

**CALL FOR ENTRIES**

**CANADA PAVILION @ MIPTV 2017**

**APRIL 3 TO 6, 2017**

**PALAIS DES FESTIVALS, CANNES**

[WWW.MIPTV.COM](http://WWW.MIPTV.COM)



A TELEFILM CANADA INITIATIVE IN PARTNERSHIP WITH

***Major Partners***

Canada Media Fund

Ontario Media Development Corporation

**INFORMATION AND REGISTRATION PROCEDURE**

**DEADLINE TO REGISTER: FRIDAY, FEBRUARY 17, 2017**

## 1. CANADA PAVILION

With a surface area of approximately 400 m<sup>2</sup>, the Canada Pavilion can physically host up to 60 companies, making it one of the largest national pavilions at the MIPTV event.

With its financial backing from partners plus a longstanding business relationship with the event's organizer, Reed MIDEM, Telefilm is positioned to offer its clients a range of services and benefits at an attractive price.

Telefilm Canada offers a turnkey service depending on the option selected. In addition, exhibiting under the Canada Pavilion allows you to leverage a strong brand image, exhibit from a premium exhibition area in a high-traffic zone, take advantage of a vast range of services and reduce your costs through economies of scale when obtaining goods and services.

### **In addition to getting your accreditation at a reduce fee, the Pavilion offers a wide array of services and benefits:**

- Furniture and audiovisual equipment\*;
- Wireless internet access;
- Wall space for posters\*;
- Display stands for your promotional materials;
- Presence of your company in the promotional tools produced by Telefilm;
- Reception desk with reception and full message service;
- Access on site to the Coproduction and Certification Deputy Director;
- Invitation to participate in networking and promotional activities;
- Refreshments and snacks for you and your clients;
- Storage space available for your materials during the market.

\*Depending on the option selected

### **And options at very attractive rates:**

- Screens located on the Pavilion pillars for the exclusive promotion of your Canadian products (\$1,500 per screen);
- Prime spaces for posters (\$500 per frame);
- Meeting room for 8 to 10 persons (\$200 per hour) \*;
- **NEW: Satellite Space** (couch and table provided) for a maximum of 4 people (\$75 per 1/2 hour)\*;
- Bulk shipment service for heavy parcels of over **20 kg (44 lb)** (invoiced on a pro-rata basis by weight).

**\*RESERVATION MANDATORY**

## 2. OPTIONS AND RATES

SATELLITE OPTIONS			
#	OPTIONS	DESCRIPTIONS	PRICE /COMPANY
1.	SATELLITE	<ul style="list-style-type: none"> <li>• <b>No general meeting area, no private meeting space and no poster frame included</b></li> <li>• Access to a charging station to charge your electronic devices.</li> <li>• Access to the umbrella rate for your accreditation (accreditation not included)</li> <li>• Access to all Pavilion services and benefits</li> </ul>	\$525
2	<b>NEW</b> SATELLITE PLUS	<ul style="list-style-type: none"> <li>• Access to the <b>Satellite Space</b> (couch and table provided) for your meetings. <b>(including a maximum of 3 meetings of 30 minutes only*)</b></li> <li>• Access to a charging station to charge your electronic devices.</li> <li>• Access to the umbrella rate for your accreditation (accreditation not included)</li> <li>• Access to other Pavilion services and benefits</li> </ul> <p><b>* Additional charge of \$75 per meeting of 30 minutes.</b></p>	\$750
3	<b>NEW</b> SATELLITE FIRST TIMER	<ul style="list-style-type: none"> <li>• <b>1 FREE ACCREDITATION (value: \$975)</b></li> <li>• Access to the <b>Satellite Space</b> (couch and table provided) for your meetings. <b>(including a maximum of one meeting of 30 minutes only*)</b>;</li> <li>• Access to a charging station to charge your electronic devices.</li> <li>• Access to other Pavilion services and benefits</li> </ul> <p><b>* Additional charge of \$75 per meeting of 30 minutes.</b></p>	\$750
TABLE OPTIONS			
#	OPTIONS	DESCRIPTIONS	PRICE /COMPANY
1	BASIC TABLE	Each table includes: <ul style="list-style-type: none"> <li>• 1 rectangular table + 4 chairs</li> <li>• Displays for your promotional material</li> <li>• Company's logo on the front of the table</li> <li>• 1 poster frame on an adjacent wall</li> <li>• Access to the umbrella rate for your accreditation (accreditation not included)</li> <li>• Maximum of 2 tables per company*</li> </ul>	\$2,975
2.	DELUXE TABLE	Each table positioned closed to the alley includes: <ul style="list-style-type: none"> <li>• 1 rectangular table with built-in storage and 4 chairs</li> <li>• 1 x 24" LCD LED monitor and DVD player</li> <li>• Supports for promotional material</li> <li>• Company logo on the front of the table and on top banner</li> <li>• 1 poster frame on an adjacent wall</li> <li>• Access to the umbrella rate for your accreditation (accreditation not included)</li> </ul>	\$4,175
PRIVATE OFFICE OPTION (8 m <sup>2</sup> et +)*			
#	OPTIONS	DESCRIPTIONS	PRICE /COMPANY
1	CUSTOMIZED SPACE	Closed or opened office designed to your needs including: <ul style="list-style-type: none"> <li>• Basic office furniture</li> <li>• 1 x 40" LCD LED monitor and DVD player</li> <li>• 4 poster frames in office area</li> <li>• 1 poster frame in a high traffic area</li> <li>• Company logo on top banner</li> <li>• Free accreditation(s) to the market</li> <li>• Customized options on demand</li> </ul>	Price on request

\*Please note that if a company wants to get 3 tables or more, it is now mandatory to request for a customized space due to the number of m<sup>2</sup> occupied.

Spaces are allocated on a priority basis to regular Pavilion clients and then on a first-come, first-served basis according to availability of the selected option. Please note that priority access only starts once Telefilm receives the deposit cheque which confirms the option requested.

### 3. MIPTV, MIPDOC and MIPFORMATS ACCREDITATION

**\*\*Canada Pavilion registration does not cover market accreditation fees\*\***

As a Canada Pavilion exhibitor, **you are automatically eligible for Reed MIDEM's Umbrella accreditation fee. The cost per delegate is:**

- **€670** until **Wednesday, March 1<sup>st</sup>, 2017** (The regular rate is €1320 if you register directly with the market)
- **€750** by **Thursday, March, 2, 2017** (Regular rate – umbrella)

Please note that Canadian companies must quote their federal tax number on Reed MIDEM's accreditation contract in order to be exempted from the payment of a 20% VAT.

Telefilm Canada does not coordinate attendance at MIPDOC and MIPFORMATS. However, companies that are registered for the Canada Pavilion at MIPTV can obtain a reduced "Umbrella" rate for this separate event.

The "Umbrella" rate for **MIPDOC'S** participant is **€695** which includes the registration of 3 programs and 1 project and **€460** for the accreditation only. The "Umbrella" rate for **MIPFORMATS'S** participant is **€460**. First Time rates are offered. Please contact us if you wish to benefitiate.

**REGISTRATION PROCEDURE:** Exhibitors under the Canada Pavilion can register for their market accreditation via the Reed MIDEM online service using the electronic link they will receive from Telefilm Canada. This link will be sent to you once your registration to the Canada Pavilion has been accepted and we received your deposit cheque. **DO NOT ATTEMPT TO REGISTER INDEPENDENTLY ON THE REED MIDEM WEBSITE. PLEASE WAIT TO RECEIVE THE LINK FROM TELEFILM CANADA.**

As an accredited participant, your corporate profile is published in the [MIP Markets Online Community](#) database and in the *MIPTV Guide*. The **deadline** for getting your profile into the printed Guide is **Wednesday, March 1<sup>st</sup>, 2017**.

### 4. ELIGIBILITY CRITERIA

In order to be eligible for admission to the Pavilion, applicants must:

- Operate a Canadian-owned and Canadian-controlled private company (as defined in the *Investment Canada Act*) whose core business is related to Canadian film, television or new media
- Not be in a default situation regarding any obligation to Telefilm Canada.

Companies currently in default with Telefilm Canada will lose their priority status and could be denied access to the Canada Pavilion as exhibitors. In order to be eligible for renewed Pavilion services, these companies will first have to regularize their status with Telefilm Canada.

### 5. REGISTRATION PROCESS

Registration to the Canada Pavilion **must be done via the [eTelefilm service](#)**. If you do not have an eTelefilm account, please refer to the following link to learn about the [registration procedure](#) for this service.

Please complete your registration online. Print the deposit slip and send it, along with your cheque made to the order of “Telefilm Canada,” to Telefilm Canada’s head office in Montreal within seven days of your registration in order to guarantee the reservation of your option.

Telefilm will confirm the requested option and will send the link through the Reed MIDEM online “Umbrella” registration form only after the deposit cheque has been received.

## 6. IMPORTANT DATES & USEFUL LINKS

DESCRIPTION	DEADLINE	LINKS
Canada Pavilion registration	Friday, February 17, 2017	<a href="#">eTelefilm</a>
Registration for the accreditation “Early bird” – Umbrella rate	Wednesday March 1 <sup>st</sup> , 2017	<i>Sent by Telefilm Canada (register online directly on Reed Midem’s website)</i>
Registration for the accreditation “Regular” – Umbrella rate	From Thursday March 2 <sup>nd</sup> , 2017 until the beginning of the market	<i>Sent by Telefilm Canada (register online directly on Reed Midem’s website)</i>
Corporate profile published in MIPTV Guide and MIP Markets Online Community	Wednesday, March 1 <sup>st</sup> , 2017	<i>Form completed via your online registration for your accreditation</i>
EVENT DATES		
MIPDOC, MIPFORMATS and MIPDRAMA SCREENINGS	Saturday and Sunday, April 1 to 2, 2017	<a href="http://www.mipdoc.com">http://www.mipdoc.com</a> <a href="http://www.MIPFORMATSs.com">http://www.MIPFORMATSs.com</a> <a href="http://www.miptv.com/programe/mipdrama-screenings/">http://www.miptv.com/programe/mipdrama-screenings/</a>
MIPTV	Monday to Thursday, April 3 to 6, 2017	<a href="http://www.MIPTV.com/">http://www.MIPTV.com/</a>

## 7. TERMS AND CONDITIONS OF PAYMENT

### RESERVATION DEPOSIT

- Pavilion registrations will be verified only upon receipt of a deposit in the amount of **40%** of the cost of the selected option, **with the exception of the “Satellite” options, which must be paid in full** at the time of registration.
- **Your cheque must be made to the order of “Telefilm Canada”** and must be received by Telefilm within 7 days after your online registration.
- Should Telefilm Canada be unable to confirm a reservation owing to a lack of space, the deposit will be returned to the company.

### TERMS AND CONDITIONS OF SUBSEQUENT PAYMENTS

- For invoices totalling **\$8,000 or less**, the balance is payable in **one (1) instalment, 30 days after receipt of the final invoice after the market.**
- For invoices totalling **more than \$8,000**, the balance is payable in **two (2) instalments, 30 days and 60 days respectively, after receipt of the final invoices after the market.**

## 8. CANCELLATION TERMS

Applicants who cancel an option must pay Telefilm Canada the **full amount of the selected option** if their cancellation is received after **Wednesday, February 22, 2017.**

The accreditation contract with Reed MIDEM is personal, non-transferable and final, and no refund will be issued by Reed MIDEM if a company's representative cancels its participation, regardless of the date of cancellation. However, the accreditation may be transferred to another representative of the same company (same company name and same address) under some conditions.

## 9. PARTICIPANT OBLIGATIONS

**All participants in Telefilm Canada's international initiatives are required to complete all surveys and to submit all activity reports as requested by Telefilm Canada.** These surveys and reports are strictly confidential and constitute an essential performance indicator for Telefilm Canada. The information that they contain helps in the assessment and development of international initiatives and services provided by Telefilm Canada to the industry. Non-compliance could 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 provided to all exhibitors before the start of the market.

## 10. ACCOMMODATION

Participating companies are responsible for their own hotel, travel and transportation costs.

Participants using Reed MIDEM's hotel reservation booking services may do so online. Reed MIDEM will send you a reservation access code following your registration to the market. Once you receive the code from Reed MIDEM, you will be able to proceed with your reservations.

**For all booking inquiries, please contact Reed MIDEM's [hotel reservation service](#).**

## 11. INFORMATION

**IF YOU HAVE ANY QUESTIONS, PLEASE CONTACT KATE MAURICE ([kate.maurice@telefilm.ca](mailto:kate.maurice@telefilm.ca)) at 1 800-567-0890 OR 514-283-0838, EXTENSION 2216.**