



DUNGEONS & DRAGONS FAN EXPO LAUNCHES IN LONDON

26 Feb, 2026

THE FIRST EVER OFFICIAL D&D FAN EXPO FROM WIZARDS OF THE COAST WITH AEG PRESENTS

THE O2, LONDON | 21-22 AUGUST 2026



FRIDAY 21 AUGUST | INDIGO AT THE O2

OPENING NIGHT LIVE ACTUAL PLAY WITH HIGH ROLLERS

SATURDAY 22 AUGUST | THE O2 ARENA

LIVE D&D WITH AN ALL-STAR CAST PLUS PANELS, TRADERS & MUCH MORE

February 26, London, UK: **DUNGEONS & DRAGONS**, the World's Greatest Role Playing Game™, will make its **London** debut at **The O2** with a special two-day fan expo, taking place from **21-22 August 2026**. Presented by Hasbro and Wizards of the Coast, in collaboration with AEG Presents, the event will feature live gameplay, panels, traders, and much more for fans of all experience levels. Tickets will be available from **Friday 6 March** at 10am at <https://www.dndfanexpo.com/>.

First published in 1974, D&D changed the face of gaming and fantasy with its launch in 1974. The most widely played roleplaying game of all time,

D&D has reached millions of fans and influenced fantasy entertainment, video games, and literature. With its unprecedented mix of roleplaying, storytelling, strategy, and dice-rolling, D&D welcomed players into the adventure like no game before it. The game has become a global cultural phenomenon, most recently seen in the blockbuster TV series, *Stranger Things*.

The expo kicks off on **Friday 21 August** with a special headline performance from the UK's own High Rollers, one of the world's most popular D&D actual play groups, who will present a live one-shot adventure on stage. Tickets for this show are sold separately, with VIP upgrades available. A full programme of panels and Q&As will also run throughout the day, with the majority of seating available to main event ticket holders on a first-come, first-served basis, and guaranteed seating available via an optional add-on.

On **Saturday 22 August**, The O2 will transform to host a **Live Actual Play spectacular**, featuring some of the biggest names in D&D performing on stage. Actual Play shows bring the game to life for audiences, combining improvised storytelling, character performance and dice-rolling drama. With bespoke staging designed to immerse fans directly into the campaign, this landmark event will see D&D played live in one of the UK's largest arenas for the very first time.

Across both days, fans can explore a packed programme of D&D-themed activities included with their main event ticket. These include panels and Q&A sessions with creators and performers, gaming tables, traders from across the D&D world, cosplay meetups, surprise performances, and more announcements to follow.

General sale is available from Friday 6 March at 10am at <https://www.dndfanexpo.com/>. To be kept up to date with future announcements and news, head to <https://www.dndfanexpo.com/>.

NOTES TO EDITORS

About Hasbro:

Hasbro is a leading games, IP and toy company whose mission is to create joy and community through the magic of play. With over 164 years of expertise, Hasbro delivers groundbreaking play experiences and reaches over 500 million kids, families and fans around the world, through physical and digital games, video games, toys, licensed consumer products, location-based entertainment, film, TV and more.

Through its franchise-first approach, Hasbro unlocks value from both new and legacy IP, including MAGIC: THE GATHERING, DUNGEONS & DRAGONS, MONOPOLY, HASBRO GAMES, NERF, TRANSFORMERS, PLAY-DOH and PEPPA PIG, as well as premier partner brands. Powered by its portfolio of thousands of iconic marks and a diversified network of partners and subsidiary studios, Hasbro brings fans together wherever they are, from tabletop to screen.

For more than a decade, Hasbro has been consistently recognized for its corporate citizenship, including being named one of the 100 Best Corporate Citizens by 3BL Media, a 2025 JUST Capital Industry Leader, one of the 50 Most Community-Minded Companies in the U.S. by the Civic 50, and a Brand that Matters by Fast Company. For more information, visit <https://corporate.hasbro.com> or @Hasbro on LinkedIn.

About Wizards of the Coast:

Wizards of the Coast develops and publishes legendary games that inspire creativity, forge friendships and build communities of global fans. A division of Hasbro, a leading games, IP and toy company (NASDAQ: HAS), Wizards delivers premium experiences for gamers across tabletop, video games, and digital platforms based on both new and time-honored brands, including its best-known franchises MAGIC: THE GATHERING and DUNGEONS & DRAGONS, and from Hasbro's unparalleled portfolio of thousands of iconic marks.

Wizards' diverse studio network includes first-party developers Archetype Entertainment, Invoke Studios, Atomic Arcade and Skeleton Key as well as co-venture and license partners. Headquartered in Renton, Washington, Wizards fosters world-class talent to create unforgettable play experiences on all platforms. To learn more about Wizards, visit <https://company.wizards.com> or Wizards of the Coast on LinkedIn.

About AEG Presents:

Combining the power of the live event with a focus on true artist development, AEG Presents is a worldwide leader in the music and entertainment industries. Operating across five continents, the company has an unparalleled commitment to artistry, creativity, and community. The company's tentpole festivals and multi-day music events, global tour promotion, vast network of clubs, theatres, arenas and stadiums, and renowned partner brands combine to create an unmatched infrastructure for artist development and audience reach, while continuing to set the bar for the live music experience. More information can be found at www.aegpresents.com