

NAGIS

North American Games Industry Summit: Building What's Next

Powered by



Thursday June 18th – Friday June 19th 2026

Venue: The Edmonton EXPO Centre

Event Hours: 8 am – 5 pm

Event Hours are subject to change

Producing Partners



Chris Meilleur
CEO Meibel Consulting Ltd.

Chris Meilleur is the CEO of Meibel Consulting and Co-Founder of Game Con Canada. With over 20 years of experience in business consulting and management, he leads his team in business development, strategic partnerships, event management, sales and marketing, all with a client-first approach.



Fedor van Herpen
Co-Founder MeetToMatch

Fedor van Herpen is the Co-Founder and Director of Strategic Partnerships at MeetToMatch, driving growth with deep industry knowledge in Games & Tech and an expansive network in the B2B premium event space. He brings extensive expertise and invaluable connections to accelerate partnerships and scale NAGIS in its first year.



Marc Belisle
VP Meibel Consulting Ltd

Marc Belisle serves as VP of Meibel Consulting and is the Co-Founder of Game Con Canada. With more than 15 years of experience in sales and marketing, he oversees global partnerships, sales strategy, media production, graphic design, website development, and mobile app design for all events under the Meibel Consulting portfolio.

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Introduction

Game Con Canada has grown into **Canada's largest gaming expo**, winning **Business Event of the Year in 2024** and attracting the largest global gaming and tech brands to Edmonton. With Meibel Consulting's new **five-year extension to remain in Edmonton**, the timing is perfect to introduce a focused B2B experience.

The **North American Games Industry Summit (NAGIS) Powered By Xsolla** builds on GCC's momentum, creating a dedicated platform for studios, publishers, investors, and innovators to connect, collaborate, and shape the future of gaming and technology in North America.

NAGIS begins Thursday, June 18 with a full day of curated programming and high-level networking, including an elevated Breakfast & Lunch, thoughtfully prepared by a celebrity Canadian chef, along with an exclusive Industry Evening. Friday, June 19 is dedicated to structured pitch sessions, connecting developers directly with publishers and venture capital partners.

Objectives:

- **Economic growth & investment**
- **High-value networking & partnerships**
- **Knowledge sharing from industry leaders**
- **Increased visibility for Western Canada**
- **A stronger, connected gaming & tech community**

A new B2B summit for a new era of opportunity. Where the games industry meets to build what's next

Special Guest Speaker: Nolan Bushnell

Nolan Bushnell

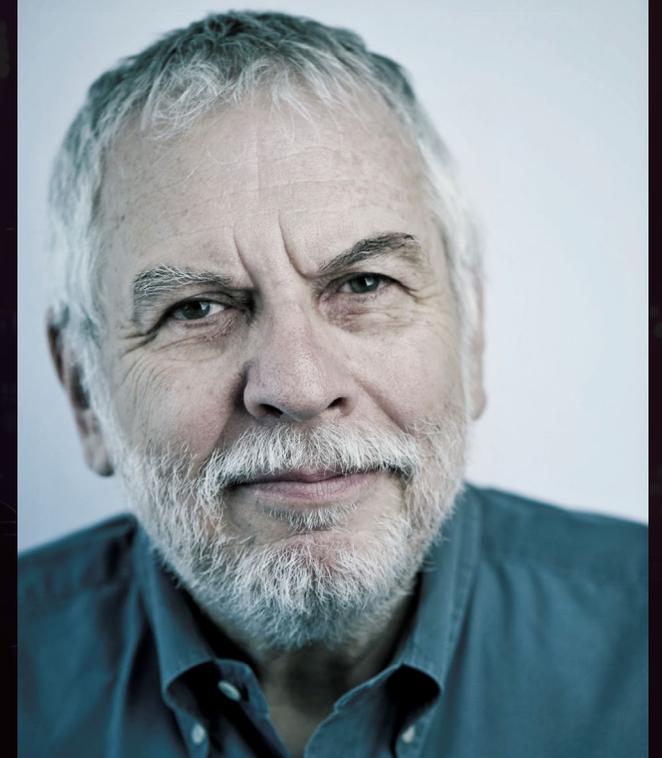
Inventor & Entrepreneur; Co-Founder, Atari:

In 1972 Nolan Bushnell created an industry when he founded Atari and gave the world Pong, the first blockbuster video game. Today his design credo—that games should be “easy to learn and difficult to master”—is inspiring a new generation of developers. A prolific entrepreneur, Bushnell has started more than 20 companies, including Chuck E. Cheese’s Pizza Time Theater, Catalyst Technologies, the first Silicon Valley incubator, and Etak, the first in-car navigation system. In the process, he pioneered many of the workplace innovations that have made Silicon Valley a long-standing magnet for creative talent. Bushnell was the first and only person ever to hire Steve Jobs, which he details in his 2013 book, Finding the Next Steve Jobs.

His latest startups are ModalVR, which offers wireless, multiplayer VR entertainment systems for turn-key commercial use, and X2 Games, an independent game publisher focused on Blockchain Technology.

A true icon of the digital revolution, Bushnell was named one of “50 People Who Changed America” by Newsweek. Currently a biopic about Bushnell, tentatively titled “Atari”, was acquired by Leonardo DiCaprio’s production company and is in pre-production.

Don't miss Nolan's keynote on the Mega Stage, June 18. Full speaker schedule coming soon!



Why GCC:

Hosting the Summit at GCC provides:

Immediate Access to a Massive Audience of developers, publishers, tech partners, creators, students, post secondary institutions and industry leaders.

World-Class Production including the Gaming Mega Stage, turnkey demo booths, B2B lounges, panel rooms, and private meeting suites.

A Powerful Network featuring partners such as Intel, MSI, ASUS ROG, Razer, and leading Canadian studios.

Unmatched Marketing Reach through Cineplex campaigns, retail partnerships, Steam showcases, and a growing 200k+ annual web audience.

A Strong Community Pipeline supported by school outreach, student programs, industry panels, and after-hours networking.

Our Commitment to the Summit

GCC is ready to **invest in the Summit's success** by providing production, infrastructure, and marketing support, while leveraging our existing partnerships and community to elevate the event from day one positioning this to become the largest and most impactful B2B gaming summit in Canada.

GCC has the **audience, infrastructure, and momentum** to make the North America Games Industry Summit a flagship industry event for years to come.



Event Overview: Core Programming

20XX

Industry Panel Discussions:

Featuring leaders in gaming, tech, publishing, investment, and innovation.

Game Showcase Zone:

Turnkey Game Demo Booths for studios to present new or unreleased titles to media, publishers, and investors.

Dedicated Pitch Sessions:

Private meeting spaces for developers to pitch directly to publishers and platform partners.

The MeetToMatch B2B Networking Lounge:

A dedicated business-only space for meetings, collaboration, and deal flow.

Structured Networking Sessions:

Curated matchmaking between studios, publishers, tech firms, and service providers.

Industry Night Mixer:

A casual evening networking event to build relationships with speakers, exhibitors, and partners.

Event Overview: Celebrity Chef

Chef: Shane M Chartrand

All ticket holders will enjoy elevated breakfasts and lunches crafted by celebrity Canadian chef Shane M. Chartrand, renowned chef, cookbook author, and TV judge and contestant on Top Chef Canada, Fridge Wars winner, and Iron Chef Canada. Offerings include thoughtfully prepared grab-and-go options for breakfast and lunch. All meals Led by Celebrity **Top Chef Shane Chartrand** and the exceptional culinary team at the Edmonton EXPO Centre.

VIP ticket holders will receive exclusive access to a refined, sit-down lunch in the executive dining lounge, an upscale yet relaxed dining experience that highlights seasonal ingredients and showcases the very best of Canadian cuisine. Presented by Shane Chartrand

20XX
TOP  **CHEF**
CANADA



Event Overview: Who Attends

20XX



Game Makers

- Studio founders and leads (design, art, engineering, production)
- Indie to AA/AAA teams
- XR/spatial and emerging-tech builders
- Co-dev/outourcing-ready teams



Publishing & Investment:

- Publishers scouting new titles and teams
- Investors (seed to growth) and strategic capital
- Co-publishing and funding partners
- Pitch-meeting ready dealmakers



Business:

- Executives and operators (COO, Biz Dev, Partnerships, Commercial)
- Brand/licensing and experiential partners
- Merch/retail/distribution decision-makers



Community & Ecosystem:

- Economic development and education partners
- Accelerators/incubators and mentors
- Regional ecosystem leaders and connectors



Media:

- Press and industry outlets
- Creators/influencers and content teams
- Interviewers looking for stories/exclusives



Tools & Services

- Engines/middleware and dev tools
- QA, localization, porting, co-dev services
- Marketing/UA, community, analytics vendors
- Legal/finance/ops specialists for games

Event Overview: Floorplan

Mega Stage:

- 130 foot long 24 foot tall 9K LED Wall
- 42,000 Square foot room
- Full production crew
- LED Walls
- Lighting an AV Support
- HD Recording

Main Panel Stage

- 4200 sq foot room
- Full production crew
- LED Walls
- Lighting an AV Support

Side Panel Stage

- 2500 sq foot room
- Full production crew
- LED Walls
- Lighting an AV Support

Discussion Panel Stage

- 1250 sq foot room
- HD Projector Screen
- AV Setup



Turnkey Sponsored Booth Spaces. (Example on Slide)



130 FEET LONG, 24 FEET TALL 9K LED WALL

Example Topics

AI in Game Development: From Hype to Real Workflows

Cross-Media IP: From Game to Film, TV, and Merch

Influencers, Streamers & UGC: New Power Brokers in Publishing

Raising Money in a Tough Market: Publishers, VCs, and Strategic Partners

The Platform Power Shift: Steam, Console, Mobile, Cloud & Beyond

Building a Global Hit

Discoverability in a Saturated Market: Standing Out in 10,000+ Releases a Year

The Future of Monetization: Beyond Loot Boxes & Battle Passes

Turnkey Demo Booth Spaces:

In partnership with our leading tech partners, GCC will feature **turnkey demo booths** inside the Mega Stage Hall, fully equipped and ready for publishers, media, and industry guests to experience hands-on gameplay from participating exhibitors at GCC 2026.

These dedicated spaces allow studios to showcase their titles with zero setup stress, offering a streamlined, professional environment designed for high-impact demonstrations and industry engagement.



GCC Studio Showcase: Steam Sale Event

All attending developers and publishers will be invited to participate in the **GCC Studio Showcase**, our official Steam Sale Event.

The Showcase has become a powerful discovery platform for participating studios. Due to its success, **GCC** continues expanding the Showcase with the long-term goal of securing **front-page placement on Steam**.

This provides an unparalleled opportunity for **GCC** and **NAGIS** participants to amplify visibility, drive wishlists, and reach a global audience.

76 VIDEO GAME TITLES



**STEAM SALE
EVENT!**



**GAME CON CANADA
GAME SHOWCASE
JUNE 12-16 2025**

Year	Unique Impressions	Unique Visitors
2024	907,891	7,369
2025	1,041,472	20,063

Event Badges:

What comes with the NAGIS event badge.

Access to the summit & all-access 3-day pass to GCC 2026!



Sample badge

Summit Access June 18 – 19, 2026.

- Complimentary Breakfast & Lunch
- Panels Sessions
- Pitch Deck Sessions
- B2B to executive lounge
- Mega Stage including the Turnkey Booth Spaces
- Industry Evening
- MeetToMatch event platform access
- Access to the GCC Studio Show Case (Steam Sale Event)

All-Access 3 Day Pass to GCC 2026 Canada's Largest Gaming Expo June 19 – 21 2026

- Over 400 exhibitors offering non-stop gaming
- Mega Stage Programming
- Panel Stage
- Organized Play Hall
- Esport, Tabletop, Board Game and TCG tournaments
- Hollywood Celebrities
- FREE Play Areas for video games and board games
- Miniature Painting classes and competitions
- Canada's Largest Cosplay Competition

Ticket Tiers:

BRING YOUR  EH-GAME

Student — Regular Price: ~~\$199.00~~

First Year - \$100 CAD

Extremely Limited Quantity

The Student Ticket includes everything offered with the Industry Ticket and is available in extremely limited quantities at a special student rate to support education and career development. This ticket is designed to help students learn directly from gaming industry professionals, gain real-world insight into career pathways, and build meaningful connections with studios, publishers, and potential employers as they prepare to enter the workforce after graduation.

A valid student ID is required to claim your badge on-site at the event.

STUDENT

BRING YOUR  EH-GAME

Industry - Regular Price: ~~350.00~~

First Year - \$235 CAD

Built for professionals, studios, and organizations looking to connect, learn, and do business within the NAGIS ecosystem.

Includes:

- Access to all NAGIS panel stages
- Admission to Mega Stage roundtable discussions
- Access to the Innovation Zone
- Entry to the turnkey booth demo area
- Celebrity Chef prepared grab-and-go breakfast and Lunch.
- Full access to the MeetToMatch system
- Entry to the MeetToMatch Lounge for scheduled B2B meetings
- **ALL-ACCESS Game Con Canada 2026 pass (\$108 value)**

Industry

BRING YOUR  EH-GAME

VIP - Regular Price: ~~499.00~~

First Year - \$350 CAD

Limited Quantity Available

The premium NAGIS experience, offering elevated hospitality and exclusive networking opportunities with top industry leaders.

Includes everything in the Industry Pass, plus:

- **An elevated, celebrity chef-prepared sit-down lunch served in the executive dining lounge.**
- **Executive Welcome Bags**
- **Invitation to the exclusive Industry Networking Night. Includes complimentary beverage and appetizers.**

VIP

Custom Designed Sponsorships

Sponsorship Benefits



Branding: Points of visibility

- Website
- Social Media
- Physical Signage
- Physical product
- LED Digital Show posters
- MeetToMatch Platform



Networking:

- Group Sessions
- Dedicated meeting rooms
- Lead Generation
- Speaker opportunities
- MeetToMatch Lounge



Perks:

- Exhibit Booth Space
- Industry Ticket Package
- Product for gift bags
- Exclusive Showcase Opportunities

THANK YOU!

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For all sponsorship and speaker opportunities please email:
marc@meibelconsulting.com or chris@meibelconsulting.com