

***Star Wars* Collectors' Stage**

W307

Gus Lopez and his enthusiastic and creative crew return to Celebration with another great round of panels on collectibles. Don't miss the exclusive Star Tot giveaways, created especially for Celebration Orlando and available only at these panels. Find the full schedule for this and all other stages on the Celebration mobile app and in the printed *Insider's Guide to Celebration*. We clear the *Star Wars* Collectors' Stage after every performance.

Thursday, April 13

12-1pm

40 for 40: Highlights from Four Decades of *Star Wars* Collectibles

Join life-time collectors and podcasters Matthew Fox from "This Week in *Star Wars*," and Jake Stevens from From4-LOMtoZuckuss.com as they celebrate the 40th Anniversary of *Star Wars* by chronicling 40 different toy lines and collectibles from the past four decades. Selections will include the famous, the infamous, and the forgotten. Memorable not only for what they are, these collectibles also tell the story of how *Star Wars* changed over the years. A unique franchise which has been diversely perceived and marketed over the years: surprise phenomenon to kids' property; dormant franchise to 90's nostalgia revival; prequel oversaturation to pre-Disney aimlessness to the omnipresent cultural staple it is today. Whether you prefer Kenner or Hot Toys, Hasbro or Lego, Pez or Bend-Ems, the hosts cover it all with a 40-year look at the good, the bad and the ugly from the ever-expanding universe of *Star Wars* collectibles.

1:30-2:30pm

The Growing Galaxy of Women's *Star Wars* Fashion

Women's *Star Wars* fashion has been around since 1977, but has grown significantly as geek culture has become mainstream and female *Star Wars* fans have become more visible and active in demonstrating their passion for the fandom. This panel takes a look at all aspects of women's *Star Wars* fashion (both collecting and wearing), highlights from the range of commercial products and designer *Star Wars* garments on the runway, as well as examining the concept of *Star Wars* clothing as both self-expression and a collecting focus.

3-4pm

Rancho Obi-Wan

For many collectors across the world "Rancho Obi-Wan" is a near mystical place. Steve Sansweet and a team of volunteers have turned it into a true destination that everyone can visit. Hear and see all about this amazing destination for *Star Wars* fans, why it was done, how the museum operates, and a close-up look of some of its treasures.

4:30-5:30pm

Food Collectibles

Food promotions have been used to market the saga to a worldwide audience over the last 40 years. From Wonder Bread and Coca-Cola promotions for the original release of *Star Wars*, to current worldwide cereal offerings from General Mills and Kellogg's, *Star Wars* fans throughout the world have been exposed to a vast array of food-related

packaging, premiums, and related promotional materials. Come learn about highlights of the often short-lived and regional food promotions from the vintage era to the latest trends in more healthy food offerings, including preservation and display techniques, in this fascinating panel presented by Jonathan McElwain and Tom Stewart.

6-7pm

***Star Wars* Display and Advertising Collecting**

Will Grief, Ron Salvatore, Todd Chamberlain, Gus Lopez

Star Wars advertising and merchandising dates back to the very beginning of *Star Wars*. Point of purchase ('POP') displays showed up in stores even before the actual merchandise was available. Movie advertising helped lure us all into the theater and create the phenomenon that is *Star Wars*. Often these big and bulky displays were thrown away by retailers eager to make room for the next item in line. Few fans saved these items, making *Star Wars* Display collecting one of the most challenging of all *Star Wars* collecting niches. Come join Todd Chamberlain, Ron Salvatore and Will Grief as we stroll through store aisles and catalogs of yore, spanning the Original Trilogy all the way through Rogue One.

Friday, April 14

12-1pm

The Art and Packaging of Vintage *Star Wars* Toys

Learn about Kenner's now-iconic design for the *Star Wars* action figure line and how important that design was for the success of the line. Mattias Rendahl, author of *A New Proof - Kenner Star Wars Packaging Design 1977-1979* and pre-production collector, will talk about the basics of the *Star Wars* packaging design process, show original sketches, artwork and proof cards from all the vintage lines, tell stories from ex Kenner employees that did the original design. See rare *Revenge of the Jedi* proof cards, the gateway to 2D pre-production collecting. Questions welcome on anything from rarity to current values.

1:30-2:30pm

Displaying Your *Star Wars* Collection

How to display your collection from the cheap, to the creative, to the costly! There is information for everyone, from entry level collector to those who have hoarded 40 years of gems up to the ceiling! We take a peek into how collectors from across the world display and curate a vast variety of *Star Wars* collectibles. We'll cover important concepts, view images of amazing collections, and provide information on specific ideas that you can tackle at home. Attendees will receive a special bonus for their collection. Presented by Peter Fitzke, Jeff Jacobs, Brian Angel, Ross Cuddie and Elling Haug.

3-4pm

The *Star Wars* Funko Pop! Vinyl Explosion

The incredible popularity of *Star Wars* Funko Pop! vinyl seems to have grown overnight, but actually there have been vinyl *Star Wars* toys since the first Jawa figure's cape, and Funko has been making *Star Wars* collectibles for over a decade. We'll take a brief look at the international history of vinyl toys, the art vinyl toy movement and the growth of *Star Wars* vinyl toys & collectibles. See the variety and history of Funko *Star Wars* toys

and evolution of the Pop!, leading to the growing army of *Star Wars* Pop! vinyls. We'll see the key to Funko's success is that their artists and staff are all passionate collectors empowered to make cool toys, and we'll share insights and stories from their headquarters. We will discuss some strategies for collecting and displaying as well as Pop! "FUN"ko Facts from a few crazy collectors. Q&A from the audience, too. Presented by Earl Bergquist, Pam Green, Mark Robben.

4:30-5:30pm

***Star Wars* Original Props and Costumes**

An exploration of the wonderful world of collecting original props used in the making of the *Star Wars* movies. Come along and get hints and tips on all aspects of collecting the greatest collectible of all, an actual piece of the movies we hold so dear. This panel will focus on how to get started and learn the how-to of collecting props and costumes from the *Star Wars* films. Presented by Tom Spina, Brandon Alinger, Stephen Lane, Gus Lopez, David Mandel and Andy Goulding with CJ Fawcett moderating.

6-7pm

***Star Wars* Collecting: Social Media & Networking**

Networking has been an essential tool from the very beginning of the collecting hobby. As technology has changed, so have the means by which collectors connect with one another and build communities. In today's highly-linked world, there are so many options that it can be a challenge to find the outlets that work best for you. The panel will emphasize how collector friendships have remained an important resource despite the multitude of changes in technology and methods of communication. We will explore the evolution of networking, discuss a wide range of collecting communities you can join, and highlight opportunities for networking at Celebration Orlando. Presented by Krister Persson, Chris Logli, Daryl Whitlow, Mike Ritter, CJ Fawcett, Bill Cable and Amy Sjoberg.

Saturday, April 15

12-1pm

40 Years Later: *Star Wars* Original Film Memorabilia

As we celebrate the 40th anniversary of the dawn of *Star Wars*, this panel looks back a long time ago to the collectibles associated with the original 1977 film. Join us as we share and discuss some of the very earliest, most unique, and seldom-seen *Star Wars* items from 1975 through 1978 that were directly related to the motion picture. These collectibles were involved in making, promoting, experiencing, and acknowledging the movie that unexpectedly became a global phenomenon, that touched every aspect of society worldwide for the ensuing four decades. Come re-experience *Star Wars'* humble cinematic beginnings through its film industry memorabilia, and its impact on the genesis of *Star Wars* collectible items of every form and fashion imaginable! As a critic from The Hollywood Reporter forecast after the first press preview screening: "*Star Wars*, a Lucasfilm Ltd. production for 20th Century-Fox, will undoubtedly emerge as one of the true classics in the genre of science fiction/fantasy films. In any event, it will be thrilling audiences of all ages for a long time to come." Presented by Michael Novak, Duncan Jenkins and Gus Lopez.

1:30-2:30pm

Hallmark Collectibles

Join super collectors James Burns and Duncan Jenkins as they look back at the history of Hallmark collectibles from the galaxy of *Star Wars*. Since 1996, for over 20 years, Hallmark has been putting out handcrafted ornaments – with over 150 to-date. Alongside greetings cards, plush, exclusive buttons/badges at conventions and lots of other items, Hallmark collectibles have become a firm favorite among *Star Wars* collectors worldwide.

3-4pm

***Star Wars* at the Movies: Vintage Theatrical Advertising and Collectible Ephemera**

The original theatrical releases of the *Star Wars* Trilogy took place at the end of an era in movie marketing. Printed ephemera and various promotional items played a critical role in the original films' success in capturing the attention of the press, prospective film exhibitors, and moviegoers around the world. This narrative-driven panel will explore the diverse realm of vintage theatrical advertising through the eyes of a time-traveling *Star Wars* superfan and collector from the early 1980s. As our narrator reminisces, the panelists will highlight everything from press books, print ads, and lobby cards, to souvenir programs, Kenner toy tie-ins, and special screening memorabilia that brought that galaxy far, far away to theaters in our own universe. Presented by Stephen Danley, Ron Salvatore, Skye Paine and Todd Chamberlain.

4:30-5:30pm

A *Star Wars* Collector's Journey

Star Wars collecting is a vast hobby with collectors all over the world amassing memorabilia for the past 40 years. The sheer amount of items and information can be overwhelming to those getting started. Gus Lopez will take you through his personal journey from beginner to advanced collector. Using examples from Gus's experience, he'll cover how to connect locally with other like-minded collectors while also building an international network of collectors for trading and advice in specific areas of the hobby. Learn about places to buy, books to read, and forums to join. Hear about some amazing discoveries and the conditions that enabled some of those opportunities to happen. Gus will share information about events and conventions where other collectors meet and offer tips for finding *Star Wars* collectibles while traveling. Finally, every *Star Wars* collector has a focus and a budget. Gus will walk through examples about how to build a theme around a collection while not blowing a budget. Even amazing *Star Wars* pieces can be found on a shoestring budget if you know what, where, and how to look, and Gus will share some recent examples to illustrate.

6-7pm

Fakes and Scandals

Have you been Snoked? Join us in a discussion of the Dark Side of *Star Wars* collecting. We'll review some of the more memorable deceptions and schemes in the hobby, where ethics and morality were put aside for the quick and easy path. From classic bait and switch, to advanced replications of high end items, no facet of the hobby has been left unscathed. This panel of seasoned collectors will hope to illuminate, entertain and provide resources to assist in keeping your collecting path better protected. Presented

by *Star Wars* collecting veterans Tommy Garvey, James Gallo, Mark Salotti, Isaac Lew, Ross Cuddie and Gus Lopez.

Collectors' Social Room, W305

7-9pm

Collecting Track Swap Meet and Social

Collectors will have a chance to trade their collectibles, or just mingle with other collectors. Meet like-minded *Star Wars* treasure hunters from around the world!

Sunday, April 16

12-12:45pm

Bounty Hunting for Exclusives

Do you like to have things no one else has? Are you always on the hunt for the exclusives and variants? We are too! In this panel you will learn about the history of *Star Wars* exclusives as well as receive some tips to uncover secrets to exclusive collecting. Experts Rachel Rossilli, Michael Morris and Eric Pfeifer share their secrets.

1-1:45pm

Collecting *Star Wars* — A Singaporean Perspective

Derek Ho will highlight the *Star Wars* phenomenon and its influence on growing up in Singapore & Southeast Asia. He will present insights into many of the items that were released exclusively to the region.

2-2:45pm

Time Travel to Vintage Toy Factories Around the World

A tour with a time machine to visit the factories of the vintage toy line with photos of the production process from Kenner, Palitoy, Lili Ledy and other companies that made the *Star Wars* toys on the 80s. This tour will be guided by a round table of collectors, including Luis Gálvez, Chris Georgoulas and Todd Chamberlain, who will explain the processes and compare them while discussing rare collectibles.

3-3:45pm

***Star Wars* Collecting in Argentina**

Collectors Daniel Segovia (co-author of the books *Guerra Estelar, The Story of Star Wars in Argentina* and *Guerra Estelar II, The Story of Star Wars Top Toys and Latin American Toys*), Diego "Doe" Fernando Gómez, and Gabriel "Chapa" Campos will discuss *Star Wars* vintage collectibles from Argentina, which is an under-appreciated region for *Star Wars* memorabilia. The panel members will share pictures of rarely-seen collectibles as they explain details about *Star Wars* merchandise available in Argentina, much of it exclusive to that country.

4-4:45pm

From *Star Wars* to *Rogue One*: Unique Promotions from Spain

Premiums and promotions have been part of the *Star Wars* universe since the very beginning. Spain produced some of the most hard-to-find items in the world, and now you can learn about these unique collectibles. A "Top 40" list from the common to the

rarest in toys, trading cards, posters, water and even toothpaste, from *La Guerra de las Galaxias* to *Rogue One: A Star Wars Story*. Join Jose M Arosa, Spanish collector and enthusiast, to discover a whole world of new treasures to track, collect and share with friends.

5pm: Giveaways of extra Star Tots, if available.