



WPN

PREMIUM

Bring your store to the next level!

WPN Premium stores are widely recognized as one of the best games stores in the world. See below some of the sale initiatives/incentives we offer to you when you reach Premium Status!



EXTRA ALLOCATION

WPN Premium stores often receive extra allocation of certain products from distributors compared to regular WPN stores.



EXTRA SALES INCENTIVES

WPN Premium stores receive more pre-order items and purchase rewards to support in-store sales!



EXCLUSIVE MARKETING MATERIALS

WPN Premium stores receive benefits and tools such as storage solutions and signage to enhance merchandising!



SPECIAL EVENTS

Offer your players new events created just for WPN Premium stores, such as Preview Events and Commander Parties

AND MORE!

**WANT TO REACH WPN PREMIUM?
CONTACT US NOW!**

askwpn.wizards.com

WIZARDS
OF THE COAST

WPN

PREMIUM

How accessible is WPN Premium

Achieving Premium status is much easier than you might expect.

We will try to help you as much as possible, but we also have third parties who will gladly assist you throughout your journey to Premium!



SMALL STORES WELCOME

There are Premium stores smaller than what you might be able to guess. We welcome stores that can comfortably seat at least 16 players.



DIRECT CONTACT WITH US

To reach Premium status a dedicated WPN team member will be in contact with you to help guide you through the entire process.



PROFESSIONAL AGENCY

A professional external agency will be on hand to assist you with improving your customers' experiences and the aesthetic of your store to help you reach Premium.



DRIVE YOUR PLAY PROGRAM

We offer you lots of activities and play programs to help you reach the required play metrics for Premium status. You still own and decide your schedule! **AND MORE!**

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