



PRESENTED BY



EXHIBITOR PREPARATION GUIDE



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Thank you

Thank you for being part of the 2026 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.

CanadaPlays@asmodee.com

EXECUTIVE TEAM

Jayson Pickford – CEO and Country Manager

Jason Brown - VP Sales

Marc-André Bujold – Head of Purchasing & Supply Chain

Richard Godwaldt – Sales Manager - TCG

Ian Hamel – Sales Manager – Hobby Shops

Andrée-Anne Long-Rivard – Marketing Director

Mélanie Watier – VP of Marketing and Purchasing



NEED HELP? NO PROBLEM!

If you have any questions about the event, please contact Marie-Ève Wild at me.wild@asmodee.com

THE VENUE



HAMILTON CONVENTION CENTRE

www.hccevents.ca

The Hamilton Convention Centre is where bold ideas meet built-in energy. Located in the heart of downtown, our event venue brings people together in a city known for its creativity, character, and spirit.

GETTING THERE

Hamilton Convention Centre

1 Summers Lane

Hamilton, ON

Canada L8P 4S8

1-905-525-2020

info@hcevents.ca

Directions:

Please click on the link below for driving directions:

<https://hcevents.ca/attend/>



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

For flights with Air Canada,
a free shuttle is offered.
Click [here](#) for more information.

ADVANCE SHIPPING OF SWAG BAGS, GIFTS & GOODIES

For those participating, 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.

If you are participating in the swag bag program, please let us know and include the name of the item, its weight and measurements. Please reach out to me.wild@asmodee.com with this information.

All swag bag items **MUST** arrive at the **asmodee Canada warehouse in Vaudreuil on or before, March 13, 2026**. 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:

Marie-Ève Wild

CANADA PLAYS EVENT (ACA)

Asmodee Canada

4001 Rue F.X.-Tessier, suite 100

Vaudreuil-Dorion QC J7V 5V5

450-424-0655

MATERIAL FROM ASMODEE CANADA INVENTORY

If you require that your material be taken out of asmodee Canada’s inventory, please contact Kalinda Patton at k.patton@asmodee.com **BEFORE March 13, 2026**.

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@asmodee.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. Hamilton Convention Center 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

THE SHERATON HAMILTON HOTEL IS LOCATED AT 116 KING STREET WEST, HAMILTON, ONTARIO, CANADA.

CHECK-IN

If you completed the vendor registration form, you will receive a hotel room booking confirmation closer to the event date. for your stay at the Sheraton Hamilton Hotel. **Check-in will be available as of 3 p.m. on your date of arrival.**

If you have any questions about your room reservation, or for any changes, please contact **Sonia Prieur** (s.prieur@asmodee.com).

CHECKOUT

Checkout is as of 12 p.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 12 p.m. Contact the front desk for late checkout details.

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

PARKING

1 parking spot is included per room per night when you book your hotel room. Underground parking garage height clearance of 6'2" - 6'6".

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 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.

HAMILTON CONVENTION CENTRE EXHIBITOR GUIDE

The Hamilton Convention Centre (HCC) Exhibitor Guide serves as a valuable planning tool and a comprehensive resource guide for events that incorporate exhibit components. This document contains important information about accessing, setting up and utilizing the facility, making sure you have all the information you need for a seamless set up.

HAMILTON
CONVENTION
CENTRE
BY CARMEN'S

INFORMATION ABOUT OUR SERVICES

EQUIPMENT RENTAL

The Convention Centre has equipment and rentals available for vendors including scissor lifts, tables, lounge furniture and more. Please refer to your Show Manager for a comprehensive list of all available items and pricing. Please note that the scissor lift must be operated by an individual with their scissor lift license. This documentation will be checked upon arrival. Exhibitors may also hire our trained staff to assist with hanging banners at an additional fee. If you are interested in renting with HCC please speak with your Show Manager to coordinate.

BOOTH CLEANING

The Hamilton Convention Centre is the exclusive in-house cleaning service for all events.

The Convention Centre provides a midday and overnight refresh for general session areas. Any additional cleaning service needs required by exhibitors can be arranged through the Hamilton Convention Centre for an additional cost. Cleaning services include: vacuuming, dusting, emptying wastebaskets and cleaning tables. Additional charges will apply for booth cleaning. Please contact your Show Manager to arrange.

IT

The Hamilton Convention Centre provides basic complimentary Wi-Fi for guests. Anything required beyond the complimentary Wi-Fi must be arranged through your Show Manager and the Convention Centre.

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CENTRE
BY CARMEN'S

INFORMATION ABOUT OUR SERVICES

SHIPPING

Items can be shipped to:
HAMILTON CONVENTION CENTRE BY CARMEN'S
10 MACNAB ST. S
HAMILTON ONTARIO L8P 4Y2

Kindly note that any packages being shipped to the Convention Centre must be labeled with the name and date of the event, as well as the name of the company that is sending the package. It would also be helpful for you to note which room it should be brought to. Items are not to be shipped more than 2 business days before the event. If items are shipped too far ahead storage fees may apply.

STORAGE

Limited storage of exhibitor items is available on the loading dock and show room floor. It is the exhibitors responsibility to ensure all their items are stored properly before, during and after the event. Please speak with the Show Manager about storage options if required.

LOST, LEFT BEHIND OR ABANDONED ARTICLES

Our staff makes every effort to ensure you are able to retrieve your lost items. However, please note that we do not store exhibition material. If unclaimed items are determined to be exhibition material, these items may be disposed of after the event has moved out.

PARKING

On-site private vehicle parking at the Convention Centre is available in the underground garage through an outside parking management company, not controlled by the Convention Centre. Daily rates apply. Note there is no overnight or 24-hour parking.

Off-site, private vehicle parking is also available at numerous parking lots located nearby. For more information about parking please contact parking@hamilton.ca

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INFORMATION ABOUT POWER

ELECTRICAL/POWER

Electrical Services

The Convention Centre requires that all electrical work inside or attached to disconnect switches, panels, motor control centers, panel boards and other electrical equipment controlled by the Convention Centre, be performed by Soundbox Productions. Soundbox is responsible for all wall power plug ins in ballrooms and other spaces in the building. Exhibitor booths do not come with power. If you need power for anything at your booth you must contact Soundbox. You can order power by reaching out to Aaron Little (contact information below).

Aaron Little | aaron.little@soundboxpro.ca | 905-387-7544 ext.130

Please contact Soundbox directly regarding the provision of and fees associated with electrical services. Last minute requests are subject to a surcharge.

Electrical Safety

All show and exhibitor equipment must be UL approved. Extension cords shall be three-wire with ground and shall service one appliance or device. Multi-plug adapters must be UL approved and have an overload internal circuit breaker. Multi-outlet wall plug adapters are prohibited. Cooking/warming devices shall be electric and shall be UL or FM approved. Cooking/warming devices and heated products need to be four feet away from the front of the display, or have a shield 18" high, 1/4" thick across the front and down the sides of the demonstration area. A 2A10BC fire extinguisher must be in the booth and readily available near the demonstration area.

Electrical equipment shall be installed, operated and maintained in a manner that does not create a hazard to life or property. Sufficient access and working space must be provided for all electrical equipment and must comply with current E.S.A standards.

ELECTRICAL PROMO

From now until **April 22** exhibitors benefit from a **25% discount** on all electrical using promo code **hamilton2026**. Please visit this [link](#) to place your order for electrical requirements.

HOW TO LOAD-IN/OUT

LOADING DOCK

The loading dock is to be used by all exhibitors bringing in items to the tradeshow floor. Through the loading dock exhibitors can use the freight elevator to bring items up and down to the second and third levels if applicable. There is a loading dock supervisor available to help direct traffic but we ask that all exhibitors follow the Show Managers load-in schedule if applicable.

No vehicles are to be left parked in the loading dock overnight and during the event. Larger trucks/trailers interested in parking off site should email parking@hamilton.ca at least 1 week prior to the event to arrange special accommodations.

If you are bringing in items/boxes by hand you may use the front door but if you are bringing in larger items or carts you **MUST** use the loading dock.

The Hamilton Convention Loading Dock is located at the following address:

10 MacNab St. S
Hamilton, ON
L8P 4Y2

Directions:

1. Turn left off Main St on to Macnab St S. Drive down the one way street until you see the loading dock door on the left hand side.
2. Drive through the doors and pull into the loading dock and off the street.
3. Follow the instructions of the loading dock supervisor on where to park.
4. Unload your vehicle in a timely manner and when you have completed your load in drive your vehicle towards the traffic light facing King St.
5. The door will automatically open when you get close enough and let you out onto King St.

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LOADING DOCK DIAGRAM



BADGES

Badges can be picked up on April 27 as of noon. They can be picked up at the welcome desk on the 3rd floor. To facilitate picking up your badge, please download the Canada Plays mobile application from the Apple App store or the Google Play store. The application will be available for download closer to the event date.

MOVE IN & BOOTH SETUP

The trade show floor will be in Chedoke A and B of the Hamilton Convention Centre (the loading dock is off of Chedoke A). Exhibitors can begin moving in and setting up as of April 27 between 9 a.m. and 4 p.m. and by following the instructions on page 13 of this guide.

For electrical requirements at your booth, please see page 12 of this guide.

The cost for hanging banners will be provided at a later date. However if you are interested in a hanging banner, please let us know by reaching out to **Marie-Ève Wild** (me.wild@asmodee.com).

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).

SHOW SERVICES / CUSTOM BOOTH BUILDS / GRAPHICS

For anything related to your booth, including furniture additions, graphics, etc., please contact **Robinson** through the following platform:

[Canada Plays 2026 Exhibitor Ordering Portal.](#)

If you need assistance:

Robinson

Niels Pierik
niels@robinsonshowservices.ca
647-408-6241

Exhibitors will receive 10% off the rental order (services excluded) by using promo code: **ASMODEE26** - valid until March 27, 2026 .

TEARDOWN & MOVE-OUT

To be respectful of all participants, please note that **no closing up or dismantling will be permitted before the end of the trade show end time of 1 p.m. on Wednesday, April 29th.** If you wish to wait until 4 p.m., when Canada Plays ends to dismantle your booth in order to watch presentations or take part in activations, you may do so, however **all booths must be fully dismantled by 8 p.m. on April 29th.**

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

IMPORTANT CONTACT INFORMATION

Event Logistics:

Marie-Ève Wild

Email: me.wild@asmodee.com

Products:

Kalinda Patton

Email: k.patton@asmodee.com

International Shipping:

Kimberly Barlow

Email: k.barlow@asmodee.com

Booth Requirements:

Marie-Ève Wild

Email: me.wild@asmodee.com

Hotel Room Inquiries:

Sonia Prieur

Email: s.prieur@asmodee.com

