



AEG Vanguard Club

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Introduction

Welcome to the AEG Vanguard Club! You have decided to help raise awareness about our games and teach new players how to play them and we really appreciate it. These demo events are opportunities to interact with players and retail stores. It is important to always have a professional, courteous, helpful attitude when you are demoing - your interaction with the public will leave impressions both positive and negative.

Contact Information

Primary Vanguard Club email: vanguards@alderac.com

Customer service: customerservice@alderac.com

Convention team: conventions@alderac.com

Code of Conduct

Always Be Courteous

As an AEG Vanguard your actions will not only affect your relationship with stores and players, they also reflect back on AEG. To be a Vanguard in good standing, you will be expected to maintain this code of conduct:

What to Do

- Treat people with respect at all times.
- Be patient and kind with the players.
- Clearly explain important concepts, enunciate.
- Spread your attention as evenly as possible - make sure everyone gets a fair share of your time & focus.
- Cooperate with your fellow Vanguard Club members.
- Speak honestly to everyone.
- Be proactive.
- Have fun, you're one of our players too.
- Answer Vanguard Club emails in a timely fashion.
- Contact us with any questions, concerns, comments or opportunities.
- Discuss the Vanguard Club on our [Facebook Group](#).

What Not to Do

- Do not speak poorly of anyone, including, but not limited to:
 - Personal grudges.
 - The store.
 - Competing stores.
 - Other game companies and their products.
 - Currently distributed AEG products.

- AEG employees and volunteers.
- Do not raise your voice against or threaten others.
- Do not steal from players or stores.
- Do not sell items given to you or the store for a demo event.
- Any discrimination, harassment or abuse based on gender, ethnicity, appearance, religion, or sexual orientation will not be tolerated at all.
- Do not tell anyone you are an employee, member of the staff, or agent of Alderac Entertainment Group

Violation of the Code of Conduct may result in your ejection from the Vanguard Club, at the discretion of AEG.

Basic Resources

- Vanguard Club Home
 - <http://www.alderac.com/demo>
- Sign up for the demo program:
 - <http://www.alderac.com/demo>
- Sign up for the closed Facebook group [AEG Vanguard Club](#)

Requirements for Participation

To remain a member in good standing with the Vanguard Club please do at least 4 demo events per year, and document them by posting pictures and summaries on the Vanguard Facebook Group including the number of people that took part in the demo and where it was run.

If you participate in a Benchmark Game Program where a free copy of a game is provided to you, please post pictures and details of the demo games you ran as a part of that promotion within 90 days of receipt of the free game.

Procedures & Guidelines

Getting Stores to Host Demo Events

Your local store or convention may not be aware of the Vanguard Club or may not be actively pursuing new demo events. As the spearhead for the program, it will be helpful for you to establish the initial communication the location and organization that you want to use as a venue for events.

Participating in Demo Events

For demos at local stores, conventions and other small venues, we encourage Vanguard's to cooperate with the owner/operators of those venues. We hope that Vanguard's will maintain healthy relationships with their local retailers. Brick & Mortar retail stores are the foundation of our business, and they are critical to our long-term success as a company. It is crucial that we always maintain the best possible relationships with retail stores.

Planning Demo Events

Successful demo events are a combination of good preparation, a solid understanding of your material, and thoughtful interaction. We encourage stores and our Vanguard's to have at least a two-week lead time for an event.

- Familiarize yourself with the game prior to teaching. Even if you have already played the game, go over it again.
- Advertise the event in the store and on social media. Flyers with a sign-up sheet can go a long way toward getting the attention of players.
- Communicate with the other Vanguard's who may be attending the same activity through the online group.

Running Demo Events

- Play short games to introduce as many players as possible to a game.
- Be sure that the people you are teaching know the following:
 - The name of the game
 - The story of the game
 - Who the players represent in the game
 - What the players generally do as they play the game
 - How to win the game
- You are playing to teach, not to win. Focus on the fundamentals of the game, not on advanced tactics.
- Accommodate instructions from the venue management.
- If you find yourself at odds with the venue management and cannot come to a reasonable compromise, politely explain this to them and decline to run the demo.

Reporting Demo Events

After a demo event is completed please post pictures to the Vanguard Facebook Group, also note how many people were at the demo, and where it took place.

Non-store Demos

Conventions

AEG has an active convention team that coordinates volunteer activity at shows. Being a part of a Convention Team is a great way to meet more Vanguards. The more active you are in the Vanguard Club the better your odds are of being asked to help with a Convention!

If you would like to demo for AEG at a convention, contact conventions@alderac.com with the pertinent information.

Calls for demo volunteers at conventions will also be posted on the Facebook Group.

Demo Thank You Gifts System

Vanguard Thank You Gifts - There are some thank you gifts for just being a Vanguard! These are things that will be occasionally provided to all Vanguards just to say “thanks for being a part of the program”.

Demo Event Thank You Gifts - Demo Events will generally include thank you gifts per event you run. We sometimes pre-announce what the thank you gift will be for these events; quantities are usually limited and are allocated based on the order events are reported. Participating in a Demo Event does not guarantee that you’ll receive a gift.

Special Circumstances Thank You Gifts - AEG from time to time makes a special recognition of thanks for help with various projects and programs or for outstanding contributions to the Demo Program.

Legal Stuff

By agreeing to become a participant in the AEG Vanguard Program you accept the following terms: AEG is not liable for anything that may happen to you during an event. AEG is not liable for anything that you do which may cause damage or harm doing an event. You are not covered by AEG’s general or business insurance, health insurance, workman’s compensation insurance or unemployment insurance policies. You are not an employee, contractor, agent, or legal representative of Alderac Entertainment Group or its affiliates, subsidiaries or partners. You are not guaranteed to receive any compensation for your activities. Demo events are run at the discretion of the venue. You agree that the time you spend related to the Club is not managed by AEG, that your actions are not managed by AEG, and that your participation in the program

is voluntary and may be terminated by either yourself or AEG at any time, for any reason, with or without cause, without compensation of any kind.