

# DUNGEONS & DRAGONS

Merchandising Guide



# Product Dimensions



## 1 Essentials Kit

*Jump in Adventure for  
2+ players*



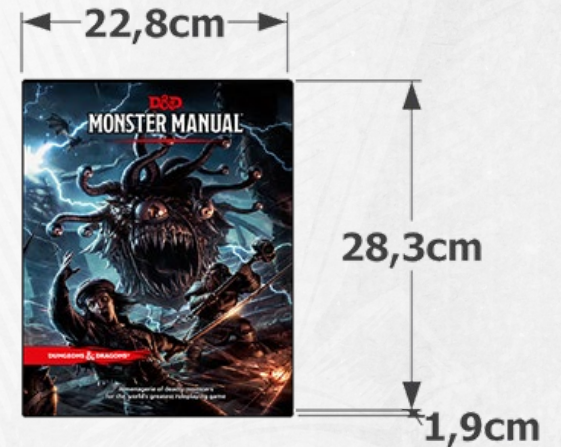
## 2 Player's Handbook

*The primary book for D&D  
players*



## 3 Dungeon Master's Guide

*The ultimate resources for  
creating your world*



## 4 Monster Manual

*Populate your world with  
deadly monsters*



# Fixtures Options



Regular shelf



Hooks



Plexiglas Holder

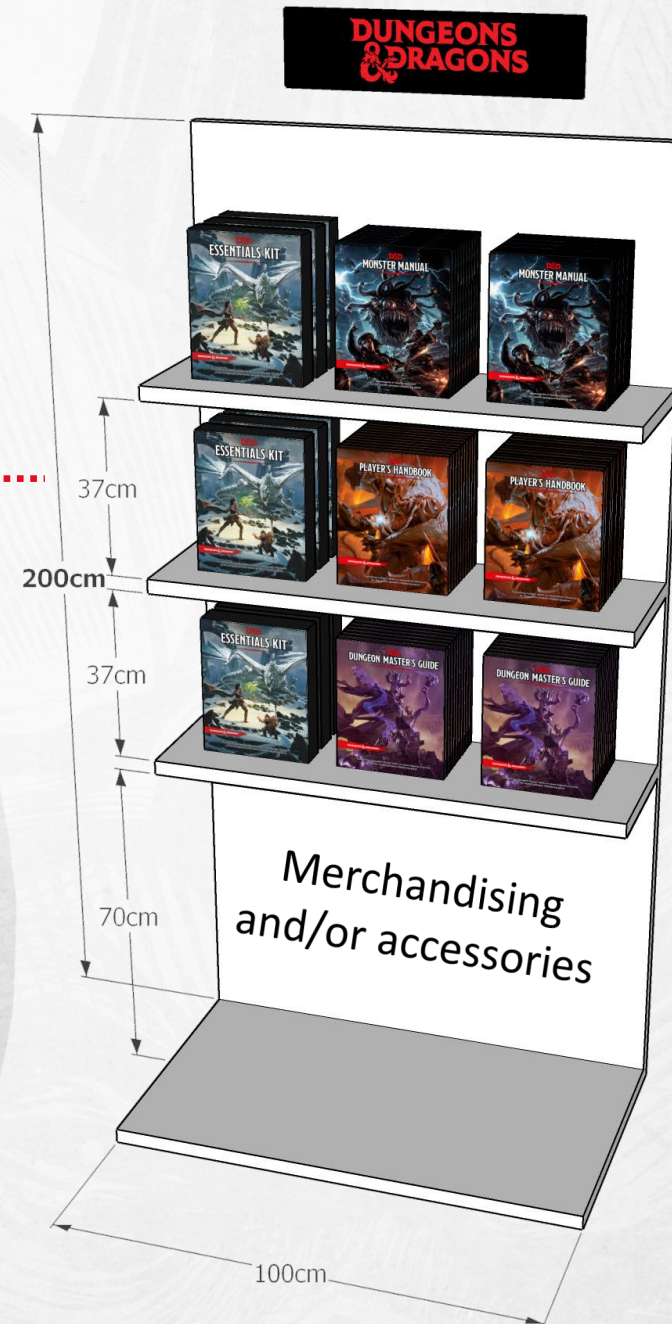


# Recommended Planogram



Eye Level

- Highlighting Essential Kits
- Player's Handbook at eyes level
- Optimized Space
- Eye catching display





# Alternative Planograms



2X columns



3X columns



# Product Information



**DUNGEONS & DRAGONS**  
Sales Story Telling Tool

**What is Dungeons & Dragons?**

D&D is the most popular roleplaying game in the world. Since its inception in 1974, D&D continues to grow as global brand and maintains a foothold in popular culture.

**About Dungeons & Dragons**

D&D is a cooperative storytelling game that harnesses your imagination and invites you to explore a fantastic world of adventure, where heroes battle monsters, find treasures, and overcome quests.

WIZARDS OF THE COAST



**DUNGEONS & DRAGONS**

## ESSENTIAL KIT

THE PERFECT ACQUISITION SKU FOR NEW PLAYERS

**EVERYTHING YOU NEED:** Includes an introductory rulebook, an adventure book, 6 blank character sheets, a dungeon master screen, 11 dice, a double-sided map, and 81 cards for the magic items and sidekicks featured in this adventure.

**DESIGNED FOR 2 - 6 PLAYERS:** The first official D&D 5th edition product designed to support play with 1 Dungeon Master and 1 player thanks to the introduction of sidekicks. The perfect way to discover D&D with a friend, your partner or your child!

**EXPLORE MORE ADVENTURE:** After starting with the D&D Essentials Kit you can continue your journey with Core Rulebook including The Player's Handbook, Monster Manual and Dungeon Master's Guide.

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For information about D&D products, please read our Sales Guide!