

CONQUEST™

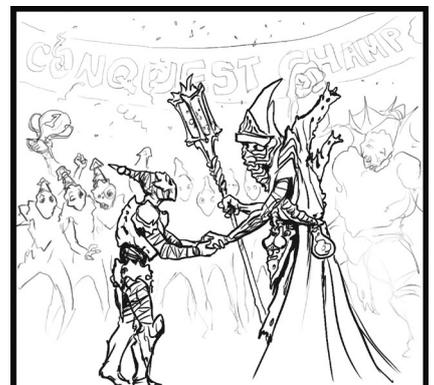
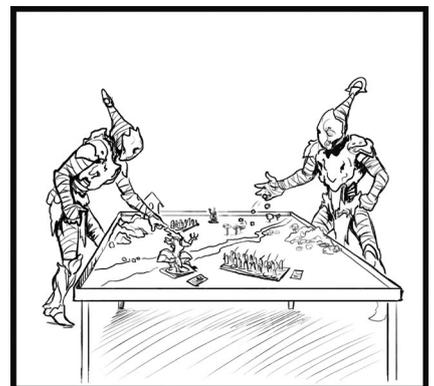
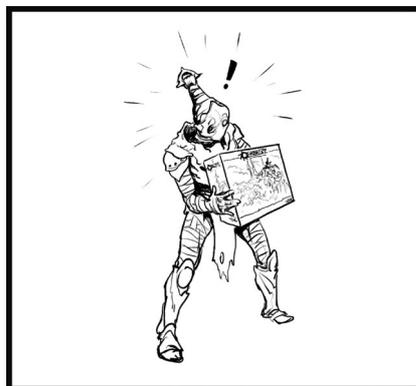
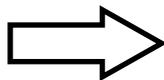
Organized Conquest: Season One

You are stocking *Conquest*! Let's make your Retailers the center of the local Conquest Community!

Thank you for choosing *Conquest: The Last Argument of Kings* for your Retailer/Club! *Conquest* is in its second full year on the market with a rapidly growing international Community. We are releasing new items each month to refresh their collections. We are here to help you captivate your players with the entire experience that is *Conquest*.

Season One of the 'Organized Conquest' program has been created to provide you with ideas to form and foster an ever growing *Conquest* Community in your area. In addition the Living World part of our website will help Retailers run events with minimum effort and keep track of player's progress while keeping them engaged in the world of *Conquest*.

Why is this important? By creating, supporting and enhancing a community of gamers, a Retailer/Club becomes a constant in players' schedules, a meeting point where they can enjoy, purchase, discuss and of course play their favorite game.



As a community building effort, Organized Play (OP Kit) allows not only new players to develop a solid grasp of the game but also experienced players to begin diversifying and collecting new armies before moving on to more competitive formats.

How Seasonal, Organized Conquest works

Organized Conquest is a system designed to keep the players interested and engaged, stimulated by both new events and rewards. To this end, Para Bellum has created Seasonal Organized Play Kits that include unique and collectible rewards to support organized play endeavors. While future seasons will have variations on both their themes and events, this Season One Module is designed to help introduce the game to new players and guide them in their armies' expansion, as well as maintain newly created communities and keep them engaged through your Retailer and the Living World program.

In this Season One module, Retailers and Club owners will be presented with a total of six (6) boxes:

1



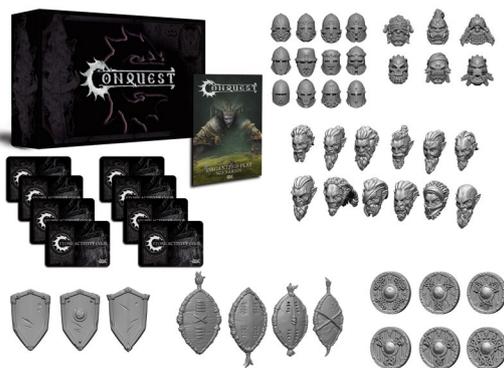
Three (3) of these boxes will be themed for **Tournament Play**, putting the most competitive Conquest players against each other for rating and glory! Each box contains a **Tournament Registration code**, **Tournament Scenarios 1-6**, **Card Sleeves**, a **Deck Box** and **(8) Store Activity Codes**. The winner of each tournament will also win one **exclusive miniature** from our 3 upcoming factions: The City States, The Old Dominion and The Weaver Courts!

2



One (1) of these boxes is designed for **League Play**, a more loose format of tournament for players that want to experience the thrill of battle without worrying about their rating. The box contains a **League Booklet**, **(8) Store Activity Codes** and **(5) Upgrade Kits** for our 5 factions.

3



One (1) of these boxes is for **Campaign Play**, designed for players that want to start small and expand their armies with an organized and non-strict narrative system. The box contains **Short Campaign Rules**, **(8) Store Activity Codes** plus **(5) Upgrade Kits** for our 5 factions.

4



Finally, one (1) box is themed for a **Paint and Take** event. The box contains a **Red Grass Miniature Holder**, a **Red Grass Mini Wet Pallet**, **(10) Warcolour Antithesis Paints** (Popularized by Games Workshop as 'Contrast' Colors), **Da Vinci Brushes**, a **Steel Legion Frame**, a **Raiders Frame**, a **Marksmen Clones Frame** and a **Flame Berserkers** unit. It will also include a **Quick Paint Guide** by our own studio artists to give struggling painters a leg up in using Antithesis Paints and **(8) Store Activity Codes**.

*Each box is designed for an event of 8 players.
Please purchase multiple OP Kits for events having larger amounts of players.

These boxes are to be used to hold in the span of three (3) months. Every two weeks participating retailers open one of the boxes and use the contents as prizes for this week's event. For this reason we recommend launching the League and the Campaign Sections first, as they run throughout the 3 month period, rather than being a single discreet event.

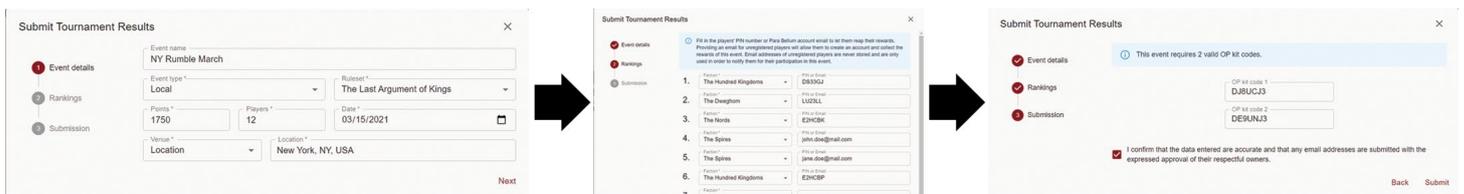
1 How to Register Tournament Codes

If you want to learn how to run a tournament, please visit www.para-bellum.com/tournament for the latest tournament rules!

Every event kit also comes with a Tournament Registration code, allowing you to host a tournament and receive Aghm as well as track your Conquest competitive statistics.

To Register a tournament, the Organizer, who is either a Retailer or a Vanguard, will visit their Living World profile and submit the event. Then the Organizer will submit the amount of players, their email or unique identification code PIN, their factions, and ranking in the tournament.

If you do not currently have a **Living World** please visit <https://www.para-bellum.com/living-world/> to create one.

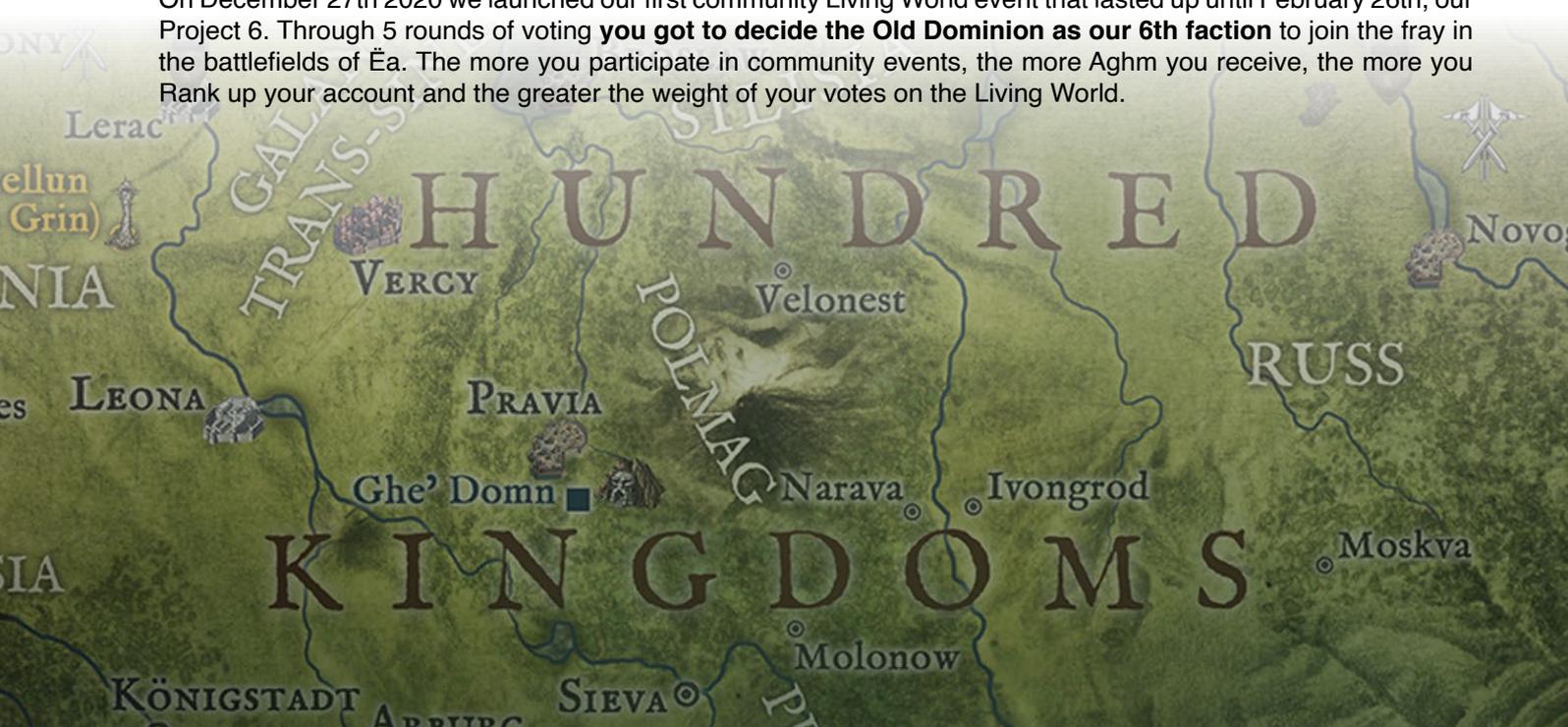


2 What is the Living World?

The Living World is *Conquest's* online outreach to the Community. A focal point where lore, rules and the background of the game all come together to give the players an interactive experience with the worldwide *Conquest* Community. It stands on three pillars: Map Based Narrative Campaign, OP Registration, Player and Retailer/Club accounts. Acting in one of them will enhance all of them!

Your voice matters. Your choices shape the world. Your actions are rewarded.

On December 27th 2020 we launched our first community Living World event that lasted up until February 26th, our Project 6. Through 5 rounds of voting **you got to decide the Old Dominion as our 6th faction** to join the fray in the battlefields of Æa. The more you participate in community events, the more Aghm you receive, the more you Rank up your account and the greater the weight of your votes on the Living World.



3 What is Aghm and how do I gain it?

Aghm in Dweghom society is the measure of one's "worth", the more Aghm one gains the greater one's claim to military and societal status, including rights to marriage and even to be remembered after death.

Exactly like the stoic Dweghom, you gain Aghm by being a part of the world of Conquest. Aghm is not just something you gain by playing games and winning them, it is gained by **participating** in all sorts of *Conquest* events.

ENTER THE LIVING WORLD

GAIN AGHM TO LEVEL UP YOUR ACCOUNT!

Level 0:	0 Aghm
Level 1:	400 Aghm
Level 2:	900 Aghm
Level 3:	1600 Aghm
Level 4:	3000 Aghm
Level 5:	4600 Aghm
Level 6:	6400 Aghm
Level 7:	8400 Aghm
Level 8:	10600 Aghm
Level 9:	13000 Aghm
Level 10:	15600 Aghm
Level 10+:	1 star = 30000 Aghm
2 Star =	45000 Aghm
3 Star =	60000 Aghm
4 Star =	75000 Aghm
5 Star =	90000 Aghm

REWARDS!

- 1 and 2: +1 Vote for each.
- 3: Wallpaper, High Definition Image Download Access.
- 4: One Use Gift Coupon
- 5: Advanced Event Registration, Early Access to Founder's Exclusive Pre-Order, +1 Vote
- 6: Buy Unit Upgrade Packs (Cap at 2 per month)
- 7: Access to Limited Edition OP Models (more than 1 year old), 1 per Account
- 8: +1 Vote and Access to Limited Voting.
- 9: Early Access to Rules Development Program and Beta Tester Program.
- 10: Access to Development Workshops once a year. Heraldry and Leader name to be included in the Rolls of Honor (Hall of Fame).
- 10+: Gain prestige medals. Each prestige medal is +1 vote Extra XP gained can be traded for Super Unique Models. :)

Visit <https://www.para-bellum.com/living-world> to register now.

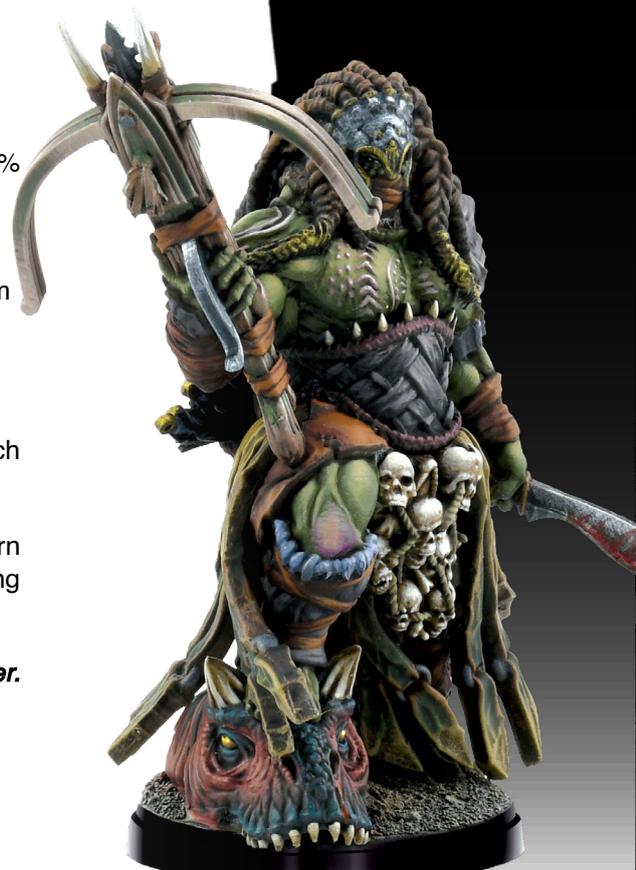
Here are all the ways you can earn Aghm:

- Participate in Tournaments: +600 Aghm
- Demo Night: 400-600 Aghm to the organizer
- Filling out your account form fully: Instant +400 Aghm plus 20% Aghm bonus permanently
- Participating in our Polls: +100 Aghm
- Store Activity Codes: +100
- Sharing Posts and Army Builder armies in social media: 100 Aghm
- Casual Game: 100 Aghm (code given to Retailers/Club owners)
- Voting weekly in the Living World Campaign: +50 Aghm
- Vanguard Multiplier: +20% Aghm bonus

There are also going to be online promotion periods during which Aghm gain is increased!

Every event kit comes with eight (8) Store Activity Codes that earn Aghm to the participants! You can claim the code through your Living World profile!

Only one Store Activity Code may be redeemed per week per player.



Preparing for Organized Play

You have collected your first miniatures and want to get into Organized Play!
What you need to get started:

Organized Conquest Kit - Season 1: We strongly recommend that you purchase enough OP Kits to reward all players taking part in the events and let them know in advance that their participation is rewarded. These kits can be purchased directly from your local gaming Retailer/Distributor. Each kit will contain enough prizes for 8 participants to have a fun and rewarding experience.



Demo Game Table: Having a painted demo-table set up at all times can both attract new players and also inspire existing ones. For new wargamers we have created a **Quick Reference Rules Guide especially for Demo games** - to get beginners started in no time!

Table Space: Apart from the tables needed for the event itself, we recommend that you allocate some space to intro-gaming and painting! After all, demo days and painting events are rewarded with Agm in addition to the actual rewards within the OP box! Some of the events could be a hobby hangout where you all paint together, you may even do so digitally!

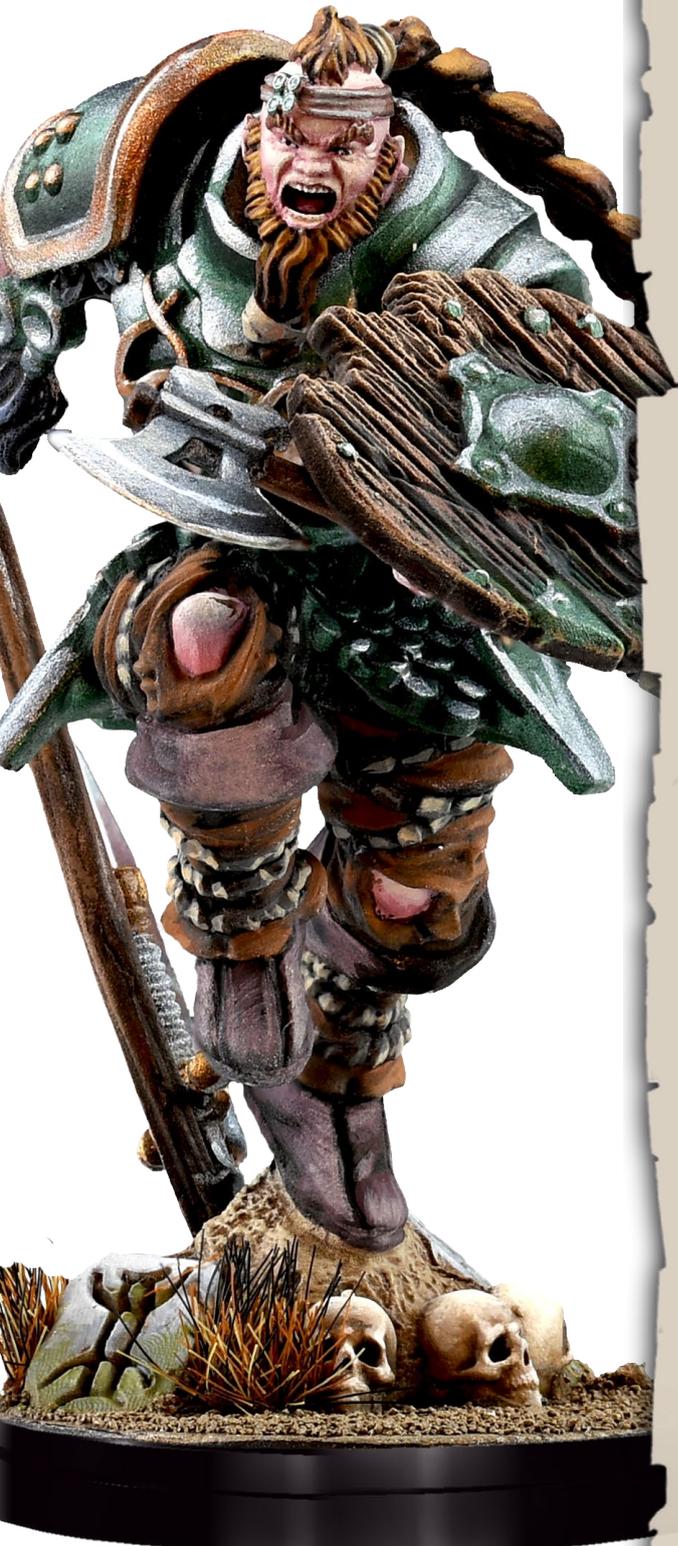


Painting Events: Painting is an integral part of the *Conquest* experience. We recommend you to schedule Painting events as often as once a week, as painted armies look better and help players immerse into the game! To help you get started, our Paint and Take OP Box contains all the paints, brushes and miniatures you need to launch one for these events, including rewards that can then be distributed to the participants!

Social Media Campaign: Every painting and game event is a moment to be captured and shared with the rest of the Community. We want to see your players enjoying *Conquest* as much as we do and we want you to enjoy the benefits of the game's success as well. We therefore strongly recommend uploading photos onto our social media channels and Discord using the following hashtags: **#Conquest #Colorsofconquest #PathofConquest** .

Finally, please add your events to our Events Calendar online. We will help you disseminate the information through our channels and include it on our Website and Facebook Events Calendar. Contact us at contact@para-bellum.com for more information.





Registering a Retailer

Show your support to your Retailers by assigning them as your “home” gaming area from your Living World profile page. Every time you gain Aghm your Retailer of choice receives Aghm as well, level up and gain unique rewards!

Official Retailer of Conquest

Requirements

- Work closely with a Vanguard for your store
- Maintain current inventory of top sellers
- Order back stock when asked by consumers
- Maintain painted models on display
- Have a Conquest table at the ready for play
- Run no less than 3 demos/tournaments a quarter during OP
- All demos/tournaments logged timely in Living World for your players to get credit
- All events posted on our events calendar
- Maintain inventory for sale online and in store.

Receive

- \$25 off each OP kit purchased
- Conquest Companion and Campaign Guide for your store
- Retailer of Conquest social media posts about your store
- Sponsored Social Media Buy for your store around a product release of your choice to your local market, at least once a year
- Early opportunity to purchase limited edition items
- Exclusive promotional offers.

Exemplar Retailer of Conquest

Requirements

- Work closely with a Vanguard for your store
- Maintain current inventory of top sellers
- Order back stock when asked by consumers
- Maintain painted models on display
- Have a Conquest table at the ready for play
- Run regular Conquest casual play night/day
- Sponsor a Club
- Run no less than 6 demos/tournaments a quarter during OP, for 3 or more consecutive quarters
- All demos/tournaments logged timely in Living World for your players to get credit
- All events posted on our events calendar
- Maintain inventory for sale online and in store.

Receive

- \$25 off each OP kit purchased
- Conquest T-Shirts for your employees
- Conquest Companion and Campaign Guide for your store
- Retailer of Conquest social media posts about your store
- Sponsored Social Media Buy for your Retailers around a product release of your choice to your local market, at least once a qtr
- Early opportunity to purchase limited edition items
- Exclusive promotional offers
- Bonus Founder’s Exclusive figure at no charge for prize support
- Conquest “tricked out” table for your store, exclusive play mat, T-shirts for the players for that night, and all snacks for one night
- Additional 5% discount on product purchases.

Living World Aghm Bonus

The Retailer/Club within each country who earns the most Aghm points because of Community participation, will be our Retailer/Club of the year. Earning not only a trophy, a Conquest art wall sized banner, for amazing Retailer/Club decor.

Registering a Club

Game Clubs can also gain Aghm and level up! After registering your Club through the Living World profile page, ANY time your Club members earn Aghm for ANY activity the club will earn the same amount!

As it earns Aghm, a Clubs standing will rise first in levels (Levels 1 through 3), and later in categories (Bronze through Gold). A Game Club can achieve Bronze, Silver and finally Gold Status earning perks, goods and advantages for itself along with fame and glory for all its members!

Here are the rewards and Aghm required for each Club Level at the different categories:

BRONZE TIER		
REQUIREMENT	VANGUARD REGISTRATION	AGHM LEVEL REQUIREMENT
Level 1	Official Tournament Venue.	7500
Level 2	Demo Kit (Core Box + Steel Legion + Marksmen Clones), OP Season Table Tents.	17500
Level 3	Conquest Posters (Faction and Seasonal).	30000
Completion Perk	Conquest Club Plaque Denoting the Club's Status as an Official Tournament Venue.	
SILVER TIER		
REQUIREMENT	REGISTERED TOURNAMENTS EVERY SEASON	
Level 1	Affiliate Status for the Club and Media Shoutout. 4 Dice Trays with Club and PBW logo.	45000
Level 2	Kraken 6x4 Battle Mat with the PB and Club Logos. Enough Light Terrain (trees, drops, houses) for a single Table.	75000
Level 3	Cloth Banner (Club and Para Bellum Logo) or Exclusive Oversized Art Posters.	100000
Completion Perk	Pre-Order Code for Limited Exclusives BETA Tester Eligibility for Club.	
GOLD TIER		
REQUIREMENT	MORE THAN 20 ACTIVE MEMBERS	
Level 1	Full Table (6x4ft) of Bespoke Conquest Terrain.	125000
Level 2	Lore Write In and Living World Influence.	150000
Level 3	Regional Event Organizer with Para Bellum Prize support for Tournaments.	200000
Completion Perk	Scaled UP Collectible Miniature.	

Can't find your Retailer or Game Club on the list?

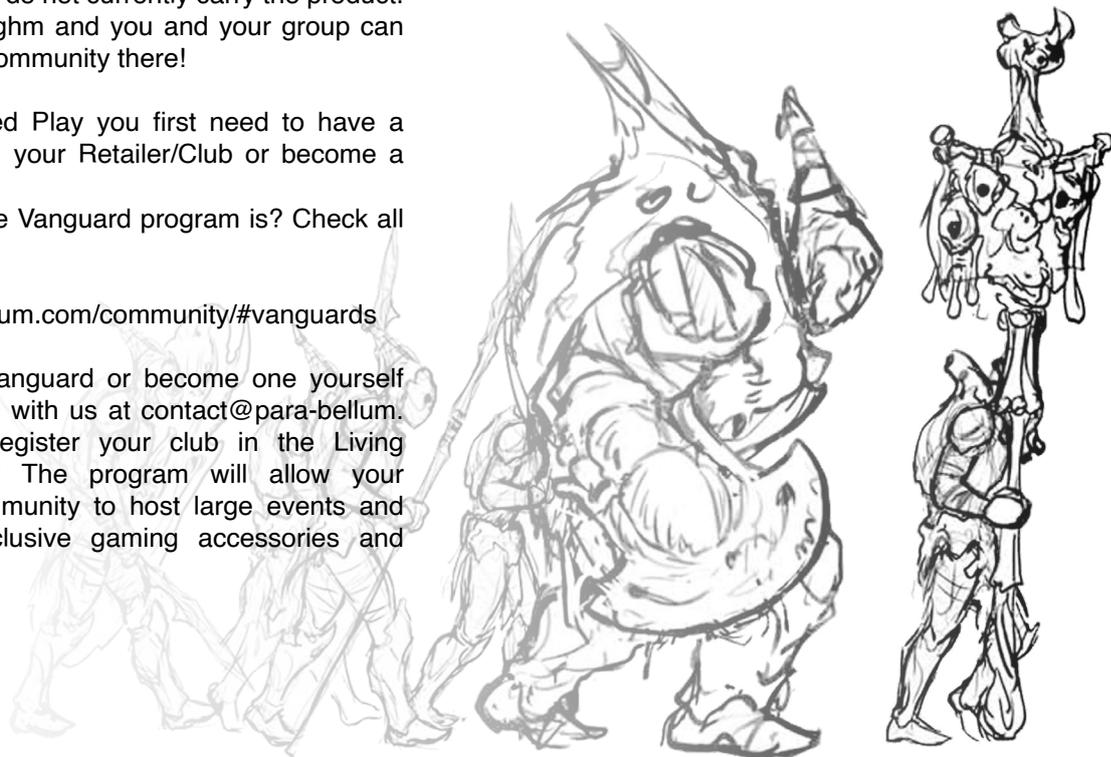
You may suggest a Retailer/Club near you to be added to our list even if they do not currently carry the product. They will still gain Aghm and you and your group can create a *Conquest* Community there!

Conquest's Organized Play you first need to have a "Vanguard" to attend your Retailer/Club or become a Vanguard yourself!

Interested in what the Vanguard program is? Check all about it here!

<https://www.para-bellum.com/community/#vanguards>

Once you have a Vanguard or become one yourself you can get in touch with us at contact@para-bellum.com and we will register your club in the Living World profile page! The program will allow your local Conquest Community to host large events and give access to exclusive gaming accessories and promotional material.



How to Share your Events with the Conquest Community

We want to make sure that you get as much exposure for your events as possible! If you are planning an event make sure to let us know on our social media, Discord and feel free to add it on our Events calendar on our website, under Community! <https://www.para-bellum.com/events/>

March 2021						
Mon	Tue	Wed	Thu	Fri	Sat	Sun
1	2	3	4	5 Rumble in the Jungle	6	7
8	9	10	11	12	13	14
15 The Trolls are loose, as are the Hunter Cadre, and the Longbowmen	16 Michigan Conquest Hobby Hangout #3	17	18	19	20	21
22	23	24	25 Virtual Happy Hour	26	27 VTIGL 2021	28 Path of Conquest Milestone 6 TwoD3 does Conquest - A Beginners Guide
29	30 April Releases!	31	1	2	3	4