



HALL RENTAL GUIDE – STANDARD EVENT WITH TICKET SALES

VERSION 2.1 – NOVEMBER 1, 2021

PART I

WELCOME TO PLACE DES ARTS

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1. A WORD OF WELCOME

Place des Arts is a vitally important part of the cultural scene in Montréal and Québec.

The Société de la Place des Arts de Montréal, a public institution serving all Quebecers, is dedicated to performing-arts presentation. It manages the five concert halls of Place des Arts in Montréal as well as the Fernand-Lindsay Amphitheatre in Joliette. It also oversees programming of events at the Maison symphonique (aside from the 240 days of the year reserved for use by the Orchestre symphonique de Montréal) for all other organizations that request the use of this venue.

Place des Arts is the venue of residence for major arts organizations, improves accessibility to the various types of performing arts, and promotes arts and culture in Québec.

In carrying out its mission, the Société de la Place des Arts de Montréal hosts, produces or co-produces artistic works originating in Québec or abroad, organizes activities designed to develop public awareness and attendance, provides specific services and technical equipment to arts organizations and producers, and enters into rental agreements with various partners.

With an active presence in the arts community and showing great sensitivity to the needs and expectations of audiences and show producers alike, it is a true crossroads of cultural life in Montréal and Québec.

2. LEGAL NOTICES

This hall rental guide (the “**Guide**”) is deemed to constitute an integral part of any Master Agreement (such as defined hereinafter).

All capitalized terms not otherwise defined in this Guide shall have the same meaning as that ascribed to them in the applicable Master Agreement, and the following terms shall have the following respective meanings, unless the context otherwise indicates:

“**CNESST**” means the Commission des normes, de l’équité, de la santé et de la sécurité au travail (the Québec Workplace Health, Safety and Equity Standards Board);

“**Hall**” means any of the following concert halls at PdA leased by a **TENANT** pursuant to a Rental Form, and “**Halls**” refers to them collectively:

- a) Salle Wilfrid-Pelletier;
- b) Théâtre Maisonneuve;
- c) Théâtre Jean Duceppe;
- d) Cinquième salle; or
- e) Salle Claude-Léveillée.

“**Master Agreement**” means any master agreement for rental of a Hall entered into between the **SOCIÉTÉ**, in its capacity of lessor, and a **TENANT**, in its capacity of lessee;

“**PdA**” means the property located on the parcel of land bounded by Saint-Urbain Street, Sainte-Catherine Street, Jeanne-Mance Street, and De Maisonneuve Boulevard in Montréal, commonly referred to as “Place des Arts”;

“**Rental Form**” means any hall rental form executed by the **TENANT** and the **SOCIÉTÉ** from time to time pursuant to a Master Agreement;

“**SAQ**” means the Société des alcools du Québec (the Provincial Liquor Commission);

“**SOCIÉTÉ**” or “**we/us**” means the Société de la Place des Arts de Montréal, in its capacity as lessor pursuant to a Master Agreement;

“**TENANT**” or “**you**” means any party having signed a Master Agreement in its capacity of lessee.

This Guide is in effect as of **NOVEMBER 1, 2021**; it replaces and supersedes any prior hall rental guide. Any breach of the terms and conditions of this Guide shall be deemed to be an Event of Default under the applicable Framework Agreement.

PART II

STAGE SERVICES AND TECHNICAL REQUIREMENTS

1. TECHNICAL PERSONNEL REQUIRED FOR YOUR EVENT

The **SOCIÉTÉ** does not supply stage technicians. You are responsible for hiring the services of the personnel required to produce the Event, as designated by your technical director, including all personnel required for the loading, unloading, set-up and tear-down of the equipment as well as for presenting the Event.

Your technical crew must include a sufficient number of qualified persons having all of the skills of stage production trades required to ensure the smooth running of the Event as well as to properly and safely use the **SOCIÉTÉ**'s stage infrastructure and equipment. That number of persons will be validated by the **SOCIÉTÉ**'s technical co-ordinator.

You must designate and hire, at your expense, a qualified technical director having relevant knowledge of the Hall and able to coordinate the presentation of the entire Event in the Hall, and able to answer any technical question the **SOCIÉTÉ** may have.

If electrical hook-ups are required, they will be performed, at your expense, by the **SOCIÉTÉ**'s electrician on duty, in compliance with the applicable safety standards.

Your employees must possess the required skills in the various duties and trades of stage production, have the knowledge required to operate the equipment listed on the Hall technical rider, and be at least 18 years of age. They also need to have the necessary physical fitness to perform the tasks assigned to them, refrain from consuming alcohol, tobacco or drugs while at PdA, and comply with all applicable policies of the **SOCIÉTÉ**. These policies (some of which are in French only) may be consulted on the following Web pages: [Law, regulations, and policies](#), and [Codes of ethics](#).

Your employees must follow and comply with the instructions relative to workplace health and safety in stage production.

2. TECHNICAL SUPPORT PROVIDED BY THE SOCIÉTÉ

In addition to the technical co-ordinator who will, in connection with the rental request, work with you to validate the technical needs and requirements of the Event's production, the **SOCIÉTÉ** will assign a production technical manager as a resource person and on-the-ground point of contact with your technical director from the time you arrive at the Hall and throughout the Rental Period.

The production technical manager will act as liaison to facilitate the work of production teams; s/he is a representative of the **SOCIÉTÉ** and has the following responsibilities, among others:

- Answer any question relative to the use of the premises and equipment leased from the **SOCIÉTÉ** and installation of any of the **TENANT**'s supplementary equipment;
- Be present when you start to use the Hall;
- Supervise the carrying out of the technical operations to ensure that they have no impact on the integrity of the Halls and equipment; and
- Act as a respondent and advisor for health and safety matters on the stage.

The production technical manager is not responsible for managing your technical crew. You are fully responsible for set-up, operation of stage equipment, tear-down, and restoring the Hall to its initial state during and at the conclusion of the Rental Period.

3. INFORMATION TO BE PROVIDED BY THE TENANT

To facilitate the holding of the Event, you must provide the duly completed technical questionnaire supplied by the **SOCIÉTÉ** without delay following the signing of the Rental Form, but in no case less than 10 business days before the start of the Rental Period. The questionnaire serves to provide all of the technical and logistical information related to the Event. It is available at the following address for all venues: <https://placedesarts.com/en/produce-event/rent-venue>.

You must provide the **SOCIÉTÉ** with a description of your needs including the following information, which will be sent to the **SOCIÉTÉ**'s technical co-ordinator:

- Detailed production schedule (set-up, rehearsal, performance and tear-down times) stating whether the Event includes an intermission and whether there are plans for all or part of a performance to be filmed, broadcasted on radio or television, photographed, or recorded on any type of medium;
- Name and contact information of your technical director;
- Name and contact information of the technical services provider you plan to hire;
- Estimate of the number and composition of stage crews, broken down by roles;
- Rigging plan, positions of hoist motors, and loads applied;
- Lighting plan;
- Sound plan and confirmation of whether you will be using the house P.A. or another system;
- Planned installation positions, as applicable, of any acrobatic or artistic rigging;
- List of stage elements that will be hung in the fly space;
- List of billable equipment listed on the rider;
- The use of house video screens (for Salle Wilfrid-Pelletier only); and
- Your CNESST number as well as those of your service providers and/or subcontractors.

The **SOCIÉTÉ** requires this information to ensure that the planned use of the premises, including installation of additional equipment, is possible and compliant with the technical standards applying to the Hall and its various components, and will not affect other users of the Hall.

The **SOCIÉTÉ**'s technical co-ordinator may, as part of Hall operations management and at their entire discretion, reject or request changes to a production schedule, to proposed installations with respect to any acrobatic, artistic or stage rigging, or to the makeup of the stage crews, or demand any other change that they deem necessary.

4. TECHNICAL SPECIFICATIONS

The **SOCIÉTÉ** invites you to read the technical rider, which describes the various equipment included with your Hall rental, at the following link: [Rent a venue](#). Only the equipment included in the technical rider for the Hall is included with the Rental.

5. HEALTH AND SAFETY

The **SOCIÉTÉ** must comply with, among others, various health and safety laws and regulations pertaining to its properties, performance venues, personnel and audiences. In your capacity as **TENANT**, you and your employees, service providers and subcontractors are bound by the same obligations when performing set-up, tear-down or any other type of work in the Hall, and when using the Hall.

Without limiting the generality of the foregoing, you are required to ensure that the work organization as well as the methods and techniques employed to accomplish the work are safe and do not endanger the health, safety and integrity of workers, the users of the Hall, or the equipment leased from the **SOCIÉTÉ**. Consequently, you are responsible, as regards your employees, for complying with the applicable labour legislation, including but not limited to the *Act Respecting Occupational Health and Safety* (CQLR, c. S-2.1) and the *Act Respecting Industrial Accidents and Occupational Diseases* (CQLR, c. A-3.001) as well as all of their applicable regulations, in the Hall during the Rental Period. You are further responsible for ensuring that any provider or other subcontractor whose services you have hired complies with these same obligations.

6. LAWS AND REGULATIONS

You must also comply with any and all other laws and regulations governing your activities or those of your employees or subcontractors in the Hall. If pyrotechnics are to be used as part of the Event, you must comply with applicable regulations, including prior obtaining of the certificate required pursuant to the applicable federal regulations.

7. ELEVATED SOUND LEVELS

The **SOCIÉTÉ** has determined that sound levels averaging more than 105 dBC over a period of 2 hours, with peaks of 115 dBC, measured from the lip of the balcony and/or the sound mixing console, are considered elevated and highly likely to cause spectator discomfort and dissatisfaction. The **SOCIÉTÉ** reserves the right to demand, at any time, that sound levels be reduced if it deems them to be abnormally elevated. Exception: Théâtre Maisonneuve, where the limit is 96 dBC, as stipulated in Section 8.

8. SOUND LEVEL RESTRICTIONS AT THÉÂTRE MAISONNEUVE

If the Hall rented is the Théâtre Maisonneuve (and only in this case), the following provisions will apply when show and rehearsal periods coincide with those of the Théâtre Jean-Duceppe:

- 8.1 You undertake to notify the artistic director and technical director of each Event production that a decibel limit applies to the Théâtre Maisonneuve, namely a maximum of 96 dBC, so as not to disturb productions in the Théâtre Jean-Duceppe, which is located below the Théâtre Maisonneuve. Consequently, you undertake to provide the Théâtre Maisonneuve technical rider, which includes the sound-level limit allowed by the **SOCIÉTÉ**, to the artistic director and technical director of the production in connection with the Event;
- 8.2 Any sound equipment other than that of the **SOCIÉTÉ** must be patched into a decibel attenuator-compressor designed for this purpose; and
- 8.3 During the Event performance, if the **SOCIÉTÉ** notices that the maximum volume is exceeded, you will be notified and shall rectify the situation immediately. In the event that you do not comply with such notification by the **SOCIÉTÉ** regarding the allowable maximum volume and the **SOCIÉTÉ** deems that the sound level, or any noise reverberating in the Hall structure, is disturbing activity taking place in the Théâtre Jean-Duceppe, the **SOCIÉTÉ** reserves the right to suspend or cancel the Event performance in progress, and to cancel one or more subsequent performances. In the event of such cancellation, you waive the right to the exercise of any remedy in damages against the **SOCIÉTÉ**.

9. REMOVAL OF SEATING FOR SOUNDBOARD OR TECHNICAL REQUIREMENTS

Should you wish to use your own soundboard on the parterre (floor level) of the Hall, it must be installed in the location designated by the **SOCIÉTÉ**'s technical coordinator, and the applicable fees for removal of seats indicated in the **SOCIÉTÉ**'s rental fee schedule on the Rental Form, will apply.

If technical block-off is required, this must be noted prior to the start of the Rental Period, by notifying the **SOCIÉTÉ**'s technical coordinator as well as the **SOCIÉTÉ**'s ticketing office, so that the seats in question are blocked off before the ticket onsale date. If the block-off request cannot be provided before the ticket onsale date, the following seats will be blocked off by default pending the eventual installation of your technical equipment:

- a) When the Hall is the Salle Wilfrid Pelletier: floor seats V-W-X 1 to 11 + V-W-X 2 to 12 – Y 1 to 23 + Y 2 to 22 – Z 1 to 21 + Z 2 to 24;
- b) When the Hall is the Théâtre Maisonneuve: floor seats R 1 to 19 + B 2 to 20 – S 1 to 21 + S 2 to 20;
- c) When the Hall is the Cinquième Salle: floor seats A-B-C 1 to 3 – H-J 5 to 15;
- d) When the Hall is the Théâtre Jean Duceppe: none;
- e) When the Hall is the Salle Claude Léveillée: none.

In the event that technical block-off takes place after the ticket onsale and relocating holders of tickets to the seats in question is not possible, the sold seats cancellation procedure provided for in the Master Agreement shall be followed, and fees will apply.

10. CONFIRMATION OF SHOW WITH OR WITHOUT INTERMISSION

You must inform the **SOCIÉTÉ** as soon as possible whether any of the Event performances includes an intermission.

11. EQUIPMENT AND TOOLS

11.1. TENANT's equipment

Stage, electrical and other equipment that belongs to you and that you plan to bring to and use in the Hall must be fireproof and compliant with all laws and regulations in effect. You must also identify all of your equipment with a self-stick label or other inscription stating that you own it.

You must indemnify and hold harmless the **SOCIÉTÉ** as well as its directors, officers, employees, representatives and personnel against any damage or claim resulting from the use of your equipment in the Hall or from failure on your part to comply the applicable laws and regulations.

You are responsible for acquiring or leasing any additional equipment not listed on the technical rider ([available online](#)) that you require for presentation of the Event.

11.2. Tools and hardware

You are solely responsible for supplying the tools and hardware required by your personnel for production of the Event.

12. PERSONAL WIRELESS ROUTERS

Use of any personal wireless router in the Hall is subject to prior approval by the **SOCIÉTÉ**'s technical coordinator, to whom the relevant request must be submitted at least 5 business days before the first Event performance.

13. TECHNICAL DIRECTORS AND TECHNICAL SERVICES PROVIDERS

The **SOCIÉTÉ** can, upon request, provide you with a list of technical directors and providers of technical services who are familiar with Hall operations.

14. AUTHORIZATION OF PERSONNEL

You as well any member of your production crew, visitor or guest who wishes to access the Hall (including backstage areas) must identify yourselves at one of the PdA security stations (either the one at 260 Boulevard De Maisonneuve West or the one at 1449, rue Saint-Urbain next to the ticket office, or any other location stipulated by the security department) and obtain an access pass or ID card bearing the name of the Event, issued or approved by the security department, which must be worn at all times. All persons accessing the Hall (including backstage areas) must comply with all regulations and policies of the **SOCIÉTÉ** and with any instructions given by its security personnel. The access pass or ID card must be worn visibly and shown to the **SOCIÉTÉ**'s security personnel in order to access the Hall (including backstage areas). Any person not in possession of an access pass or ID card as well as any person in the Hall (including backstage areas) or any other restricted area of PdA must report to one of the security stations for identification purposes, and could be refused access to and/or expelled from such restricted areas.

You undertake to provide the access pass or ID cards approved by the security department to all technical and artistic personnel who must access the backstage areas of the Hall and any restricted areas. You further undertake to ensure that your technical and artistic personnel comply at all times with safety/security instructions and directives from the security department, and that they wear their access pass or ID card.

Any member of your production crew, visitor or guest who is backstage and wishes to watch the Event performance in the Hall must also be in possession of a valid Event ticket, failing which they will be refused access to the Hall.

15. SECURITY SERVICES

15.1. Basic services and additional services

The **SOCIÉTÉ** will provide exclusive basic security services as well as any additional security services in accordance with the policies, procedures, and collective labour agreement in force relative to security personnel. Any request for additional security must be received by the **SOCIÉTÉ**'s security department at least **3** business days in advance. You must pay any amount owing for such additional security services upon receipt of the final account statement stipulated in Section 2 of Schedule A to the Master Agreement.

15.2. Exceptional circumstances

You undertake to notify the **SOCIÉTÉ**'s security department at least **72 hours** in advance of an Event performance if, to your knowledge, exceptional security measures are required or a specific threat has been identified, so that the **SOCIÉTÉ** can make the required arrangements.

You agree to reimburse the **SOCIÉTÉ** for any extra expense related to additional security measures that the **SOCIÉTÉ** was required to implement, beyond the basic services, to ensure good order and public safety in the premises leased. The **SOCIÉTÉ** will in such case make all reasonable efforts to obtain your prior authorization for the extra expense, but, if circumstances so warrant, the **SOCIÉTÉ** reserves the right to act immediately without your prior consent to ensure the safety of the public and workers. You would then be required to reimburse the additional expenses resulting from such additional security measures implemented by the **SOCIÉTÉ**, even if you had not given your prior consent.

PART III

PLACE DES ARTS TICKETING

(For **webcast** details, check 10. of the current section)

1. EXCLUSIVE JURISDICTION OF PLACE DES ARTS OVER THE ISSUING AND SALE OF TICKETS

In exchange for the leasing of the Hall, the **SOCIÉTÉ** will have the exclusive right to sell all Event tickets. The form and content of said tickets will be determined by the **SOCIÉTÉ**. The text appearing on them will, however, be submitted to you for approval, which approval shall not be unreasonably withheld.

The **SOCIÉTÉ** will put all Event tickets on sale at its physical ticketing outlets and online (www.placedesarts.com) in the manner that it deems appropriate, subject to any distinct agreement made in writing between the **SOCIÉTÉ** and you.

No advance will be paid by the **SOCIÉTÉ** to you based on the expected proceeds from Event ticket sales by the **SOCIÉTÉ**.

2. APPLICABLE TICKETING FEES

The description of the applicable fees payable by you and the spectator to the **SOCIÉTÉ** as part of the issuing and sale of tickets by the latter is available in the **SOCIÉTÉ** ticketing/service fees table available online or by email upon request. The event date determines applicable service fees.

The **SOCIÉTÉ** will collect and retain the service fees payable by all purchasers of tickets sold for the Event.

You may require that an additional fee be added, in excess of the service fees, to the cost of tickets sold by the **SOCIÉTÉ**. If you wish to add such a fee, a separate agreement must be made with the **SOCIÉTÉ**'s ticketing office before the Event tickets are put on sale, and the applicable taxes will also be collected on that fee. The revenue from the additional fee will be remitted to you after the Event as part of the final settlement of your Hall rental account.

The **SOCIÉTÉ** has entered into agreements with certain credit card issuers and electronic payment processors regarding the processing of credit card and debit card transactions. You will be required to pay to the **SOCIÉTÉ** the credit card purchase transaction fees on Event tickets sold by the **SOCIÉTÉ**, which are described in the **SOCIÉTÉ** ticketing/service fees table available online.

You undertake to sign the Revenue Québec Form FP-2506 and any other document required or useful for mandating the **SOCIÉTÉ** to remit to the relevant government authorities the Goods and Services Tax (GST) and Québec Sales Tax (QST) amounts collected on the sale of Event tickets.

The **TENANT** must comply with all applicable policies of the **SOCIÉTÉ**. Ticketing policies (some of which are in French only) may be consulted online: [Conditions of sales – Box office and services](#), and [Child admission](#).

3. ONSALE AND TICKET SALES REPORT

Following the execution of a Rental Form, you must contact the **SOCIÉTÉ**'s ticketing office by email at Billetterie.contenu@placedesarts.com to request that Event tickets be placed on sale during normal business hours. Once you have completed and signed the online ticket onsale form, in which you will supply the required information including applicable prices, and sent it to the **SOCIÉTÉ**'s ticketing office, the latter will proceed to schedule, within a minimum time frame of 2 working days, the ticket onsale date. For more than 2 events, the onsale period may exceed 2 days, ex. Festivals.

The **SOCIÉTÉ**'s ticketing office may, at your request, provide a summary report of ticket sales for a performance of an Event within 30 minutes following the start of the performance. The **SOCIÉTÉ** reserves the right to correct any error appearing in said report within 1 working day following its remittance.

4. TICKETS ON CONSIGNMENT

The **SOCIÉTÉ** may, at its discretion, provide you with an allotment of the tickets issued for the Event on consignment, for resale by you. In the event that the Hall rental deposit amount does not cover the issuing and consignment fees for the additional tickets, as described in the **SOCIÉTÉ** ticketing/service fees table, the **SOCIÉTÉ** may demand an additional deposit amount from the **TENANT**. Otherwise, the ticket issuing, and consignment fees will be billed to you after the Event as part of the final settlement of your account.

Please note that you are required to comply with the *Consumer Protection Act* (CQLR c. P-40.1) and other applicable legislation governing the advertisement of ticket prices and the sale of tickets.

Unused complimentary tickets as well as unsold tickets provided on consignment will be returned to the **SOCIÉTÉ**'s ticketing office no later than 1 business day following the Event performance. Non-returned tickets that were provided on consignment will be presumed sold, and the final settlement of your Hall rental account will be adjusted accordingly.

5. COMPLIMENTARY/FREE TICKETS

A number of complimentary/free tickets will be provided to you for the first Event performance and any subsequent performance, as detailed below:

- a) When the Hall is the Salle Wilfrid-Pelletier: the first 100 complimentary tickets will be offered for the first performance and 30 complimentary tickets will be offered for all subsequent performances.
- b) When the Hall is the Salle Wilfrid-Pelletier (reduced configuration): the first 80 complimentary tickets will be offered for the first performance and 30 complimentary tickets will be offered for all subsequent performances.
- c) When the Hall is the Théâtre Maisonneuve: the first 60 complimentary tickets will be offered for the first performance and 20 complimentary tickets will be offered for all subsequent performances.
- d) When the Hall is the Théâtre Jean-Duceppe: the first 40 complimentary tickets will be offered for the first performance and 15 complimentary tickets will be offered for all subsequent performances.
- e) When the Hall is the Cinquième Salle: the first 30 complimentary tickets will be offered for the first performance and 10 complimentary tickets will be offered for all subsequent performances.
- f) When the Hall is the Salle Claude-Léveillée: the first 20 complimentary tickets will be offered for the first performance and 10 complimentary tickets will be offered for all subsequent performances.

These tickets will be issued by the **SOCIÉTÉ**'s ticketing office and will be subject only to the ticket issuing fee stipulated in the table of service fees found in the **SOCIÉTÉ** ticketing/service fees table available online. These tickets will be available in either paper or electronic format. In the event that the Hall rental is for a reduced seating configuration, the number of complimentary/free tickets offered for the first Event performance will vary.

In excess of the number of complimentary/free tickets stipulated above, a charge of \$2.26 plus taxes for each complimentary ticket issued will be payable to the **SOCIÉTÉ**.

The **SOCIÉTÉ** may, at your request, place your complimentary tickets at the **SOCIÉTÉ**'s ticketing office. An amount of \$0.50 plus taxes per envelope will be charged. The first 20 envelopes for each Event performance will, however, be provided free of charge.

6. TICKETS FOR USE BY THE SOCIÉTÉ

The **SOCIÉTÉ** will retain the following seats for its exclusive use:

- a) When the Hall is the Salle Wilfrid Pelletier: box seats 1, 5 and 7; parterre (floor) seats G1, G3, G5 and G7, H1, H3, H5 and H7, O51 and O53, plus the 12 fold-up seats in Corbeille row JJ and the 12 fold-up seats in Mezzanine row HH;
- b) When the Hall is the Théâtre Maisonneuve: seats D1, 3, 5, 7; E1, 3, 5, 7; and G1, 3, 5, 7;
- c) When the Hall is the Théâtre Jean Duceppe: seats G1, 3, 5, 7; and F1, 3, 5, 7;
- d) When the Hall is the Cinquième Salle: seats G1, G2, G3 and G4;
- e) When the Hall is the Salle Claude-Léveillée: seats D3, D5, D7, and D9.

7. SALE OF TICKETS AT A DISCOUNT OR BY ANOTHER PROVIDER

If you wish to avail yourself of a discount ticket sale service, you must first agree with the **SOCIÉTÉ**'s ticketing office on the terms and conditions of such sales before beginning any procedure of this sort. For information on issuing complimentary tickets to

persons accompanying holders of a Companion Leisure Card (tourist and leisure companion sticker for people with disabilities), or issuing of group tickets or children's tickets, please contact the ticketing office.

8. EVENT CANCELLATION OR REDUCTION IN THE NUMBER OF TICKETS AVAILABLE

In the event that you cancel an Event performance for any reason whatsoever, the **SOCIÉTÉ** undertakes to reimburse all holders of tickets purchased from the **SOCIÉTÉ**'s ticketing office, via its telephone sales service, or via its online ticketing system, an amount equal to the sale price of said tickets plus the applicable service fees.

Provided that the cancellation of the Event performance is not attributable to an act or omission of the **SOCIÉTÉ**, you acknowledge and agree that the **SOCIÉTÉ** may retain the ticket transaction, issuing and cancellation fees collected from ticket purchasers and provided for in Section **Erreur ! Source du renvoi introuvable.** of this part of the Guide as compensation for ticketing services rendered by us.

9. HOURS OF OPERATION

The **SOCIÉTÉ**'s ticketing office operates during the following hours:

Telephone sales: 514 842-2112 or toll-free, 1 866 842-2112.

Monday to Friday, 10 a.m. to 6 p.m.

Saturday, Noon to 6 p.m. (or the start of the last performance).

Sunday and Holidays: schedule varies with the schedule of event performances.

Box office

Monday to Saturday: Noon to 6 p.m. (or one half-hour after the start of the last performance).

Sunday and Holidays: schedule varies with the schedule of event performances.

The Place des Arts box office closes at 6 p.m. on evenings when there are no event performances.

If the ticketing office must be open outside the regular box office operating hours stipulated above, you must reimburse the **SOCIÉTÉ** the cost of any and all overtime wages paid to our personnel on duty. The **SOCIÉTÉ** reserves the right to modify the above schedule, at its entire discretion and without prior notice.

Online ticketing, available 24/7: placedesarts.com

10. WEBCASTING OF SHOWS

The **SOCIÉTÉ** also offers a webcasting service for selling virtual tickets to an online show. The **SOCIÉTÉ** uses a virtual ticketing platform integrated to its box office services with Ticketmaster and the TicTacTix platform to rebroadcast its events. All webcasts are also available online on the ticketmaster.ca and ticketmaster.com platforms.

The **SOCIÉTÉ** has the exclusive right to issue and sell all virtual tickets for a virtual event that appears on its website. If the event is accessible via another platform, it will not be present on the **SOCIÉTÉ**'s website. Your virtual show will be included in the **SOCIÉTÉ**'s newsletter when it goes on sale and displayed on the home page under the Webcast tab. Virtual tickets are subject to the service fees listed in the **SOCIÉTÉ** ticketing/service fees table.

A \$250 minimum fee per webcast will be charged if there are less than 200 access sold. A credit card fee of 4% of the ticket price (before service fees), taxes included will also be payable to the **SOCIÉTÉ** on all purchases.

In the event of cancellation of a webcast, the service fees will be charged directly to you as a cancellation fee. The **SOCIÉTÉ** offers 15 complimentary or free virtual tickets to the event webcast. Beyond this number, a fee of \$2.50, plus taxes, for each virtual complimentary ticket issued will be payable to the **SOCIÉTÉ**.

It is the responsibility of the **TENANT** to broadcast live or to integrate its video content into the online broadcasting software according to the parameters established by the **SOCIÉTÉ**. The **SOCIÉTÉ** offers customer support during the event broadcast.

You will have access to the customer data of virtual ticket buyers following a broadcast (last name, first name, e-mail, language, postal code, and amount paid).

PART IV

RECEPTIONS AND USE OF HALL FOYERS AND LOBBIES

1. INFORMATION TO BE PROVIDED BY THE TENANT

In order to facilitate the holding of your Event, you must provide to the **SOCIÉTÉ** as soon as possible following the signing of the Rental Form, but in no case less than 1 month before the first performance of the Event, any request to use any of our lobbies or Salon d'honneur.

You will need to complete the relevant form (available online; [rent an area](#)) to provide a description of your needs and the following information:

- Date, start and end times, name of reception, location;
- Expected number of people;
- Schedule of reception;
- Name and contact information of person in charge of reception;
- Beverage service needs (alcoholic or non-alcoholic), as applicable;
- Furniture needs, as applicable;
- Name and contact information of caterer, as applicable;
- Technical needs, as applicable;
- List of personnel of organization and of third-party providers;
- List of deliveries (materials, date and time) by third-party providers.

The form must be submitted via e-mail to the **SOCIÉTÉ**'s Customer Service team at: receptions@placedesarts.com.

The **SOCIÉTÉ** requires this information to ensure that the planned use of a lobby or Salon d'honneur of any Hall, including installation of any furniture, is possible and compliant with the safety standards applying to that Hall and its various components, and is not likely to inconvenience other users of the Hall. The **SOCIÉTÉ**'s operations manager may, as part of Hall operations management and at its entire discretion, reject or request changes to proposed installations, or demand any other change that they deem necessary.

2. APPLICABLE FEES FOR RECEPTIONS AND USE OF A LOBBY OR SALON D'HONNEUR

The list of applicable fees for receptions and use of a lobby or Salon d'honneur can be provided upon request. All applicable fees for the use of a lobby or Salon d'honneur will be billed to you directly by the **SOCIÉTÉ**, without exception.

It is agreed, however, that no extra rental fee will be billed to you for use of a LOBBY OR Salon d'honneur adjoining a Hall that you have rented in full pursuant to the Rental Form.

If the reception is held outside the 4-hour time block beginning 1 hour 15 minutes before the start of each Event performance, you will be billed for overtime worked by the ushers and supervisor, in accordance with Paragraph 3.1.5 of the Master Agreement.

3. BAR SERVICE PROVIDED BY PLACE DES ARTS

The **SOCIÉTÉ** is the exclusive provider of alcoholic beverages consumed in the Halls. A list of products offered by the **SOCIÉTÉ** is available upon request; some products are subject to exclusive sponsorship agreements. For all products in inventory, only consumed products or uncorked bottles will be billed to the **TENANT**.

Two plans are available to the **TENANT**:

- a) **Reception bar:** The **TENANT** uses the **SOCIÉTÉ**'s products. The wages of the **SOCIÉTÉ**'s bar service personnel are included in the price of the beverages. An additional gratuity (tip) charge of 15% applies.
- b) **Corkage fee bar:** The **TENANT** uses their own products with the consent of the **SOCIÉTÉ**. The **SOCIÉTÉ** will accept a corkage fee plan only if the **TENANT** is a duly registered not-for-profit organization and provides the **SOCIÉTÉ** with a copy of its constating documents confirming same. The corkage fee plan cannot be transferred to a third party. The

alcohol served must be stamped and must bear the **SOCIÉTÉ**'s SAQ code. For more details, please refer to Section 9 of this part of the Guide. The wages of the bar service personnel will be billed in addition to the applicable corkage fee.

4. CATERING SERVICE

The **SOCIÉTÉ** does not employ an exclusive caterer; you are authorized to hire the caterer of your choice. Upon request, the **SOCIÉTÉ** can provide a list of environmentally responsible caterers who regularly work at Place des Arts.

The **SOCIÉTÉ** will bill you directly and collect a 10% fee, before taxes and tips, on food served by the caterer. You are responsible for providing the **SOCIÉTÉ** with a copy of the caterer's invoice no later than the day after the Event.

The caterer's setup is subject to the prior approval of the **SOCIÉTÉ**'s operations manager at least 10 business days before the Event is held. The caterer must also comply with the rules and procedures implemented by the **SOCIÉTÉ**. No cooking, frying or gas canisters are permitted in Hall foyers and reception halls; warmers / hot plates are allowed.

5. USHERS AND COAT CHECK

The **SOCIÉTÉ**'s personnel is responsible for guest welcoming and crowd control.

Coat check service can be provided for guests during the period when this service is in operation (October 1 to April 30). A fee of \$3 per coat will be charged only to the **TENANT**. If coat check service is offered to guests between May and October, the salary of a coat check attendant will be billed in addition to the per-coat fee previously described, which will be charged to guests unless the **TENANT** wishes to pay them. If the Hall in question is the Cinquième Salle and coat check service is required, the coat check attendant's salary will be billed at all times and per-coat fees charged to guests, unless the **TENANT** wishes to pay them.

6. SPACE LAYOUT

No furniture in the Hall foyers may be moved for any reason whatsoever without the consent of the **SOCIÉTÉ**.

Furniture (including tables, chairs, tablecloths, easels, stanchions, etc.) is available for rental from the **SOCIÉTÉ**. Applicable fees list is available upon request. You may also rent such equipment from suppliers other than the **SOCIÉTÉ** and, with the prior consent of the **SOCIÉTÉ**, install them in the lobbies or Salon d'honneur.

With regard to commercial/corporate visibility outside the Hall entrances, any setup in the Espace culturel George-Émile Lapalme (ECGEL, the public space immediately adjacent to the doors to the Halls) must be approved by the **SOCIÉTÉ**'s Event Operations Manager as well as its Communications and Marketing department.

Any product sampling or promotional activations in our lobbies or Salon d'honneur is subject to approval by the Events Operations Manager. Setup of tasting or sampling stands is permitted in our lobbies or Salon d'honneur. Depending on the product distributed, Place des Arts personnel may be required to perform distribution. Fees apply.

7. MERCHANDISE SALES

All sales of Event-related merchandise are subject to the prior approval of the **SOCIÉTÉ**.

The **SOCIÉTÉ** offers two options for merchandise sales:

- a) **When the Hall is the Salle Claude-Léveillée, Théâtre Jean Duceppe or Cinquième salle:** All merchandise sales must take place in a space at the entrance to the Hall, outside the ticket barrier. Sales will be made by your personnel. No extra fees applicable
- b) **When the Hall is the Salle Wilfrid Pelletier or Théâtre Maisonneuve:** All merchandise sales will be in the lobby, and will be made by the **SOCIÉTÉ**'s personnel at no extra charge for Salle Wilfrid-Pelletier and Théâtre Maisonneuve. A fee of 10% of the sale price of CDs/DVDs and of 20% of the price of any other merchandise item will, however, be charged for items sold by the **TENANT**, who must provide ahead of time their GST and QST registration numbers.

Sales of merchandise at the entrance to the Hall, outside the ticket barrier, may be conducted by the **TENANT**. The **SOCIÉTÉ** will charge a fixed fee of \$200 in such cases. The **SOCIÉTÉ** will supply tables with tablecloths as needed.

8. TECHNICAL EQUIPMENT

The **SOCIÉTÉ** makes the following equipment available to **TENANTS** for receptions/events in the lobbies or Salon d'honneur: sound system, microphone, lectern, CD player for background music and, two speakers (the “**Supplied Equipment**”).

No rental fee is charged for the use of this technical equipment if the Hall has been rented in full pursuant to the Rental Form. If the Rental Form is for the use of a foyer or reception hall only, you must hire, at your expense, a technician to operate the equipment, which will be rented to you by the **SOCIÉTÉ**, and who will work under the supervision of a technical manager employed by the **SOCIÉTÉ**, whose services will be billed to you. You are responsible for leasing, from a third-party provider at your expense, any technical equipment that you require other than the Supplied Equipment.

The **SOCIÉTÉ** provides wireless Internet connectivity (Wi-Fi) free of charge. The password will be provided to you by the **SOCIÉTÉ**'s Events Operations Manager, upon your request.

9. ALCOHOLIC BEVERAGES CONSUMPTION

Pursuant to the requirements of the *Act Respecting Liquor Permits* (CQLR, c. P-9.1), all alcoholic products consumed at Place des Arts (including but not limited to the lobbies, Salon d'honneur, stages, backstage areas, the *grand hall culturel* and the Place des Arts esplanade [outdoor plaza]) must bear the stamp of the SAQ or of authorized brewers.

Wine bottles must bear the appropriate SAQ stamp (the **SOCIÉTÉ**'s SAQ code is supplied upon request by the event operations manager). Beer bottles must be stamped CSP (*consommation sur place* / for on-premises consumption). Bottles of wine, spirits, champagne, or beer purchased from an SAQ outlet, a convenience store or a grocery store are forbidden and may not be used or consumed at Place des Arts.

You may also purchase these products directly from the **SOCIÉTÉ**, subject to availability.

10. SOCAN / RÉ:SONNE FOR EVENTS IN THE LOBBYS

If the Event happening in a lobby or Salon d'honneur includes a musical performance or other work that is part of the repertoire of SOCAN (the Society of Composers, Authors and Music Publishers of Canada), Re:Sound / Ré:Sonne or another copyright management collective, the **SOCIÉTÉ** will bill you the applicable fees charged by these organizations.

11. DELIVERIES

All deliveries must be made to the Place des Arts loading dock at 1444, rue Saint-Urbain, Montréal, Québec H2X 2M5. You must supply your own transport carts/trolleys, as none are provided by the **SOCIÉTÉ**.

12. PARKING

The Place des Arts underground parking garage is accessible via Rue Saint-Urbain. A preferential rate is available to the public on show nights via the Place des Arts website or directly at the entrance.

If you wish to offer your guests an entry to our parking garage, you have two options:

- a) **Prepaid parking:** You may purchase prepaid parking tickets from the **SOCIÉTÉ**'s ticketing office (both printed and electronic tickets are available). Guests are guaranteed parking spots in this case. Quantities are limited, however. No refunds are possible.
- b) **Parking vouchers:** You may request that parking vouchers be issued by the parking garage (printed vouchers only). Parking spots are not guaranteed. Parking vouchers are issued at no charge and can be personalized. Parking charges will be billed once the Event is over, based on the number of vouchers redeemed.

For further information or to take advantage of one of these options, please contact a parking supervisor at 514 285-4248, Monday to Friday during Place des Arts business hours.

PART V

MARKETING

1. Advertising and posters

Purchase of advertising time and space in electronic and print media as well as production of advertising material for promotion of events the responsibility of the **TENANT**.

You undertake to contribute to the reach and reputation of the **SOCIÉTÉ** in conjunction with all events presented or recorded at Place des Arts during the period in question, without exception. The visibility of the **SOCIÉTÉ** may be in the form of, among other things, the **SOCIÉTÉ** logo, verbal mention of the name of the **SOCIÉTÉ**, a reference to the **SOCIÉTÉ**'s website (PlacedesArts.com tag), a text or any other mutually agreed-upon form. This visibility must be systematically provided in the following communications tools:

- News release (mention, logo or PlacedesArts.com tag);
- Advertising campaign: postering and television commercials (PlacedesArts.com tag);
- Website, social media and newsletters (PlacedesArts.com tag);
- Print media, season brochures and evening programs (PlacedesArts.com tag);
- Any other promotional media developed during the term of the agreement (logo or PlacedesArts.com tag);

This applies to all performances presented at Place des Arts or via webcast.

The rules for advertising on radio, in advertising media and in digital media are described below. The **PARTIES** agree to undertake these discussions in good faith and to seek to contribute to the reach and reputation of their respective brands.

2. Advertising and promotional services available

2.1 Publications

The **SOCIÉTÉ** agrees to regularly support, at its expense, the programming presented by you and to promote each performance using various marketing tools such as a newsletter, its website and social media platforms, or any other medium of similar reach developed by the **SOCIÉTÉ**.

The content and format of the above-mentioned publications will be determined jointly with you depending on the medium selected based on the materials provided by you. If new media are developed or new needs in terms of materials are required, the **SOCIÉTÉ** will issue a request to that effect to you.

The **SOCIÉTÉ** reserves the right to alter or discontinue, in whole or in part, any publication. In such a case, the **SOCIÉTÉ** undertakes to act in good faith and to inform you in writing of its decision to alter or discontinue the publication.

2.2 Promotional media

The **SOCIÉTÉ** makes a variety of promotional media available to you.

The **SOCIÉTÉ** makes space available to you in the ticketing and calendar sections of the Place des Arts website to announce current and upcoming performances in its Halls and via webcast. Corporate events are not included in this offer.

Ahead of the Event onsale date, you must provide Marketing (servicemarketing@placedesarts.com) with the following information:

- Title of show OR name of artist OR name of group;
- Description of Event in French and English;
- High-definition JPEG image, minimum 1600 x 1064 pixels (landscape format);
- Please include a photographer credit, if applicable;
- No logo or text must appear in the image;
- Links to royalty-free video content hosted on sites such as YouTube, Dailymotion, Vimeo, etc. (optional);
- It is strongly advised to use WeTransfer or a similar file transfer service for files exceeding 5 MB.

Note: The **SOCIÉTÉ** reserves the right to modify texts received and to reframe images received in accordance with the format and mandate of its promotional tools, without submitting any proofs for your approval. Items listed above should be received by noon on the Monday preceding the on sale.

2.3 Display advertisements at red-carpet or media premiere

You are forbidden at all times from installing self-supporting banners and/or posters on stands outside the Halls except on specific special premieres (see below).

Display of such promotional tools will be authorized inside the Hall foyers only, in the locations designed for this purpose.

2.3.A Red-carpet and media premieres: display advertising and product sampling in the ECGEL

Only the **SOCIÉTÉ** is entitled to organize advertising activities, including product sampling and display advertising (wrapping) in the ECGEL and the other public spaces within the Place des Arts block. The **SOCIÉTÉ** intends to consult with you in the event that advertising wrapping is planned in the spaces identified for that purpose in the ECGEL and indicated on the map provided at the end of the current section, hereto so as to minimize impact on any of your in-Hall principal sponsor(s).

You may set up self-supporting banners or posters on stands inside the Hall foyer only, in the locations set aside for that purpose.

Notwithstanding the foregoing, the **SOCIÉTÉ** permits **TENANTS** to use, when audience members arrive for premiere or red-carpet performances, the protected area in front of the Hall (indicated on the map), to sponsorship activations for your in-Hall principal sponsor(s), subject to the prior approval of the **SOCIÉTÉ**, which the latter may refuse to grant, only if such activity conflicts with the **SOCIÉTÉ**'s principal advertiser(s) in the ECGEL. You must install your materials no earlier than 90 minutes before curtains-up and begin the activity 60 minutes before curtains-up. You must clean up and leave the protected area no later than 30 minutes into the performance.

The **PARTIES** undertake to act in good faith and co-operate in the enforcement of this clause so as to ensure an optimum customer experience.

2.3.B Official vendors of the SOCIÉTÉ in foyers

While in the Hall foyers, you agree to comply with the agreements of the **SOCIÉTÉ**'s current and future official vendors with regard to the sale of bar and vending-machine products (spirits, wine, beer, juice, water, food products and express catering) as well as equipment for the enhancement of customer services (e.g., display screens, furniture, lighting), and with the collective labour agreements in force at the **SOCIÉTÉ**.

Therefore, before entering into a commercial agreement with a third party to hold any sponsorship activation in any of the Halls' foyers, you must ensure that any such agreement you may wish to enter into does not contravene the agreements of the **SOCIÉTÉ**'s official vendors, the collective labour agreements in force at the **SOCIÉTÉ**, the exclusivities awarded to **SOCIÉTÉ** tenants, or any regulations in force.

2.4 Display advertisements

The **SOCIÉTÉ** makes paper, backlit and digital display advertisement spaces available to you free of charge to advertise ongoing and upcoming shows in its Halls. These spaces are located at the ticketing office as well as in the PdA commercial spaces (in the corridors leading to the métro station and the parking garage). You are responsible for printing/production of display ads to promote the Event.

Content of display advertisements (paper, backlit and digital) and mandatory tag. All types of display advertisement must comply with the following requirements:

When dealing with the **SOCIÉTÉ**, you must respect the **SOCIÉTÉ**'s language-of-display standards, which are stipulated in our *Policy relative to the use and quality of the French language* (policy available in French only).

Mandatory text requirements:

- Text must be in French.
- If the show is presented in a language other than French, a note must be included at the bottom of the display ad, in French, explaining that the show is presented in another language.

- The **SOCIÉTÉ** recommends that you not post any ticket prices on display advertisements.

**You are not required to include the phone numbers of the SOCIÉTÉ's ticketing office.*

The date(s) of the Event performance(s) and the mandatory tag* must appear on all display advertisements. The mandatory tag* must extend to one-third of the width of the display ad.

The **mandatory tag consists of the PdA symbol and its website address.*

The various versions of the tag are available via this link to our [logos and graphics standards](#).



**Examples of the mandatory tag:*

All visuals must be sent and approved by the **SOCIÉTÉ** before printing. The **SOCIÉTÉ** reserves the right to reject any display advertisements with content that does not comply with its quality standards, or that it deems offensive. Please plan 3 to 5 days for final approvals. *A JPEG or PDF file must be sent to servicemarketing@placedesarts.com

Display of digital and backlit advertising will begin approximately 30 days before the first Event performance and end the day after the final performance, subject to availability. Please allow a maximum of 5 business days for installation of the advertising. Note that the **SOCIÉTÉ** does not make any changes to advertising during the Holiday period, which is usually between December 20 and January 6.

Specifications for backlit display advertisement (available for all Halls except the Salle Claude-Léveillée)

- Up to 2 display advertisements per Event (subject to availability);
- Formats: 37 in. (94 cm) wide x 55.5 in. (141 cm) high including bleed space (must not contain any text) of at least 1 in. (2.54 cm) around the entire perimeter.
- The mandatory tag* must appear on all display advertisements. The mandatory tag* must extend to one-third of the width of the display ad.
- The name/title, venue, date(s), and time of the Event performance(s)

The **SOCIÉTÉ** recommends use of Backlite, Translucent, Duratrans or equivalent media for printing of backlit display advertisements.

Specifications for paper display advertisement

- 1 printed poster may be displayed inside the **SOCIÉTÉ**'s ticketing office – posters will be displayed in chronological order, subject to available space;
- Format: 24 in. (61 cm) wide x 36 in. (91.5 cm) high.
- The mandatory tag* must appear on all display advertisements. The mandatory tag* must extend to one-third of the width of the display ad.
- The name/title, venue, date(s), and time of the Event performance(s)

Delivery address for print display advertisements and all printed materials

Materials must be delivered between 9 a.m. and 3 p.m., Monday to Friday, to: Magasinier, 1444, rue Saint-Urbain, Montréal, (Québec) H2X 2M5.

Conservation/Destruction

You must notify the **SOCIÉTÉ** whether you wish to recover your advertising materials after the display period. All unclaimed advertisement materials will be sent to recycling 30 days following the end of the display period.

2.5 Digital display advertising

The **SOCIÉTÉ** complex is equipped with a digital display network. Your digital advertisement will be displayed in one or more of the following zones, subject to availability:

- Artwork by Granche / Place Deschamps
- Columns in front of the Salle Wilfrid-Pelletier
- Columns in front of the Maison symphonique de Montréal
- *Enfilade*
- 7 screens near Sainte-Catherine St.
- Screens in the ticketing booth

*The event poster cannot be displayed on the screens at the Hall entrance, which serve to display signage content only, with a visual of the event and its title drawn from the Place des Arts website.

Format and visibility

You must provide visuals to the **SOCIÉTÉ** for approval no later than 15 days before the first Event performance, and allow 3 business days for them to be added to the display loop.

- Format: JPEG, quality 100%, 1080 x 1920 pixels (portrait format)

Digital advertisements are displayed on a rotating basis for 10 seconds at a time per 10-minute loop.

To rent extra advertising spaces or for any question about the print and digital advertisement display network, please contact servicemarketing@placedesarts.com.

Sponsor mode on display screens at Hall entrances

You are entitled to display the logo(s) of your sponsor(s) on the screens at the Hall entrances designed for this purpose.

These screens provide increased visibility for the logos of event partners, presenters and sponsors. This mode is displayed for 10 seconds at a time on the screens at Hall entrances on performance days only and alternates with the visual of the event and the Place des Arts signage.

1. JPEG file, 1080 x 1920 pixels, RGB, 100% quality;
2. Black background **mandatory** (ideally, logos should be monochrome);
3. A statement such as "**Une présentation de**" ("Presented by") is mandatory to provide context for the logos;
4. A clear space with no content, 70 pixels wide, is required on all four sides;
5. Maximum 2 files per production; files will be displayed alternately, not consecutively;
6. Your compliant files must be sent via e-mail (servicemarketing@placedesarts.com) to the **SOCIÉTÉ** for approval at **least 5 business days** before the first Event performance, failing which the **SOCIÉTÉ** cannot guarantee that they will be displayed. The **SOCIÉTÉ** cannot make any changes to the visuals you provide (e.g., rotation, encoding, graphics). In the event of any technical issues, the **SOCIÉTÉ**'s personnel reserve the right to cease display of the messages.

Display advertisements in foyers

The primary purpose of the screens is to avoid clutter (e.g., self-supporting banners or other display media) in the foyers and convey important messages to your target customer group.

General rules governing advertising materials permitted on screens in Halls (except the Salle Claude-Léveillée) and their foyers.

The following rules apply to advertising materials on the screens in the Halls (except for the Salle Claude-Léveillée) and their foyers:

- 1) All advertising messages must be sent via e-mail (servicemarketing@placedesarts.com) to the **SOCIÉTÉ** for approval at **least 5 business days** before the first Event performance;
- 2) You are forbidden to promote any show or event not taking place in one of the Halls;
- 3) You are permitted to display logos of sponsors of your Event or fundraising event even if the fundraising event is not taking place at PdA;
- 4) You are permitted to solicit donations for your foundation or non-profit organization, as applicable;
- 5) You must comply at all times with the **SOCIÉTÉ**'s language-of-display standards, which are stipulated in our *Policy relative to the use and quality of the French language* (policy available in French only). Without limiting the generality of the foregoing, the advertising copy for all posters, signs, banners, advertising billboards and other promotional tools must be in French only. It may be written in language other than French provided that the content of the Event is in that other language. In such case,

a notice in French must be added at the bottom of the poster stating that the Event is being presented in another language, for further information, see Section 8.1;

- 6) If you decide to offer a discount and promote it on the screens in the foyers, said discount must also be available at the **SOCIÉTÉ's** ticket office;
- 7) You are permitted to promote your newsletter and social networks provided that you also promote the **SOCIÉTÉ's** newsletter and social networks;
- 8) If you do not have any video material for display on the screens, the **SOCIÉTÉ** will display the usual information: mobile phone use forbidden in the Hall, the applicable safety standards, information about subscribing to its newsletter and social networks, information about the Fondation de la Place des Arts, current promotions at the PdA bars, invitation to use the Hall Wi-Fi network, etc.;
- 9) The **SOCIÉTÉ** reserves the right to use one or more screens for exclusive display of its own messaging (safety, mobile phone use, **SOCIÉTÉ** suppliers, promotion of upcoming shows, Wi-Fi network, etc.).

You are strongly advised against displaying a cast list for the Event on the screens in the Hall, given the risk of last-minute changes.

Available screens per Hall

The display screens available for your use are distributed in the Halls as follows:

Hall	No. of screens	Location	Function
Salle Wilfrid-Pelletier	2	At Bar no. 2 in the even-odd Parterre foyer	Simulcast* and advertising
	2	On the wall approaching Bar No. 1 in the even-odd Corbeille foyer	Simulcast* and advertising
	2	On the wall on either side of the Bar Pellan	Simulcast* and advertising
	2	In the Hall on either side of the stage	Advertising and/or stage**

Théâtre Maisonneuve	2	On the wall on either side of the Foyer Jean-Gascon, at the ends	Simulcast* and advertising
	2	On the wall on either side of the Bar in the Foyer Jean-Gascon	Simulcast* and advertising
	2	On the pillars in the Mezzanine foyer	Simulcast* and advertising

Théâtre Jean-Duceppe	2	Above the auditorium entrance doors	Simulcast* and advertising
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Cinquième Salle	2	On stands on either side of the foyer	Simulcast* and advertising
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*Simulcast: Real-time view of the stage for latecomers waiting in the foyer for ushers to lead them to their seats.

**Stage: For this service, please refer to Part II "STAGE SERVICES AND TECHNICAL REQUIREMENTS" of this Guide.

Content will be displayed on the screens and visible to the public during the following periods:

Screens in foyers: Starting 45 minutes before curtains-up and for 20 minutes during the Event intermission.

Screens in Halls: Starting 15 to 20 minutes before curtains-up and ending 5 minutes before curtains-up.

Messaging in foyers

The following content will be displayed on the screens in the foyers:

- Before the show (duration 45 minutes): your video content, alternating with the **SOCIÉTÉ's** messaging;
- During the Event: simulcast for latecomers of the Event taking place on stage;
- During the intermission (duration 20 minutes): your video content, alternating with the **SOCIÉTÉ's** messaging.

Messaging in Hall

Your video content will be displayed on the screens in the Hall, alternating with the **SOCIÉTÉ's** messaging, for 15 to 20 minutes before curtains-up.

Additional information and technical specifications

The **SOCIÉTÉ**'s Communications and Marketing department will verify that the video content is compliant with the **SOCIÉTÉ**'s standards and practices. You must provide the content to the Communications and Marketing department in a format meeting the following technical criteria:

- Run time: 30 sec per video for a total of 90 sec / Audio: not available / Video: 1920 x 1080 MP4 (h264 codec), 29.97 fps, progressive, bitrate between 10–20 MB.
- **Maison symphonique**: Run time: 30 sec per video for a total of 90 sec (maximum 3 files) / Audio: not available / Video: 2 formats required: 1280 x 720 MP4 AND 720 x 1280 (h264 codec) 29.97 fps, progressive, bitrate between 10–20 MB.
- Static image files (PNG, JPEG) and PowerPoint/Keynote presentations will not be accepted.
- If the names of your files are not numbered, they will be displayed in random order (sample file naming convention: 01_commanditaire, 02_partenaires ["01_sponsor, 02_partners"]).
- Please state on which screens (in foyers and/or in the Hall) you wish to display your videos.
- Your compliant files must be sent via e-mail (servicemarketing@placedesarts.com) to the **SOCIÉTÉ** for approval **at least 5 business days** before the first Event performance, failing which the **SOCIÉTÉ** cannot guarantee that they will be displayed. The **SOCIÉTÉ** cannot make any change to your files (e.g., rotation, encoding, graphics). In the event of any technical issues, the **SOCIÉTÉ**'s personnel reserve the right to cease display of the videos.

2.6 Advertising in print and electronic media

A) **Print media**

All print advertising pieces must include the Event performance dates and the mandatory tag.

B) **Web ads, web banners, integrations**

All digital advertising pieces must include the mandatory tag. If this is not possible, the advertisement must state that the Event is being held or recorded at Place des Arts.

C) **TV spots and videos**

Commercial spots must include the mandatory tag, which must be perfectly legible, and the Event performance dates.

D) **Radio spots**

Commercial spots of more than 30 seconds must mention "Place des Arts," the Event performance dates and the PlacedesArts.com website.

E) **Website**

No sponsor logo may appear on the Event page.

No retargeting pixels may be added to the Event page. In exchange, the **SOCIÉTÉ** offers to initiate digital campaigns for **TENANTS**.

F) **Social media and digital content**

As mentioned above, the **SOCIÉTÉ** can initiate digital campaigns for **TENANTS**, targeting visitors to the website and/or Event ticket purchasers. **TENANTS** also have the option of developing digital content in partnership with the **SOCIÉTÉ** (e.g., interviews, videos, blog entry) for distribution on the **SOCIÉTÉ**'s digital platforms (newsletter, website, social networks).

G) **Newsletter**

The **SOCIÉTÉ** may initiate, on behalf of **TENANTS**, relational marketing e-mail campaigns, either by integrating content into its newsletters or sending targeted e-mail messages to a specific consumer segment.

H) **Audience analysis metrics**

The **SOCIÉTÉ** can provide **TENANTS** with audience analysis metrics—pre- or post-Event—to provide a clearer idea of the audience profile.

Contact the Marketing department at servicemarketing@placedesarts.com for details and rates of offers available to **TENANTS**.

2.7 Hyperlinks to the placedesarts.com website

Via your website, Web banner or a Web animation, you may insert a link from which a customer may directly access Event ticketing on the PlacedesArts.com site.

Two types of link may be added:

- A) A link to choose the category of Event ticket;
- B) A link to choose the Event date before choosing the ticket category.

In either case, we suggest that you add UTM parameters ("source=URLofYourSite") to your link so that the **SOCIÉTÉ** can have a better idea of the source of traffic to its site.

Contact servicemarketing@placedesarts.com for full details.

2.8 E-mail promotions

2.8.A E-mail promotion

E-mail messages presenting upcoming programming are sent each week to the addresses on the PdA e-newsletter subscriber list:

- 1) Thursday – Onsales, presales, and webcasts for the week
- 2) Sunday – recap of the week’s productions

All Events produced or recorded at Place des Arts and for which tickets are sold by the Place des Arts ticket office will benefit from visibility in 2 of these mailings: one coinciding with the ticket onsale and one on the Thursday prior to the Event performance. Note that the contact strategy may evolve and that the business rules with regard to visibility of events in promotional e-mail messages are subject to change without notice. For more information or information on the full range of marketing services (free and paid), contact the Marketing team. You must have supplied all required information for the website.

- The required image format is 600 x 400 pixels;
- No logo must appear on the visual;
- If multiple performances in a single series are launched at the same time, a montage of photos from the different shows may be used.

2.8.B Producer page

- The minimum image format to be supplied is 1880 x 500 pixels;
- The visual content must be more generic and must apply to the **TENANT**’s overall programming;
- No logo or text must appear on the visual;
- Note that the newsletter often redirects to the Producer page, so it is important that it be up to date; a short descriptive text may also be added.

2.9 Showcase on website

- Onstage photos may be showcased on the Place des Arts website, subject to availability;
- The minimum image format to be supplied is 2366 x 1067 pixels;
- NOTE: only onstage photographs will be accepted.

2.10 Programs

You may design and write at your expense an evening program.

Place des Arts also sends relational e-mail messages to its customers before and after every Event performance.

You may incorporate your evening program into those e-mail messages as a PDF file, hosted by Place des Arts. All visuals required for the evening program must receive prior approval from the **SOCIÉTÉ**.

The mandatory tag and the name of the Hall must appear in your program in a position other than on the cover page. The production credit for your program must be worded as follows: “Le présent programme a été conçu et rédigé par [name of organization].” (“This program was designed and written by [name of organization].”)

The **SOCIÉTÉ** reserves the right to authorize or reject distribution of such materials. Promotion of events not taking place at Place des Arts and for which tickets are not sold through its ticketing office is forbidden.

Specific language policy for partners of the SOCIÉTÉ regarding show programs and other advertising material

Catalogues, brochures, flyers, show programs and all other publications of a similar nature must be written in French. Documents aimed at individuals may be translated into another language, but must be provided on separate media. The version in a language other than French will be provided to spectators on request. Catalogues, brochures, flyers, show programs and all other publications of a similar nature describing a cultural or educational product or a cultural or educational activity such as a show, recital, speech, lecture, course, seminar or radio or television program, or promoting a news organization, may be written solely in a language other than French provided that, as the case may be, the content of the cultural or educational product is in that other language or the activity is held in that other language. In such event, the **SOCIÉTÉ** will supply (if it is the producer of

the cultural activity) or will require the producing partner to prepare and make available before the activity a partial or complete French translation of the document prepared in the other language for the audience, on a separate medium for insertion in the catalogue, brochure, flyer, show program or other publication of a similar nature.

To add an evening program, please send it as an e-mail attachment to servicemarketing@placedesarts.com no later than 10 business days before your Event.

Distribution of print material in display cases

The **SOCIÉTÉ** provides space in its display cases to **TENANTS** for distribution of brochures, flyers and leaflets. Subject to available space in the **SOCIÉTÉ**'s display cases, you can distribute your print material beginning on the ticket onsale date or as of your season launch if your publication presents your annual programming. For information purposes only, the average quantity of print material made available to the public every week is about 500 copies. We recommend that you produce materials in 4 in. x 8 in. (10.10 cm x 20.30 cm) format. If you decide to use another format, it must in no case be larger than 8 in. x 11 in. (20.30 cm x 28 cm).

The words "Place des Arts," the Event performance dates and the mandatory tag must appear on such print materials. The prices advertised on the print materials must be identical to those stated on the Place des Arts transactional website. The **SOCIÉTÉ** reserves the right, however, to reject any print material that fails to meet its quality and content standards.

Delivery address for print material to be inserted in display cases:

Boxes labelled, as applicable, "PRÉSENTOIR" ("display case"), the name of the Hall and the performance date(s) must be delivered to:

Magasinier, 1444, rue Saint-Urbain, Montréal, (Québec) H2X 2M5

*9 a.m. to 3 p.m., Monday to Friday

For Events presented at Maison symphonique, deliveries must be made to the following address: 120, De Maisonneuve Ouest, Montréal (please label packages with the title of the Event, the Hall and the date[s]).

ADVERTISING DISPLAY (WRAPPING) AREAS INCLUDING LOCATIONS OF SOCIÉTÉ'S BACKLIT FACES
(SEE MAP)



PLAN DES OPPORTUNITÉS D'AFFICHAGE
ESPACE CULTUREL GEORGES-ÉMILE-LAPALME

