



RETAILER GUIDE

How to Organize a Compile Event

OVERVIEW

Welcome to the Compile Event Kit program! We are excited to provide everything you need to host organized, engaging tournaments in your store. While these guidelines are based on our experience, they are intended as flexible suggestions. Since you know your community and business best, please feel free to adapt them as you see fit. This guide walks you through the event, promotion, and execution of a successful in-store event.

BEFORE THE EVENT

Set the Date

- Choose a date and time that works for your regular.
- Block off 2 to 3 hours. A standard 8-player event with 3 rounds runs approximately 2.5 hours.

Plan the Space

- Reserve 4 tables for 2 players each. Each table should have enough room to lay out the field, decks, and trash piles comfortably.
- If space allows, set aside one additional table near the entrance to display the prize collectibles [playmat, pins, metal tokens] as an incentive for walk-in players.

Open Registration

- Limit registration to 8 players per kit (or multiples of 8 if using more than one kit).
- Use a simple sign-up sheet at the counter, a Facebook event, or your store's booking platform to collect registrations in advance.
- Prepare your bracket sheet. A standard 8-player single-elimination bracket can be printed from any free bracket generator [Challenge, Bracket HQ, etc.] or drawn by hand.

TIP – Consider keeping a short waitlist. If a registered player cancels, you can fill the spot quickly and keep all 8 seats filled for a complete bracket.



PROMOTING THE EVENT

The exclusive collectibles in the kit are one of your strongest promotional tools.

In-Store

- Put up a sign or small poster at your counter and near your card game section announcing the event. Include the date and time, and note the fact that all prizes are event-exclusive. You can find ready-to-use digital assets and printable signage in our marketing folder by scanning the QR code at the bottom of this page.
- Display the limited-edition pins and metal tokens in a visible spot (near the cash register or in a glass case). Let customers see what they can win.
- Brief your staff so they can mention the event to customers who are buying card or board games.

Social Media

- Post an announcement on your store's Facebook, Instagram, and X (Twitter) pages at least 2 weeks before the event.
- Share a close-up photo of the exclusive booster packs, the enamel pins, and the metal control tokens. Visual content drives sign-ups.
- Tag @SynapsesGames in your posts and use #CompileGame. This helps your event reach a broader audience and may be reshared by the publisher.

Community Outreach

- Post in your local tabletop gaming Facebook groups, Discord servers, and Reddit communities [r/[yourcity], r/boardgames local threads, etc.].
- Ask your existing Compile players to bring a friend. Word of mouth is especially effective for introductory events.

TIP – Highlight that the event is beginner-friendly. Many players are curious about Compile but haven't tried it yet. Framing the event as a welcoming entry point will broaden your attendance.

After the Event: Social Follow-Up

- Post a photo of the winner with the playmat (with their consent). These posts typically generate strong engagement and awareness for future events.
- Thank attendees publicly and mention the next event date (if already confirmed).
- Encourage players to tag your store and use #CompileGame in their own posts.

DAY OF THE EVENT

Setup Checklist (30 Minutes Before the Event)

- 4 tables arranged for 2 players each
- 1 Rule Sheet placed on each table
- Bracket sheet posted in a visible location
- 8 Event Boosters sorted and ready to distribute
- Prize collectibles staged and visible (4 pins, 2 metal tokens, 1 playmat)
- A designated judge or rules reference person identified (you or a knowledgeable staff member)

Running the Event

Welcome and Introduction

- Welcome all players and briefly explain the event format: 3 rounds, single elimination, with prizes awarded at each round.
- Show the prize table and describe what is awarded at each round so all players know what they are competing for.
- Point out the rulebook on each table and let players know they can ask for rules help at any time.

Round 1: Distribute and Set Up

- Hand 1 Event Booster to each of the 8 players.
- Players open their boosters and sit at their assigned tables. Each booster contains everything a player needs: 3 Protocol cards, 18 Command cards (6 per Protocol), and a Turn Order card. There is no draft.
- Each player places their 3 Protocol cards face-up in front of them, "Loading..." side up, from left to right in the order they prefer. They then shuffle their 18 Command cards to form their deck and draw a starting hand of 5 cards.
- Once all the players are ready, Round 1 begins simultaneously across all tables.

TIP – If there are players new to Compile, allow an extra 5 minutes before Round 1 for a quick rules walkthrough. The Turn Order card included in each booster is a helpful reference to keep at the table.

Managing the Bracket

- Keep the bracket updated in real time so all players can see who is advancing.
- If a rules dispute arises that cannot be resolved by the players, consult the official rulebook or make a fair ruling and move on. Consistency matters more than perfection.

AFTER THE EVENT

- Award the Alternate Art Playmat to the winner and take a photo for social media.
- Encourage players to trade duplicate Protocol cards, Command cards, Pins, and Metal Tokens with one another to help complete their collections over time.
- Announce the date of your next Compile event while the group is still together. Momentum is easiest to maintain right after a successful event.
- Restock your kit supply if needed and plan your next event on your store calendar.

TIP – Recurring monthly events build the strongest communities. Players who know the next event is coming will stay engaged, practice, and bring friends.

