



Booth (R): each booth is identified by the publisher's logo, the booth number and the location color.

Last turn tiles effects are :



Each game cost 10€ minus when you buy it (a game costs at least 5€).



Each meeple game gives you a 2PV bonus when you buy it.



Each dice game gives you a 2PV bonus when you buy it.



Each cards game gives you a 2PV bonus when you buy it.



Each hourglass game gives you a 2PV bonus when you buy it.

Set up (fig.3)

Give each player the meeple, the scoring token and an individual trunk of his color.

Each player takes an action token of his choice.

Give each player 300€. The remaining money is placed on the side of the board to form the reserve.

Each player places his marker on the score «0» of the scoring track. (1)

Each player places his meeple on the parking (2) and the action token on the starting space of the action track. (3)

Place 4 popularity markers on the red «2» row of the popularity tracks. (4)

Place the 2 crowd tokens on the parking space. (5)

Mix the 14 event tokens and place them face down on the side of the board near the pallet truck.

Shuffle the 60 wishlist cards and deal 7 to each player. The remaining cards are placed on the stack box to form the deck (6). Each player secretly chooses a card from the cards he has received and then passes the remaining cards to his left. Do this four times to keep only 4 wishlist cards on hand. These 4 cards are secret, they are your personal starting wishlist.

The remaining cards are collected, sorted by colour to be placed face up on the spaces reserved to the common wishlist cards (7). These cards are the common players' wishlist. For a 2-player game, refer to variants.

Separate the morning ranking cards from the afternoon ranking cards.

Shuffle the morning cards symbole and place one face-up on each of the 3 ranking tables (8). The remaining morning cards symbole are removed from play for the game. Place the afternoon cards symbole on the side of the board. They will be used at the end of round 4 after scoring the morning ranking cards.

Shuffle the 60 game tiles, face down. Then:

Place 6 tiles, face down, on each of the 5 spaces (numbered from 2 to 6) in the storage area (30 tiles). (9)

Randomly place a tile, face up, on each of the 6 spaces of the pallet truck (6 tiles). (10)

Place the remaining 24 tiles face up on their publisher's booth, using colors and booth numbers as a reference (24 tiles). (11)

Shuffle the 5 last turn tiles and randomly place one tile, face down, on the last turn box of the storage (12). The remaining last turn tiles are removed from play for the game.

Customize the popularity, generate events and move the crowd following the procedure as described in paragraphs 2, 3 and 4 of the exhibit maintenance phase.

Shuffle the Press card with as many entrance admission cards necessary to distribute one card to each player. The player receiving the Press card is designated first player, thus may start his actions in the first round: e.g. for 4 players: 3 entrance admission cards and 1 Press card.

Game cycle

A game is played in 7 rounds. Each round is divided into 3 phases:

A. Exhibit maintenance phase

1. Release of Games
2. Popularity
3. Events
4. Crowd

B. First player phase

C. Players actions phase

1. Move
2. Purchase
3. Play-test
4. Unloading
5. Cash withdrawal

Note : at the end of the 4th turn, you have to proceed to the morning ranking cards scoring. (cfr p.10)

A. Maintenance of the exhibit

1. Games release (from the second round):

Place the 6 games tiles of the pallet truck (with their eventual event tokens) on the their publisher's booth using colors and booth numbers as a reference.

Starting from the right (box n°2) of the storage area, take the first available pile and place the 6 tiles randomly, face up, on the pallet truck spaces.

2. Popularity:

Customize the popularity of the games according to their symbols :

The game symbol placed on the «-1» pallet moves backwards one space on the popularity track.

The game symbols placed on the three «+1» pallets move forward one space on the popularity track.

Exemple :

The game in front of the «-1» pallet has the hourglass symbol. Therefore, the marker on the hourglass popularity track moves backwards 1 space (down). The hourglass games popularity is set to 1 for the round.

The games on the 3 «+1» pallet have the cards, meeple, meeple symbols. Similarly, the marker moves forward 2 spaces(up) on the meeple popularity track (for 2 meeple symbols) and 1 space (up) for the marker on the cards popularity track.

The different levels of popularity after this operation indicate the popularity levels for the round. Victory points earned during a purchase will be calculated using this temporary scale.



3. Events:

Take two event tokens and place them randomly, face up, on the games placed on both «?» pallets. These events will be effective when buying games in the exhibit hall. The different events are :

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Buzz (1x): bonus of 3 victory points for the purchase of the game.
Flop (1x): 3 victory points less for the purchase of the game. (with a minimum of 0).
Goodies (3x): bonus of 1 victory point for the purchase of the game.
Discount (3x): the game costs 10€ less to buy (with a minimum of 5€).
Sold out (6x): the game is sold out and can only be purchased by pre-order.

4. Crowd:



Place the two crowd tokens on the exhibit hall areas by matching tile colors laid on both crowd pallets.

If the colors of the two tiles are identical, place the second crowd token on the central courtyard space.

Example:

Both tiles placed in front of the crowd symbol have green and purple edges, respectively.

Place crowd tokens on the green and purple areas of the exhibit hall. For this round, the moves into these two areas will cost two actions instead of one.

NB: If the edges of the two tiles were purple, the first crowd token would be placed on the purple area and the second on the center courtyard.



Last round:

The Fair will soon close its doors. The crowd begin to leave the show to hit the road. At the beginning of round 7, manage the exhibit as follows:

Turn over the last turn tile and apply the effect for the turn
Last 6 games installed on the pallet truck are placed on the booths of their publishers.
Do not change the popularity and do not take event tokens.
Both crowd tokens are placed on the two entrances.

B. First player

At the start of the game, the first player is determined by the entry tickets. The player receiving the Press card starts the game.

From the second round, the least encumbered player (with the most free action spaces) receives the 1st player token. In case of a tie, the player with the least victory point becomes the new first player. If there is still a tie, the least encumbered player to the left of the current first player becomes the new first player. If the first player is one of them, he gives the 1st player token to the first least encumbered player to his left.

Each player places his action token on the starting space of his individual actions track.

C. Players actions phase

The first player completes all his actions. Then, clockwise, the other players complete all their actions. When all players have had a turn the round ends. Then begin the next round maintenance.

At the beginning of the game, each player has 8 free action spaces (each action space is equivalent to one action point). The number of actions points available will vary during the game according to the number of free spaces on the action track. Thus, each player can achieve one or more of following actions, in the order of their choice. For each action point a player has to pay, he moves his action token prior to the next free action space.

1. Movement:

Moves are from space to space, horizontally, vertically or diagonally on one of the adjacent spaces. Spaces are: the publishers' booths, the central courtyard, the two spaces in the Galeria, both entrances and the parking lot. Each move costs 1 action point. Each move to a space in a crowded area costs 2 action points.

Moves can be interspersed with other actions. For example, you can move to a booth, stop there to buy a game and then resume your movement, as long as you have the necessary action points to do it.

The parking lot is connected to both entrances. For one action point, you can move from the parking lot to one entrance and vice versa.

Courtyard:

When you go through the central courtyard, you can pay € 20 to eat and recover some strength. This action allows you to immediately move your action token up to 2 spaces backwards on your individual actions track. Note that by this move, the meeple action can return to the starting space (but not beyond). Also, this action can only be played once per turn and per player.

Example:

Mr. MEEPLE decides to return to the parking space to unload his purchases in the trunk of his car. His movement from A to C cost him two action points. He has two options available:

1. Mr. MEEPLE (yellow on the action track) no longer has a penny and wishes to return as soon as possible to the parking lot and withdraw some money. First, he goes through a green box crowded box (D), which costs two action points. Then he passes through the entrance (E) to finish his move on the parking space (F). Each of these movements has cost him one action point. To move from A to F, Mr. MEEPLE had to use 6 action points (1 + 1 + 2 + 1 + 1). He can finally unload his games and withdraw some money before returning to the exhibit hall.

2. Mr. MEEPLE (green on the action track) decides to stop in the central courtyard to eat. He pays 20€ which allows him to move his action token backwards two spaces (green meeple C). Now, Mr. MEEPLE is fit and ready to go. His movement from the central courtyard to the parking lot cost him 4 action points (crowd + entrance + parking). To move from A to F, Mr. MEEPLE has used 4 action points (1 + 1 - 2 + 2 + 1 + 1). This pause in the central courtyard has allowed him to have 2 additional action points for that turn.



2. Purchase:

To buy a game, you have to be on the coveted game tile and pay the purchase price. Take the tile and place it on the last free action space of your actions track. As a reminder, you can only place a game tile on the action spaces marked with a bag. Your bag does not reasonably allow you to carry more than 6 games simultaneously.

To buy a game, you need a free action space (with a bag) to place the tile on it. Buying a game does not cost an action point but blocks one of your action spaces, which decreases your capacity for action by one. This loss of action space represents your increased load. To recover all of your actions, you will have to get to the parking lot and unload your purchases into the trunk of the car.

If you buy a game matching one of the common wishlist cards, take the card and add it to your hand.



Sold out games:

To buy a sold out game, you need to use your pre-order. Take the sold out event token from the tile that you are buying and place it on the pre-order box of your individual actions track. Each player can only buy one sold out game throughout the whole game.

Every game you purchased immediately earns you victory points, calculated by adding:

- The popularity of the game
- The potential bonus* indicated on the game tile
- The bonus indicated by the potential event token

(*depending of the price and the distance between the publisher booth and the parking lot, some games provide bonus victory points when they are bought. The more expensive the game is and the further it is from the parking lot, the more difficult it is to acquire, thus it earns more bonus points)

Exemple:

Mr MEEPLE just bought the buzz of the show. The game has the hourglass symbol. It's time to count victory points:

- The popularity of hourglass games is 1
- The game has a bonus of 1 (bottom left on the tile)
- The buzz event provides an exceptional bonus of 3

In total, Mr MEEPLE just scored 5 victory points that are added directly to his points on the scoring track.



3. Play-test:

During his turn, and wherever he is (exhibit hall, entrance, parking or Galeria), a player can test and discover games. For each play-test performed, draw two cards from the wishlist deck. Keep the card of your choice and discard the other. If you exhaust the wishlist deck during the game, shuffle the discard pile to form a new deck. Each play-test costs 1 action point and the action token of the individual action track is advanced one space.

As a reminder, wishlist cards in your possession will yield victory points in the final count, if you have purchased the corresponding games.

4. Unloading:

To deposit your purchases in the car trunk.

The player moves the game tiles from his bag (his action spaces marked with a bag) to the trunk space corresponding to each games' symbols. Action spaces freed like this can be used immediately to perform new actions.

5. Cash Withdrawal:

When a player is on the parking space, he can withdraw money. Withdrawals are multiples of 50€. Every 50€ makes you lose 2 victory points immediately on the scoring track. Withdrawing money doesn't cost any action points.

A player can withdraw as much money as he wants if he can pay in victory points. It is forbidden to drop below 0 on the scoring track.

Scoring of the morning ranking cards



At the end of round 4, proceed to the morning ranking cards scoring.

Each player receives 4 victory points for each ranking card which meets the requirements.

Note that the same game could be used to achieve several ranking cards. A same ranking card may only be scored once per player.

Then replace the morning ranking cards with 3 afternoon ranking cards.



Exemple:

End of the morning, Mr. Meeple enjoys a well-deserved break to inventory purchases.

Between the games he has already unloaded into his car and the games he carries in his bag, Mr. Meeple bought 6 games with these symbols: 3 x meeples, 2 x hourglass and 1 x cards.

Comparing his purchases to the provisional rankings he finds that these games are popular.

With his 3 x meeples and 2 x hourglass, Mr Meeple satisfies the conditions of the first and the third cards and thus scores 8 victory points:

- 4 for the first ranking card because it has the combination of 3 meeples and 1 hourglass.
- 4 for the third ranking card because it has the combination of 2 meeples and 1 hourglass




End of the game and final scoring

At the end of round 7, the show closes. Each player moves his meeple to the parking space and then puts his latest purchases in the trunk of his car.

Now add victory points from the afternoon ranking cards and wishlist cards to the victory points earned during the game.

Afternoon ranking cards: score the same way as for the morning ranking cards, check the afternoon ranking cards symbole for those whom all the conditions qualify. You score 8 victory points for each condition reached.

Wishlist cards: count the number of purchased games for which you have the wishlist card and refers to the wishlist counting table. The more games you have purchased from your wishlist, the more victory points you will score.

| | | | | | | |
|---|-----|-----|-----|----|----|----|
| Wishlist | 1-3 | 4-5 | 6-7 | 8 | 9 | 10 |
|  | 5 | 10 | 15 | 20 | 25 | 30 |

Early departure:

Any player may decide to leave the Fair before closing to avoid traffic congestion. If at the end of the last round, a player ends his move on the parking space, place his meeple on the early departure space.

The first player to leave the exhibit this way wins 6 victory points and the second player wins 3 victory points. The other players will not receive any bonuses.

There is no obligation to complete the last turn on the parking space.

The player with the most victory points is the winner.

In case of a tie, the player who bought the most games on his wishlist wins. If there is still a tie, the player who has the least money wins (*To return from Essen with money is a shame Sir!*).

Variations

A. 2-players game version

Play with the same rules as above with two exceptions:

When setting up the game after distributing the 7 cards to each player, secretly choose two cards (instead of one) among the cards you receive. Then pass the remaining cards to your opponent. Repeat it to keep 4 wishlist cards in hand. The remaining cards are collected, sorted by colour to be placed face up on the spaces reserved to the common wishlist cards.
Starting by the first player (but before the action phase), each player chooses a game tile on the exhibit halls and removes it from the game. You cannot remove a tile on which a player meeple is standing.

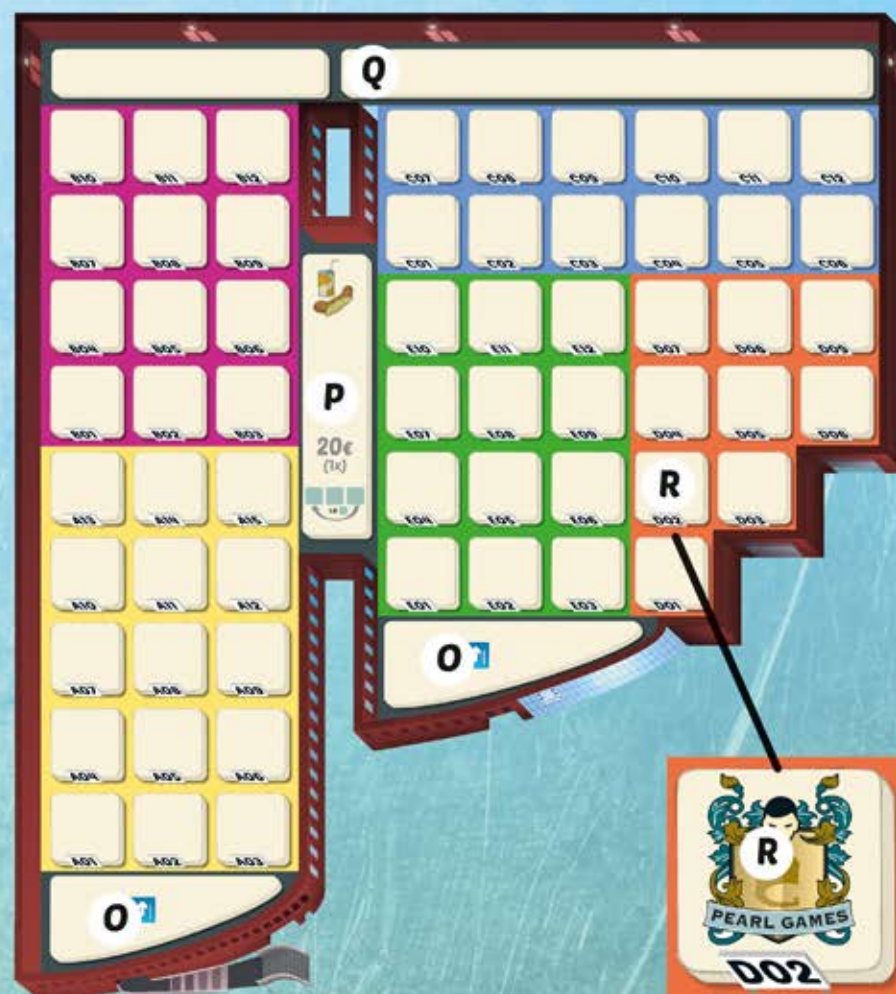
B. Family version

Remove the crowd tokens and/or the ranking cards from the game. In this last case, your purchases will only be directed by the wishlist cards and the games' popularity.

Fig.1



Fig.2



Marqueur premier joueur/
First player token/
Startspielermarker/
Startspelerfiguur



Ticket d'entrée et passe-press/
Entrance admission card and press card/
Eintrittskarten und Presseausweis/
Toegangskaarten en perskaart



Meeple



Marqueur score/
Scoring token/
Punktemarker/
scorepion



marqueurs popularité/
popularity markers/
Beliebtheitsmarker/
populariteitsfiches



Pions foule/
Crowd tokens/
Gedrängemarker/
Menigtepionnen



Jetons évènement/
Event tokens/
Ereignismarker/
Gebeurtenisfiches

Fig.3



Une partie se déroule en 7 tours. Chaque tour se décompose en 3 phases:

A. Maintenance du Salon

1. Sortie des jeux
2. Popularité
3. Evénements
4. Foule

B. Premier joueur

C. Actions

1. Déplacement
2. Achat
3. Play-test
4. Déchargement
5. Retrait d'argent

A game is played in 7 rounds. Each round is divided into 3 phases:

A. Exhibit maintenance phase

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B. First player phase

C. Players actions phase

1. Move
2. Purchase
3. Play-test
4. Unloading
5. Cash withdrawal

Eine Partie verläuft über 7 Runden. Jede Runde ist in 3 Phasen unterteilt:

A. Messevorbereitungen

1. Neuerscheinungen
2. Beliebtheit
3. Ereignisse
4. Gedränge

B. Startspieler bestimmen

C. Aktionen der Spieler

1. Bewegung
2. Spiel kaufen
3. Spiele testen
4. Auto beladen
5. Geld abheben

Het spel wordt gespeeld over 7 ronden. Elke ronde is opgedeeld in 3 fasen:

A. Onderhoud van de hallen

1. Uitkomen van nieuwe spellen
2. Populariteit
3. Gebeurtenissen
4. Menigte

B. Bepalen van de startspeler

C. Actiefase

1. Bewegen
2. Kopen
3. Proefspelen
4. Opbergen
5. Geld opnemen