

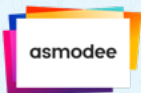


PRESENTED BY



**LION RAMPANT**  
IMPORTS & DISTRIBUTION  
*Your Game & Puzzle Distributor of Choice*

&



# EXHIBITOR PREPARATION GUIDE



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&



*Thank you*

Thank you for being part of the 2025 Canada Plays experience, brought to you by Asmodee Canada.

Enclosed you will find all necessary information to help you prepare for the big event, including contact information, logistics, schedules, and more.

For any additional information, questions, or concerns, please do not hesitate to contact us.

# EXECUTIVE TEAM

**Jayson Pickford** – CEO and Country Manager

**Mélanie Watier** – VP of Marketing and Purchasing

**Isabelle Sauvageau** – Marketing Director

**Richard Godwaldt** – Sales Manager

**Marc-André Bujold** – Head of Purchasing & Supply Chain

**Martine Charpentier** – National Sales Director

**Ian Hamel** – Assistant Sales Manager – Hobby Shops



## NEED HELP? NO PROBLEM!

We've made it easy for you to find us! During the event, just look for the folks identified as "staff". We will be happy to help and answer any questions.

# EVENT SCHEDULE\*

## MONDAY, APRIL 14

WHAT	WHEN	WHERE
Registration Table .....	9 AM–7 PM .....	Skylight Foyer
Vendor Setup .....	9 AM–4 PM .....	Tennis Court
Welcome Cocktail Reception .....	6 PM–8 PM .....	Garden View Foyer
<i>(sponsored by Lab4Games and Dyce)**</i>		
Casual Gaming .....	From 7 PM .....	Grand Event Room
Karaoke Night .....	From 7 PM .....	Studios 10/11
<i>(sponsored by Gamegenic)</i>		

## TUESDAY, APRIL 15

WHAT	WHEN	WHERE
Breakfast .....	7 AM–8:30 AM .....	Sunhill Dining Room
<i>(sponsored by Steamforged Games)†</i>		
Live Presentations .....	8:30 AM–12 PM .....	Studios 10/11
Gaming Library.....	9 AM–5 PM .....	Grand Event Room
Lunch Break .....	11:30 AM–1 PM .....	Sunhill Dining Room
<i>(sponsored by Maestro Media)</i>		
Trade Show .....	1 PM–5 PM .....	Tennis Court
Live Presentations .....	1 PM–5 PM .....	Studios 10/11
Buffet Dinner .....	6 PM–8 PM .....	Sunhill Dining Room
<i>(sponsored by Outset Media)</i>		
Game Night Celebration .....	from 8 PM .....	Grand Event Room

## WEDNESDAY, APRIL 16

WHAT	WHEN	WHERE
Breakfast .....	7 AM–8:30 AM .....	Sunhill Dining Room
<i>(sponsored by CATAN Studio)†</i>		
Trade Show .....	8 AM–12 PM .....	Tennis Court
Live Presentations .....	8 AM–12 PM .....	Studios 10/11
Gaming Library .....	9 AM–4 PM .....	Grand Event Room
Lunch Break .....	11:30 AM–1 PM .....	Sunhill Dining Room
<i>(sponsored by Dire Wolf Digital)</i>		
Live Presentations .....	1 PM–4 PM .....	Studios 10/11
Tear Down .....	4 PM–8 PM .....	Tennis Court

\* Times are subject to change.

\*\* Hors d'oeuvres will be served.

† Coffee, pastries and snacks will be available throughout the morning and afternoon.

## THE VENUE



# WHITE OAKS

RESORT & SPA

[www.whiteoaksresort.com](http://www.whiteoaksresort.com)

An international travel destination, **White Oaks Resort & Spa** is located in the heart of Niagara wine country. Ontario's first Canada Select Five Star (and CAA Four Diamond) Resort boasts the all-in-one convenience of three restaurants, a world-class spa, and a multi-story fitness and racquet club. The Resort is adjacent to two renowned golf courses, and within 15 minutes of wineries, the Shaw Festival Theatre, the Old Town of Niagara-on-the-Lake, Niagara Falls, and casinos.

## HOTEL FEATURES

- High-speed Wi-Fi Access
- Indoor Pool & Towel Service
- Outdoor Terrace & Gardens
- Flexible Check-in/Out Available
- Non-Smoking Facility
- Accessible Rooms Available
- Electric Car Charge Station
- Room Service & Turn Down
- Destination Expert Concierge
- Hair & Beauty Salon

## GETTING THERE

### White Oaks Resort & Spa

253 Taylor Road SS4  
Niagara-on-the-Lake, Ontario  
Canada L0S 1J0  
1-800-263-5766  
[www.whiteoaksresort.com](http://www.whiteoaksresort.com)

### Directions:

[Driving from Toronto Pearson International Airport \(YYZ\)](#)  
Approximate time – 1hr

[Driving from Buffalo Niagara International Airport \(BUF\)](#)  
Approximate time – 45 min.



[\(click here for Google map\)](#)

# SHIPPING INSTRUCTIONS

## ADVANCE SHIPPING OF SWAG BAGS, GIFTS & GOODIES

We are pleased to include you in our Canada Plays **swag bag** program. This information is provided to ensure the **timely reception and preparation of goodies** given to retailers during the event.

All swag bag items **MUST** arrive at the **Lion Rampant Imports** warehouse **on or before, March 21, 2025**. Any items received after this date will not be included.

Customs declarations should include “Free Sample” and \$0.00 Product Costs on associated invoices to avoid customs/import fees.”

## PLEASE LABEL ALL SWAG BAG ITEMS AS FOLLOWS:

**ATTENTION: Kevin Graham & Melina Filiatreault  
CANADA PLAYS EVENT (ACA/LRI)**

**Lion Rampant Imports  
36 Easton Road  
Brantford, ON N3P 1J5  
905-572-6446**

# SHIPPING OF EVENT MATERIALS TO THE VENUE

## GENERAL SHIPPING INFORMATION

This information refers to the shipping of **booth materials, décor, and demo products**, and is provided to streamline setup, teardown, and ship-out after the show.

- Event materials are to be received at the **White Oaks Resort & Spa** **no earlier than Thursday April 10, 2025, between 8 a.m. and 4 p.m.**
- All vendors **MUST notify the venue of the size of the shipment and the date expected** (see **Appendix A** of this document for appropriate contact information).
- **All exhibitors must complete, print, and attach** the form in **Appendix B** to your shipment. **All shipments are to be labeled with this completed form.**
- The **Shipping & Receiving entrance is at ground level.** Carriers should follow onsite signage.
- Please recommend to your carrier that **trucks should be a maximum length of 41'** and should be **equipped with a tailgate lift.** There are **no pallet dimension restrictions.**
- If you require storage after the show until your carrier can pick up your goods, arrangements must be made in advance and are subject to storage fees.



## MATERIAL STORAGE

- **Goods shipped** to the venue **before April 10, 2024**, are **subject to storage and handling fees** based on the shipment size.
  - Handling fees include storage of your shipment upon arrival, storage of crates, boxes, and packing materials during the show, and return of these materials at the time of teardown. (Approximate cost for drayage for a 6x8 booth is \$75+HST, 8x10 booth \$125, skid \$250.)
- All set up of equipment & display materials is the responsibility of the vendor.

## INTERNATIONAL SHIPPING

- **For goods shipped internationally, we strongly recommend using a customs broker to ensure your goods arrive on time. If assistance is needed, please contact Kimberly Barlow (k.barlow@lionrampantimports.com).**
- **If shipping from outside of Canada, exhibitors MUST note on customs/carrier/courier paperwork “FREE DOMICILE”—this can be found under the billing options. White Oaks will not accept billing for duty & taxes.** Please ensure your paperwork is filled out correctly. Proper paperwork must also accompany outbound shipments. Please consult your broker with any questions.

# HOTEL CHECK-IN & DEPARTURE

## CHECK-IN

If you completed the vendor registration form, you should have received a room booking confirmation for your stay at the White Oaks Resort & Spa. **Check-in will be available as of 4 p.m. on your date of arrival.**

If you have any questions about your room reservation, please contact **Melina Filiatreault** ([m.filiatreault@asmodee.com](mailto:m.filiatreault@asmodee.com)).

## CHECKOUT

**Checkout is as of 11 a.m. on the day of your departure.**

For all questions regarding luggage storage, please see the hotel concierge. Please note that a fee may apply for checkout after 11 a.m. Contact the front desk for late checkout details.

Each exhibitor is responsible for their check-in and check-out.

## PARKING

Self Parking is available on the venue property. Valet is available for an additional fee.

# MOVE-IN & SET UP

**Move-in** times have been arranged for **April 14, from 9 a.m.-4 p.m.**

The shipping and receiving entrance is at the ground level. If you will be unloading show materials when you arrive at the event, please follow onsite signage for shipping and receiving.

## STORAGE DURING THE EVENT

Exhibitors will be responsible for storing their excess materials during the event. A very limited amount of storage space may be provided on a case-by-case basis for the temporary packing or storage of goods during the event period. (A.K.A. Pack light and come prepared!)

## YOUR BOOTH SPACE

Booth spaces are pole and drape only.

Each exhibitor space will be furnished with one or more tables and chairs according to your registration agreement.

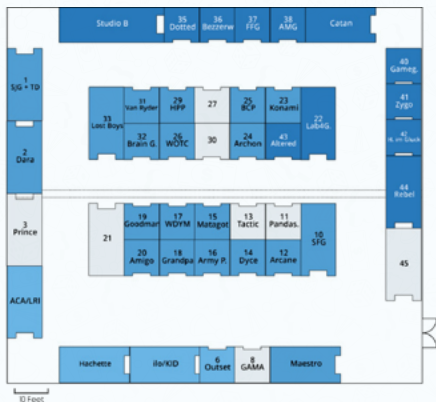
A limited number of additional 5-ft or 6-ft tables are available upon request made with the Hotel.

Special requirements (electrical, extension cords, etc.) should be arranged in advance by filling out the *White Oaks Trade Show Requirement Form* (**Appendix C**) and returning it with a credit card guarantee **before Friday, March 28, 2025**.

Wi-Fi is included.

You have the option to bring your own power bars, extension cords, or other hardware needed to run your space.

# TRADE SHOW FLOOR PLAN\*



- |                                     |                          |
|-------------------------------------|--------------------------|
| 1. Steve Jackson Games & Turbo Dork | 23. Konami               |
| 2. Dara Studio                      | 24. Archon Studio        |
| 3. Prince Distribution              | 25. Best Coast Pairing   |
| 4. Asmodee Canada                   | 26. Wizard of the Coast  |
| 5. Hachette                         | 27. N/A                  |
| 6. Outset Media                     | 28. N/A                  |
| 7. ilo & KID Toys                   | 29. Hit Point Press      |
| 8. GAMA                             | 30. N/A                  |
| 9. Maestro Media                    | 31. Van Ryder Games      |
| 10. Steamforged Games               | 32. Brain Games          |
| 11. Pandasaurus                     | 33. Lost Boys            |
| 12. Dragon Shield                   | 34. Studio Big           |
| 13. Tactic Games                    | 35. Dotted Games         |
| 14. Dyce Games                      | 36. Bezzerwizzer         |
| 15. Surfin Meeple                   | 37. Fantasy Flight Games |
| 16. The Army Painter                | 38. Atomic Mass Games    |
| 17. What Do You Meme                | 39. Catan Studio         |
| 18. Grandpa Beck's                  | 40. Gamegenic            |
| 19. Goodman Games                   | 41. Zygomatic            |
| 20. Amigo                           | 42. Hans im Glück        |
| 21. N/A                             | 43. Altered              |
| 22. Lab4Games                       | 44. Rebel Studio         |

\* Subject to change

# TEARDOWN & MOVE OUT

**Teardown** must be completed following the show closing on **April 16<sup>th</sup> 4 p.m. to 8 p.m.**

Each exhibitor will be responsible for dismantling and packing up their booth space upon the close of the trade show floor.

White Oaks Business Centre staff will personally visit each exhibitor to confirm shipping-out arrangements while you are on-site. Please have the shipping company and account numbers available.

To be respectful of all participants, please note that **no “closing up” or dismantling will be permitted before the end of the trade show hours 1 p.m. on Wednesday 16<sup>th</sup>.**

## IMPORTANT



Please note that while our staff will be on hand to assist with your event setup and teardown needs, each exhibitor is solely responsible for planning the handling of their materials and supplies (including unloading vehicles, transport to the event spaces, and physical set up).

# PROMOTION

We encourage you to use and share our event asset toolkit on your social networks and other promotional tools during the event. For any specific promotional requests, please reach out to your dedicated ACA/LRI contact. Our team is happy to brainstorm your creative ideas.

Scan the QR code below, or click [here](#) to download our event asset toolkit.



By participating in Canada Plays, you authorize the organizers to use your company's logo and/or the products you distribute and/or sell for promotional purposes. You also agree to be filmed and/or photographed to produce promotional tools such as flyers, posters, roll ups, social media posts, etc.

# APPENDICES

## APPENDIX A IMPORTANT CONTACT INFORMATION

### ASMODEE CANADA

**Mélina Filiatreault**

Email: [m.filiatreault@asmodee.com](mailto:m.filiatreault@asmodee.com)

### WHITE OAKS RESORT & SPA

#### **Before/at time of shipping:**

Exhibitors **MUST** notify the venue of the size of the shipment and the date expected.

**Traci Luongo**, Director of Conference Services at the White Oaks

Phone: 905-704-5635

Email: [tluongo@whiteoaksresort.com](mailto:tluongo@whiteoaksresort.com)

#### **Confirmation of shipment arrival at the venue:**

**Dave Best**, Shipping & Receiving

Phone: 800-263-5766 ext. 5228

Email: [dbest@whiteoaksresort.com](mailto:dbest@whiteoaksresort.com)

#### **After—Return shipping:**

**The Business Centre**

Phone: (905) 688-2550 x 5765

Email: [xeroxcentre@whiteoaksresort.com](mailto:xeroxcentre@whiteoaksresort.com)

*They will personally visit each exhibitor to confirm shipping-out arrangements while you are on-site. Please have the shipping company and account numbers available.*

# APPENDIX B

# VENUE SHIPPING FORM

## TO PRINT AND ATTACH TO SHIPMENT

**RUSH DO NOT DELAY**

Must Deliver By: \_\_\_\_\_

**SHIP TO:**

White Oaks Conference Resort  
**Attention: Traci Luongo**  
**Director to Conference Services**  
253 Taylor Road, SS4  
Niagara-on-the-Lake, ON L0S 1J0  
Canada

Conference Name: \_\_\_\_\_

Booth #: \_\_\_\_\_

Exhibiting Company Name: \_\_\_\_\_

Name of Sender: \_\_\_\_\_

Contact number for Sender: \_\_\_\_\_

Piece No. \_\_\_\_\_ of \_\_\_\_\_

**RUSH DO NOT DELAY**

Must Deliver By: \_\_\_\_\_

**SHIP TO:**

White Oaks Conference Resort  
**Attention: Traci Luongo**  
**Director to Conference Services**  
253 Taylor Road, SS4  
Niagara-on-the-Lake, ON L0S 1J0  
Canada

Conference Name: \_\_\_\_\_

Booth #: \_\_\_\_\_

Exhibiting Company Name: \_\_\_\_\_

Name of Sender: \_\_\_\_\_

Contact number for Sender: \_\_\_\_\_

Piece No. \_\_\_\_\_ of \_\_\_\_\_

Click [here](#) to download the printable version.



# APPENDIX C WHITE OAKS TRADE SHOW REQUIREMENT FORM

## TO COMPLETE IF NEEDED

Conference Name: Canada Plays  
Trade Show Date: May 5–7, 2024

Vendor Name: \_\_\_\_\_ Number of exhibitors attending booth: \_\_\_\_\_

Vendor Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Fax Number: \_\_\_\_\_ Email: \_\_\_\_\_

### PAYMENT

Credit Card Number: \_\_\_\_\_ Exp Date: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Bill to Guestroom? Yes or No: \_\_\_\_\_ (Credit Card MUST be provided to guarantee order)

**\*\*Each booth is preset with One Skirted Table and one chair at no charge\*\***

**\*\*ALL PRICES ARE PER DAY\*\***

Billing information must be provided with this form to confirm requirements at least 2 weeks before the event.

An electronic receipt will be sent to you via email after the event.

Equipment	Pre-ordered Price	On-site Price	QTY	# Days	Sub Total	Service 18%	HST 13%	Total
Additional 6" Table	\$25.00	\$30.00			\$0.00	\$0.00	\$0.00	\$0.00
Additional Chair	\$5.00	\$10.00			\$0.00	\$0.00	\$0.00	\$0.00
Ballot Prize Bowl	\$5.00	\$10.00			\$0.00	\$0.00	\$0.00	\$0.00
Forklift Assistance	\$125.00	\$150.00			\$0.00	\$0.00	\$0.00	\$0.00
<b>Electrical</b>								
Cabling for Wired Internet Access	\$150.00	\$300.00			\$0.00	\$0.00	\$0.00	\$0.00
1–15amp circuit (standard)	\$65.00	\$75.00			\$0.00	\$0.00	\$0.00	\$0.00
Power Bar	\$15.00	\$20.00			\$0.00	\$0.00	\$0.00	\$0.00
Extension Cord	\$15.00	\$20.00			\$0.00	\$0.00	\$0.00	\$0.00
208/220 electrical (stove)	\$200.00	\$225.00			\$0.00	\$0.00	\$0.00	\$0.00
46" TV Monitor (*cannot be hung on the back of the booth)	\$470.00	\$500.00			\$0.00	\$0.00	\$0.00	\$0.00
Drayage — (more than 24hrs out)								
<b>Grand Total</b>					<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>

**Requirements subject to 18% Service Charges + \$82Hr Labour Charge + HST**

Contact: Traci Luongo, Director of Conference Services  
Phone: 905-704-5635/Fax: 905-704-5620 / Email: [tluongo@whiteoaksresort.com](mailto:tluongo@whiteoaksresort.com)

\*Privacy Policy: Your privacy is important to us. We do not share your personal information with third parties without your consent or authorization. Your information is used only as required to administer customer agreements and financial arrangements to provide the ongoing customer service you have requested and deserve.

Click [here](#) to download the printable version.

