

Independent Publisher Alliance

Boardgame publishers supporting each other.

Our Mission

Created in 2024, the IPA is a group of passionate board game enthusiasts coming together. A new initiative designed to champion and elevate independent board game publishers.

The IPA's mission is to support and put a spotlight independent board game publishers and distinguish them from the wider publishing landscape.

Charter

Guidelines for publishers to join the IPA label

IPA members shares 3 common guiding principles:



PUBLISHER OWNED



CREATIVES IN CHARGE



COMMITTED TO INDEPENDENCE



Creatives in charge

In-House Expertise: Our publishers maintain internal resources who oversee the entire publishing process, ensuring a deep understanding and dedication to each project.

Passion-Driven Decisions: We prioritize the insights, instincts, and experience of board game enthusiasts over detached marketing strategies, resulting in games that truly resonate with players.

Collective creation: We encourage open communication and collaboration between designers, illustrators, and editors, fostering a creative environment where the best game experiences can flourish.

Fairness: We champion a publishing model that ensures a fair recognition of all contributions throughout the entire creative process.

Publisher owned

- IPA publishers are free from money driven investors
- The owners must be actively involved in the creation process

Independent

- A strong resolve to remain independent, with the history to prove it
- The IPA community fosters a collaborative environment where members support each other



independent publishers alliance

Our main actions

AWARD to jumpstart new publishers

We are offering an annual grant to reward the best boardgame concept to help fund its publishing costs and initial print run. This grant can be up to \$30,000 as well as mentorship.

PROMOTE members through

- a. An I.P.A. label which distinguishes to shops and customers the independent nature of the publisher
- b. New "IPA" media supporting alliance members both on conventions and online (social network accounts, ads, influencers reviews...)

SUPPORT one another

Some examples of existing collaboration between members :

- a. Joint shops in conventions (Essen, Gen Con, Cannes, ...)
- b. Customer Care Solutions
- c. Sharing access to market: distribution and online sales
- d. Sharing logistics all over the world

Becoming a member

The IPA is more than just a label; it's a community dedicated to upholding the highest standards of quality and creativity in independent board game publishing.

In order to insure candidates validate those criteria new members get approved by all existing active members.

Two membership levels

As not every publisher has the same availability to participate actively in IPA actions, we have organized the I.P.A. on two levels:

IPA MEMBERS

What they may do to help:

- Add the IPA logo to their games and communications
- Sell their games in the IPA game shop
- Be part of an IPA shared Booth at conventions
- Communicate about their games on IPA Media
- Participate in the selection process of the IPA Award
- Provide mentorship to IPA award candidates.
- Give preferred treatment to other IPA supporters & members
- Introduce influencers to other IPA members and vice versa

IPA ACTIVE MEMBER

How they decided to help:

- Support The IPA Award
 - Be members of the Jury
 - Promote it on their Social Media
- Promote, Manage and create IPA promotion tools
 - Social media
 - Main conventions
 - Online distribution
- Share their distribution capabilities with the members they select

Admission Criteria

In order to become a member, the publisher must validate the following

- Follow IPA Guiding principles
- Have a history of producing multiple games and demonstrating a commitment to the industry.
- Active members should either have 10 years of existence or a very significant recognition or success in the Boardgame Industry (for example have a Top 100 BGG Game category, a Spiele Des Jahres nomination or over a million dollar campaign delivered).
- Go through the admission process detailed below.

Admission Process

To apply for membership publishers should submit their IPA Member and IPA Active Member request at independentpublisheralliance@gmail.com. Once received, admission will be reviewed by members as followed.

Application for the IPA Member level

- The application is submitted to all IPA Active Members
- If **no members rejects the candidate** application within a month AND it **satisfies the admission criteria**, the admission is validated

Application for the IPA Active Member level

- The application is submitted to all IPA Active Members
- IPA Member status is validated if all the following is validated:
 - The candidate **checks all IPA admission criteria**
 - The candidate commits to **contribute actively** to least one on the following:
 - Support IPA Award
 - Promote, Manage and create IPA promotion tools
 - Share their distribution capabilities with the members they select
 - **All existing Active Members** validate the candidate application