv2.com.