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**REEDPOP ANNOUNCES NEW YORK COMIC CON INSIDER SESSIONS
POWERED BY ICV2**

Today, ReedPOP, the world's leading producer of pop culture events, announced that they will be hosting **NYCC Insider Sessions Powered by ICv2** - a half-day conference program during the upcoming New York Comic Con geared towards professionals in the publishing, licensing and merchandise industries.

NYCC Insider Sessions Powered by ICv2 will take place on **Thursday, October 5th** at The Javits Center and bring thought leaders in the publishing, licensing, and merchandise industries together off the floor for executive-level learning and networking opportunities. Actress and fashion designer/owner of Her Universe Ashley Eckstein will be the keynote speaker.

"I'm honored and excited to share my story with the professionals attending the Insider Sessions at NYCC," said Ashley Eckstein. "I founded Her Universe a little over seven years ago and my life has been immersed in the business side of the pop-culture industry ever since. From building the business to selling the business, from licensing to manufacturing to publishing, I've learned so much and I am eager to pass on some of the knowledge I've gained."

"ICv2 has been doing conference events at New York Comic Con since the first year, and it's been a great partnership. NYCC has grown to be a huge event for the business of geek culture, and this year ReedPOP suggested that we collaborate in taking business content at the show to a new level," said Milton Griep, CEO ICv2. "The result, the New York Comic Con Insider Sessions Powered by ICv2, will bring together the resources of ReedPOP and New York Comic Con, the expertise and history of ICv2, and the location in the business

capital of the world to create a learning and networking experience that's truly special."

Milton Griepp (ICv2), Rob Salkowitz (Forbes) and Kristen McLean (Nielsen) are also confirmed speakers for the event. Additional panelists will be announced in the coming weeks. There will also be a networking reception following **NYCC Insider Sessions Powered by ICv2**. For the latest news, visit <http://www.newyorkcomiccon.com/Content/NYCC-Insider-Sessions/>; and to purchase tickets go to <https://www.showclix.com/event/nyccinsider2017ghygrvr8329545>.

"We're excited to collaborate with ICv2 on this exciting new program, where we'll look to give professionals in the industry a great platform to discuss all things pop culture," said Lance Fensterman, Global Head of ReedPOP. "This will be an amazing opportunity to hear from industry leaders about the future of geek culture, along with expert research and analysis detailing the current state of comics & graphic novels in bookstores and in the comic store market."

ABOUT NEW YORK COMIC CON (NYCC)

New York Comic Con is the ultimate pop culture destination event in the United States. NYCC brings the best of comics, television, film, exhibitors, celebrities, cosplay, anime, and more to create memorable, uniquely exciting experiences for our fans. These experiences transcend beyond the walls of the Javits Center - throughout Hell's Kitchen - and continue to live beyond the weekend of NYCC through online world of ReedPOP digital content. New York Comic Con Thursday tickets are still available at NewYorkComicCon.com. For the latest news, visit NYCC's social media pages ([Facebook](#), [Twitter](#), and [Instagram](#)).

ABOUT REEDPOP

ReedPOP is a boutique group within Reed Exhibitions, the world's leading event organizer. ReedPOP is devoted exclusively to organizing and managing events, launching and acquiring new shows, and working with premium brands in the pop culture world to deliver once in a lifetime experiences for fans everywhere. ReedPOP is dedicated to facilitating celebrations of popular culture around the globe that transcend ordinary events by providing unique access and dynamic personal experiences. ReedPOP is proud to be a part of a portfolio of events that include New York Comic Con (NYCC), Chicago Comic & Entertainment Expo (C2E2), Penny Arcade Expo (PAX) West, East, South, Australia and Unplugged, Emerald City Comicon (ECCC), BookCon, BookExpo, Oz Comic-Con, Comic Con India, Comic Con Paris, Comic Con Seoul, *Star Wars* Celebration, TwitchCon, ComplexCon, and more. The staff at ReedPOP is

a fan-based group of professionals uniquely qualified to serve those with whom they share a common passion. (www.reedpop.com)

ABOUT ICv2

ICv2 is the #1 industry source on the business of geek culture, including comics and graphic novels, manga, geek showbiz, and hobby games, on its Website, www.ICv2.com, and in its magazine, *Internal Correspondence*. For the people on the front lines of the geek culture business, staying ahead of the trends isn't something that can be left to chance-it's a basic necessity for being successful. That's why ICv2 is the #1 source of news and information for the buyers, gatekeepers, and tastemakers on the front lines. ICv2 is where trend-watching is a science.

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Press is invited to attend -- contact Max Puro at DKC

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