



Canada Pavilion @ MIPCOM 2010

October 4 to 8, 2010

Cannes, France

www.mipcom.com

A Telefilm Canada initiative
in partnership with

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Ontario Media Development Corporation

Associate Partners

Manitoba Film & Music

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SaskFilm

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British Columbia Film

Canadian Film and Television Production Association

Film Nova Scotia

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DATES TO REMEMBER

“Early bird” regular rate deadline MIPCOM	July 22
“Early bird” regular rate deadline MIPJUNIOR	July 29
Canada Pavilion registration deadline	August 13
MIPCOM Guide listing deadline	September 2
MIPJUNIOR	October 2-3
MIPCOM	October 4-8

MIPCOM IN BRIEF

MIPCOM is the most important global content event for co-producing, buying, selling, financing and distributing entertainment content across all platforms. It provides the key decision-makers in the TV, film, digital and audiovisual content, production and distribution industry with conference and networking forum to discover future trends and trade content rights on a global level. In 2009, there were 12,017 industry professionals, including 4,027 buyers and 4,122 companies from 100 countries.

HIGHLIGHTS FROM MIPTV AND MIPCOM IN 2009

Despite difficult global economic times, the companies gathered under the Canada Pavilion reported \$88M in financial spinoffs during the 2009 editions of MIPTV and MIPCOM. This substantial amount includes the expected or actual sales and pre-sales, as well as the estimated value of co-productions and joint ventures. In addition, the satisfaction rate of our clientele regarding the value of these two markets was higher than that of the year before.

NETWORKING ACTIVITY AT THE CANADA PAVILION

NEW in 2010! The Canada Pavilion will be offering a special networking activity for companies gathered under its umbrella. Detailed information regarding this activity will be available shortly.

BENEFITS OF EXHIBITING UNDER THE CANADA PAVILION

Exhibiting under the Canada Pavilion allows participants to:

- ✧ Leverage a strong brand image;
- ✧ Access to a premium exhibition area in a high-traffic zone;
- ✧ Take advantage of a vast range of services;
- ✧ Significant cost savings in the acquisition of goods and services.

The Canada Pavilion floor space covers more than 450 m² area and can accommodate a maximum of 80 companies, making it MIPCOM's largest national pavilion.

SERVICES

A variety of options including a wide range of turnkey services:

- ✧ On-site reception and message-relay service;
- ✧ A special registration rate for eligible companies;
- ✧ Market-preparation assistance;
- ✧ Wireless Internet access;
- ✧ Use of several brochure display stands located in high-traffic areas;
- ✧ On-site co-production advice;
- ✧ Promotional booklet distributed on site in which you have one full page to promote your company in English and French (your logo, corporate profile, your contact information, and the list of your products). The booklet is also distributed electronically to hundreds of targeted buyers;
- ✧ Poster displayed on the wall;
- ✧ Refreshment service (coffee, water, juice) for your clients;
- ✧ Reserved storage space for your material during the market;
- ✧ Bulk shipment of goods - optional (invoiced on a pro rata basis by weight);
- ✧ Matchmaking event to facilitate co-productions and sales.



2010 PRICING OPTIONS AND SERVICES

*** Registration fees for exhibiting under the Canada Pavilion do not cover accreditation fees for the market ***

1. Canada Pavilion exhibiting options

The Canada Pavilion is located at level 00 of the Palais des Festivals de Cannes.

General meeting area (24 companies sharing 8 tables located in booth 02.10)

\$1,280 per company including access to the facilities for one participant

**** This option is now available exclusively to companies registered with a single participant ****

Option for companies that don't need access to space on a permanent basis

Space is available on a first-come, first-served basis.

Best option for those who are attending the market for the first time.

- ✧ Open area equipped with 8 tables and chairs
- ✧ Space shared between 24 companies maximum
- ✧ Plexiglas display stands for your promotional material
- ✧ 1 framed poster displayed on the wall
- ✧ Names of companies exhibiting will be listed strategically on the front side of the Pavilion
- ✧ Limited to one participant per company
- ✧ Access to a general storage space



N.B. If you expect to need a table on a permanent basis and for the entire duration of the market, we advise you to consider the private table option.

In the case of non-compliance to the conditions of use of the shared meeting area (i.e. sporadic use of a table), Telefilm Canada reserves the right to refuse this option during a future edition.

Private table in general meeting area (30 units available at booth 00.01 and 02.10)

\$2,280 per company including access to the facilities for two participants

- + **Option \$ 550:** DVD audiovisual system with 23" LCD display
- + **Option \$ 600:** for access to the facilities for a third participant

- ❖ Space reserved for the company's exclusive use
- ❖ Equipped with 1 table and 4 chairs
- ❖ Plexiglas display stands for promotional materials
- ❖ Electric outlets for laptops or portable DVD players
- ❖ Each table identified with exhibitor company's name and logo
- ❖ 1 framed poster displayed on the wall
- ❖ Access to a general storage space
- ❖ Includes access for two participants, possibility to include a third participant for an additional \$ 600



Private business lounge (8 units available at booth 00.01)

\$4,825 per company including access to the facilities for three participants

- + **Option \$ 600:** for access to the facilities for a fourth participant

- ❖ Space reserved for the company's exclusive use
- ❖ Equipped with a work space and 4 chairs
- ❖ DVD audiovisual system with 23" LCD display
- ❖ 1 storage cabinet
- ❖ 8 displays stands for your promotional brochures
- ❖ Companies identified by their logo, strategically positioned for maximum exposure
- ❖ 1 framed poster will be displayed on the wall
- ❖ Includes access for two participants, possibility to include a fourth participant for an additional \$ 600



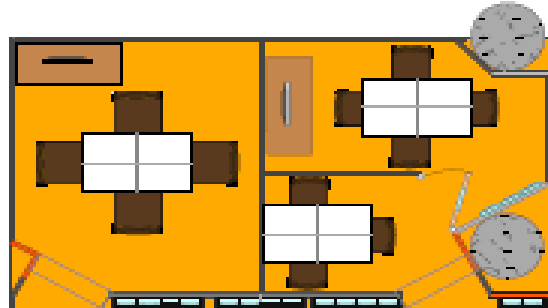
Private office open or closed space – 9 m² (6 units available at booth 02.10)

\$11,850 per company

+ **Option \$ 550:** for plasma instead of LCD 26"

+ **Option \$ 20:** for additional poster frame

- ✧ Space reserved for the company's exclusive use
- ✧ Unlimited number of participants can use the space
- ✧ Equipped with 1 or 2 tables + chairs
- ✧ DVD audiovisual system with 26" LCD display
- ✧ 1 storage cabinet
- ✧ Coat stand
- ✧ 4 display stands inside the office
- ✧ 4 display stands outside the office
- ✧ Companies will be identified by their logo, strategically placed for maximum exposure
- ✧ 2 poster frames



*Left : Small Office plan
(Optional – open or closed space)*

Right : Small private office with alcove plan

Please note that the exhibiting company is responsible for the interior decoration of the office.

Small private office with small alcove – 9 m² (booth 02.10)

\$11,850 per company

+ **Option \$ 550:** for plasma instead of LCD 26"

+ **Option \$ 20:** for additional poster frame

- ✧ Space reserved for the company's exclusive use
- ✧ Unlimited number of participants can use the space
- ✧ Small, closed private office in the back + a small alcove in front that opens onto the passageway
- ✧ Equipped with 1 or 2 tables + chairs
- ✧ DVD audiovisual system with 26" LCD display
- ✧ 1 storage cabinet
- ✧ Coat stand
- ✧ 4 display stands inside the office
- ✧ 4 display stands outside the office
- ✧ Companies will be identified by their logo, strategically placed for maximum exposure
- ✧ 2 poster frames

Please note that the exhibiting company is responsible for the interior decoration of the office.

Private space with 2 closed offices – 18 m² (1 unit available next to booth 00.01)

\$24, 540 per company

- ✧ The space includes two offices and an outdoor alcove overlooking the alley
- ✧ Equipped with 2 tables + chairs
- ✧ 2 audiovisual systems (DVD and LCD display 26")
- ✧ 2 storage cabinets
- ✧ 8 display stands inside the office
- ✧ 8 display stands outside the office
- ✧ Exhibiting companies will be identified by their logo, strategically placed for maximum exposure.
- ✧ 4 poster frames
- ✧ 2 coat stands

Please note that the exhibiting company is responsible for the interior decoration of the office.

2. Registration fees to obtain accreditation to the market

*** Registration fees for exhibiting under the Canada Pavilion do not cover accreditation fees for the market ***

Pavilion exhibitors may access a discounted accreditation rate, based on strict criteria. Contact us as soon as possible to validate your eligibility for the umbrella rate.

Please note that participants have to be full time employees of your company.

Registration rates	Cost/person	Deadline	How to register
Umbrella rate Applies to companies participating in MIPTV/MIPCOM <u>for the first time</u> , or companies that have always participated in these events under the umbrella pavilion. (Please validate your eligibility for this rate with Telefilm)	€ 717.60 (tax included)	October 8, 2010	Telefilm will provide the Umbrella Registration form upon receipt of your deposit cheque.
“Early bird” regular rate Applies to companies that have already taken part in a MIPTV/MIPCOM market as a <u>Participant</u> or as an <u>Exhibitor or on their own</u> .	€ 1,028.56 (tax included)	July 22, 2010	On-line at mipcom.com Indicate on the registration form that you are a Canada Pavilion Exhibitor.

Registration rates	Cost/person	Deadline	How to register
Regular rate			
from July 23 to September 2, 2010	€ 1,172.08 (tax included)	September 2, 2010	On-line at mipcom.com <i>Indicate on the registration form that you are a Canada Pavilion Exhibitor.</i>
from September 3 to October 1st, 2010	€ 1,303.64 (tax included)	October 1st, 2010	
from October 2, 2010 Applies to companies that have already taken part in a MIPTV/MIPCOM market as a participant or as an Exhibitor on their own.	€ 1,578.72 (tax included)	October 8, 2010	
			On-site (Online closed)

All rates include your profile and products in MIPCOM's database.

All rates include your company's entry in the printed edition of the *Guide MIPCOM*, conditional to completing your registration before **September 2, 2010**.

3. Eligibility criteria

- ✧ The applicant is Canadian owned and controlled, as defined in the *Investment Canada Act*;
- ✧ The applicant operates as a private company in Canada;
- ✧ The applicant's core business is related to film, television or new media;
- ✧ The applicant is not in default with respect to any obligation toward Telefilm Canada or the Government of Canada.

4. Selection process

Space assignments will be made on a first-come, first-served basis, according to seniority, option selected and availability. Companies wishing to take advantage of the services offered under the Canada Pavilion should confirm their participation by signing and **returning the *Participation Form*** to our Montréal office (to the attention of Marie-Claude Viau: viaum@telefilm.gc.ca) **by August 13th, 2010 at the latest**.

5. Participant obligations / cancellation policy

- ✧ The *Participation Form* constitutes an agreement to participate under the Canada Pavilion at MIPCOM 2010. **Registrations will only be valid upon receipt of your 25% down payment of the basic option requested at registration. We must receive your cheque within 7 days of the contract signature.** No confirmation of participation will be made and no Umbrella Form will be sent prior to receipt of the 25% deposit. No exceptions will be made. Should Telefilm Canada be unable to confirm a reservation due to lack of space, the deposit will be returned to the company.
- ✧ **Telefilm Canada's contractual agreements with Reed Midem are final and binding. As such, *Participation Contract* signatories shall be indebted for the entire amount of the reserved participation option should cancellations be received after August 20, 2010.**

- ✧ Registration will be confirmed and **UMBRELLA CONTRACT will be sent upon receipt of the 25% down payment only**. We must receive your cheque within 7 days of the signature of the Application form.
- ✧ The Canada Pavilion offers exhibitors turnkey services. All participation fees are payable to Telefilm Canada.
- ✧ In order to lighten the administration of payments, the balance payable will be determined as follows:
 - For all total payments of \$6,000 or less: 1 drawdown payable 30 days after the market **(including the additional options and transportation cost of merchandise if applicable)**;
 - For all total payments over \$6,000: 2 drawdowns payable 30 and 60 days after the market **(including the additional options and transportation cost of merchandise if applicable)**.
- ✧ **Since July 1, 2008, the default policy is automatically applied to all market and festival activities. In other words, any client in default with Telefilm Canada (nonpayment of due invoice, incomplete file or post-market survey not completed, etc.) will automatically be denied registration to all of Telefilm Canada's programs and services, unless an agreement has been reached with our Compliance and Collection department.**
- ✧ Companies currently in default with Telefilm Canada or the Government of Canada will lose their priority status and could be denied the opportunity to exhibit under the Canada Pavilion. In order to avail themselves once again of Pavilion services, these companies will first have to straighten out their situation with Telefilm Canada or the Government of Canada.
- ✧ **All participants in Telefilm Canada's international initiatives are obligated to complete all surveys or to submit all activity reports as requested by Telefilm Canada (the "Report").** Such reports are strictly confidential and constitute an essential performance indicator for Telefilm Canada. The information thus provided contributes to the evaluation and to the development of international initiatives and services provided by Telefilm Canada to the industry. **Non-compliance will limit a participant's access to future activities organized by Telefilm Canada.**
- ✧ Canada Pavilion participants undertake to respect the Pavilion's code of conduct. The code will be issued to all exhibitors before the start of the market.
- ✧ Please note also that the accreditation contract with Reed Midem is final and that Reed Midem will not issue a refund in the event a company cancels its participation.
- ✧ The participating company is responsible for all hotel, travel and transportation costs.
- ✧ Companies wishing to use additional promotional material at the Pavilion (e.g., cardboard cut-out displays, pamphlet stands, etc.) should first obtain Telefilm's authorization so as to ensure that these materials do not obstruct space used by other exhibitors.

6. Other relevant information

ACCOMMODATIONS

Hotel reservations must be made online directly; they can no longer be made via the registration contract as in the past. Reservation access codes will be sent to you following your registration. Once you receive the codes from Reed Midem, you will be able to proceed with your reservations.

For all questions related to reservations, contact the [hotel reservation service](#).

MIPJUNIOR (October 2-3, 2010)

<http://www.mipworld.com/en/mipjunior/>

Telefilm Canada does not organize a pavilion at MIPJUNIOR, but those who participate in an umbrella stand at MIPCOM can also benefit from a special registration rate if they wish to register their programs at MIPJUNIOR.

Registration rate	Cost/person	Deadline	How to register
Umbrella rate Including 1 seller delegate and 2 programs for MIPJUNIOR (Sellers do not have an access to Digital Library screening) Applies to companies participating in MIPCOM 2010 under the Umbrella of the Canada Pavilion AND have never taken part in MIPJUNIOR or have always take part to MIPJUNIOR/MIPDOC with an umbrella fee.	€ 861.12 (tax included)	August 27, 2010 (to register your company and your delegates in the guide) August 30, 2010 (to register your programs in the guide)	Telefilm will provide y the Umbrella Registration form upon request

If you are not eligible to the umbrella status, please visit the [MIPJUNIOR](#) for more information on registration options and rates offered for buyer or seller.

Two options are available for your program registration:

Online: You have until **August 30, 2010** to register your programs online. Expect a period of at least **24 hours to successfully complete the transaction online**. As soon as you send your contract, you will receive an access code and password that will give you access to the platform.

DVDs: The deadline for receiving your DVDs in Paris is also **August 30, 2010**. Please make sure to respect the deadline by taking into account shipping delays.

MIPJUNIOR Dates to remember

Umbrella rate deadline August 27, 2010

Listing of companies and delegates Guide deadline **August 27, 2010**

Online programmes registration deadline **August 30, 2010**

Receipt of your DVDs in Paris deadline **August 30, 2010**

7. Registration and information

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