

## Canada Pavilion @ MIPTV 2014

April 7 to 10, 2014, Cannes (France)

[www.mipworld.com](http://www.mipworld.com)

**DEADLINE TO REGISTER: FEBRUARY 21, 2014**

### FREQUENTLY ASKED QUESTIONS (FAQ)

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#### 1. What is MIPTV and why should I attend?

MIPTV is an international market dedicated to funding, co-production, purchases and sales of entertainment products for all platforms. MIPTV offers greater opportunities for meeting people, enjoying visibility, and experiencing a wide range of distribution platforms than any other industry event in the world. Every year, MIPTV attracts over 11,000 industry professionals from 100 countries, including 4,000 buyers, 1,600 exhibitors, 1,200 production companies, 800 buyers of digital products and 300 journalists.

MIPTV and its fall counterpart, MIPCOM, are produced by Reed MIDEM, a company specializing in the organization of markets and events on an international scale.

#### 2. Who is this market intended for?

The market is primarily for buyers and sellers of television and multiplatform products of all kinds as well as companies seeking funding, partnerships or co-production deals. The MIPTV market is especially attractive for doing business associated with documentaries and formats, since this event is preceded by the MIPDoc and MIPFormat events on April 5 and April 6, 2014, respectively.

#### 3. Who are the Canada Pavilion partners and sponsors?

Telefilm works in partnership with the Canada Media Fund and certain provincial agencies. However, Telefilm also makes ongoing efforts to interest sponsors from the public and private sectors. Confirmed partners and sponsors will be announced later on.

#### 4. Why should I exhibit under the Canada Pavilion?

With a surface area of approximately 428 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 and sponsors, 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 that includes furnishings, audiovisual equipment, signage, wireless internet and group-based promotion, as well as reception, information and consulting services.

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
- Reduce your costs through economies of scale when obtaining goods and services

#### 5. What does the Canada Pavilion offer the companies it hosts?

**Based on the selected option, your registration entitles you to all or some of the following services and benefits:**

- MIPTV "Umbrella" accreditation at a reduced fee
- Turnkey space, including furniture and audiovisual equipment (depending on the option selected)
- A front desk with reception and message services
- Access on site to the Coproduction & Certification Deputy Director
- Invitations to participate in networking and/or promotional activities
- Mention and references about your company on Telefilm MIPTV-dedicated microsite
- Wireless internet access
- Wall space for your posters (not available with the Satellite option)
- Displays stands for your promotional materials
- Refreshments and snacks (coffee, water, juice, fruits, snack foods, etc.) for you and your clients
- Shared storage space available for your materials during the market

**Plus optional services at very attractive rates:**

- Screens on one of the Pavilion pillars for exclusive broadcast and promotion of your Canadian products (\$1,500 per screen)
- Prime space for posters (\$500 per poster)
- Bulk shipment service for your heavy parcels of over 20 kg/ 44 lb (invoiced on a pro-rata basis by weight)
- Meeting room for 8 to 10 people (\$200 per hour)

#### 6. What do the programs and/or promotional activities at the Pavilion include?

For an overview of these activities organized in partnership with the Canada Media Fund please review [MIPCOM](#) activity report. Exhibitors at this year's Pavilion will be informed about the programming at a later date.

## 7. Can anyone sign up for the Canada Pavilion?

No. 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.

## 8. I am currently in default with Telefilm Canada. How can I settle the situation?

You must contact Telefilm Canada's Compliance and Collection department.

If the amount in default is less than \$5,000, this must be paid before Telefilm can confirm your application/participation at the Pavilion.

Amounts in default over \$5,000 must be settled within 60 days and with a maximum of two (2) payments. Please note that your application to the Canada Pavilion will be validated only once an agreement with Compliance and Collection has been made and we have received the cheque for your deposit payment to reserve your space.

## 9. How do I register for the Canada Pavilion?

You must complete the MIPTV Canada Pavilion registration form via our **online *eTelefilm* service**. This method of registration is mandatory for all clients.

To use this service, you must have an *eTelefilm* account in your company's name. If you do not have an account, you may obtain one by following the link for the [registration procedure](#). Telefilm staff member will be glad to help you register, if you need assistance.

## 10. Is there a registration deadline?

Yes. Telefilm Canada must receive your completed registration form no later than **Friday, February 21, 2014 at 11:59 PM**. **Please note that a rate increase of 5 % will be applied to registrations received by Telefilm Canada after the deadline.**

**SPECIAL OFFER FOR NEW MEDIA COMPANIES PARTICIPATING AT MIPTV FOR THE FIRST TIME :** Register for the Canada Pavilion before **Friday, February 14, 2014** (11:59 p.m.) and benefit from an exceptional accreditation fee at **€520**. See also section 14.

**11. Once Telefilm has received my registration, will I be automatically guaranteed an exhibition space?**

No. Pavilion registrations are verified only once Telefilm receives a deposit cheque in the amount of **40%** of the total cost of the selected option, **with the exception of the “Satellite” option 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.

Telefilm will confirm the requested option and will send the Reed MIDEM “Umbrella” registration contract only after the required deposit has been received.

**IMPORTANT: To obtain the “Umbrella” fee, you must receive the accreditation contract from Telefilm Canada, and then forward your accreditation to Reed MIDEM by fax. DO NOT ATTEMPT TO REGISTER ONLINE ON REED MIDEM’S WEBSITE.**

Should Telefilm Canada be unable to confirm a reservation owing to lack of space, the deposit will be returned to the company.

**12. Can I choose the location of my table or office?**

The location and allocation of tables and private offices are based on seniority: they are assigned first to those companies that have attended previous markets, and then to others on a first-come, first-served basis. Please note that order of priority is assigned by Telefilm on the date when the deposit cheque is received.

**13. How many spaces per option are there at the Canada Pavilion?**

With a surface area of 428 m<sup>2</sup> the Pavilion can accommodate approximately:

40 basic tables

10 deluxe tables

6 private offices (9 m<sup>2</sup> or customized)

To make sure you can obtain your preferred option at the Pavilion, we suggest that you register as early as possible.

**14. How much does it cost?**

When you register for the Canada Pavilion, you should take into account the following two major expense items:

- A) The cost of your **Canada Pavilion registration**, which is based on the option you choose
- B) The cost of your **MIPTV accreditation**, payable directly to Reed MIDEM

**A) CANADA PAVILION REGISTRATION**

Based on the chosen option, registration costs range from \$515 to \$12,978 and more. For a visual overview of these **Options**, please refer to question 15.

**Please note that a rate increase of 5 % will be applied to registrations received by Telefilm Canada after the deadline of February 21, 2014.**

OPTION		DESCRIPTION	RATE until February 21, 2014	RATE from February 22, 2014
1.	Satellite	<b>No general meeting area and no private meeting space. Does not include a poster frame spot</b> – Access to other Pavilion services and benefits	\$515	\$540
2.	Basic table N° 1	1 rectangular table + 4 chairs + 1 poster frame	\$2,780	\$2,920
	Basic table N° 2	Rental of a 2 <sup>nd</sup> table by the same company: 1 rectangular table + 4 chairs + 1 poster frame	\$2,780	\$2,920
	Basic table N° 3 & more	Rental of a 3 <sup>rd</sup> table and each additional one by the same company: 1 rectangular table + 4 chairs + 1 poster frame + company logo on top banner	\$5,562/table	\$5,840/table
3.	Deluxe table	1 designer table with built-in storage + 4 chairs 1 24-inch LCD LED monitor and DVD player 1 poster frame + company logo on top banner	\$3,898	\$4,093
4.	Customized Private office (starting from 9m <sup>2</sup> )	May contains: Basic office furniture 1 40-inch LCD LED monitor and DVD player 4 poster frames in office area 1 poster frame in a high traffic area company logo on top banner + customized options	starting from \$12,978	Closed

## B) MIPTV ACCREDITATION

You must add the **cost of your market accreditation** to the option you have selected. As a Canada Pavilion client, you are eligible for the Reed MIDEM reduced “Umbrella” fee rate at **€670** (approx. \$980 CAD) per delegate.

### **SPECIAL OFFER FOR A LIMITED PERIOD :**

This offer targets new media companies producing digital content that are attending MIPTV for the first time : a « special umbrella » accreditation fee of **€520** (approx. \$760 CAD) is offered as long as those companies register for the Canada Pavilion before **Friday, February 14, 2014.**

**IMPORTANT:** To obtain the “Umbrella” fee, you must receive the accreditation contract from Telefilm Canada, and then forward your accreditation to Reed MIDEM by fax. **DO NOT ATTEMPT TO REGISTER ONLINE ON REED MIDEM’S WEBSITE.**

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 **Tuesday, March 4, 2014.**

Please note that the “Umbrella’ status does not provide access to the MIPTV “Participants Club.”

Reed MIDEM Accreditation Categories	Fee/Delegate* (tax excluded)	Deadline	To Register
<b>“UMBRELLA”</b>			
This fee rate applies to companies that register for the Canada Pavilion.	€670	none	Telefilm will send you the “Umbrella” accreditation contract once it has received your deposit cheque.
<b>“SPECIAL UMBRELLA”</b>			
This fee applies to new media companies that register for the Canada Pavilion and are participating to MIPTV for the first time.	€520	February 14, 2014	Telefilm will send you the “Special Umbrella” accreditation contract once it has received your deposit cheque.
<b>“PARTICIPANT”</b>			
<b>Regular rates</b> applicable to companies that do not exhibit under the Canada Pavilion :			<a href="http://www.miptv.com/">http://www.miptv.com/</a>
“Early Bird” advance registration	€925	January 21, 2014	
Regular rate (from January 22, 2014)	€1,245	April 6, 2014	
<b>New:</b> Fast Pass (to access market Wednesday and Thursday only)	€650		

**\*Exemption from the 19.6% VAT**– Canadian companies may be exempted from payment of the French VAT by quoting their tax number on the Reed Midem’s accreditation contract.

**EXAMPLE:**

We would like to rent a basic table. We’re thinking of sending two delegates. How much will this cost us?

Details	Number	Cost (\$CAD)	Payable to:
Rental of a basic table	1	\$2,780*	Telefilm, in 2 instalments (40% and 60%), paid by cheque
MIPTV “Umbrella” accreditation	2 persons x €670 = €1,340 (Exchange rate at 1.46)	\$1,960 (approx.)	Reed MIDEM, paid by credit card
<b>Total:</b>		<b>\$4,880 CAD</b>	

(\*) Please note that a rate increase of 5 % will be applied to registrations received by Telefilm Canada after the deadline of February 21, 2014.

15. What do the available OPTIONS look like, and what do they include?

**Important – please note:**

The MIPTV accreditation cost is not included in the rates indicated for each of the options below.

Please note that the rates indicated below **are effective until February 21, 2014. After this date, a 5 % increase will be applied.** Please refer to the table in section 14 for all the rates.

You can choose the option that best suits your needs from among the following:

**“SATELLITE” OPTION – MEETING SPACE NOT INCLUDED – \$ 515 per company**

*This option is ideal for eligible companies attending the market for the first time or companies that do not need a Pavilion table to hold business meetings.*

- Access to “Umbrella” accreditation rate
- Mention and references about your company on Telefilm MIPTV-dedicated microsite
- Invitation to Canada Pavilion programming activities
- Reception desk with message relay service
- Advice on co-production
- Access to shared storage space during the market
- Access to refreshments and snacks for you and your clients
- Internet access

**BASIC TABLE – \$2,780 per company\***

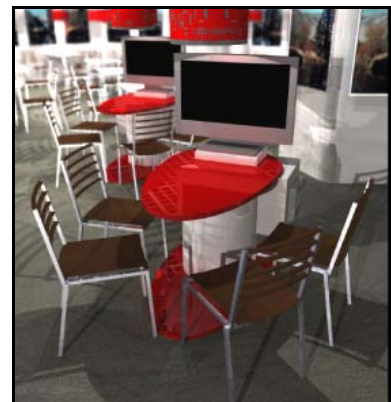
- Access to “Umbrella” accreditation rate
- Space reserved for your company’s exclusive use
- Rectangular table and 4 chairs
- Display stands for promotional materials
- Individual electrical outlet
- Lamp with company logo above table
- 1 poster frame on wall
- Access to Pavilion turnkey activities and services
- Internet access



\*Please note that the price for renting a third table or any subsequent tables by the same company is \$5,562 per table. This includes your company logo on the Pavilion front banner, plus the features listed above.

**DELUXE TABLE – \$3,898 per company**

- Access to “Umbrella” accreditation fee
- Table located in a prime area space
- Designer worktable and 4 chairs
- 24" LCD LED screen and DVD player
- Built-in storage cabinet
- Display stands for promotional materials
- Lamp with your company logo above table
- Company logo on Pavilion front banner
- 1 poster frame on wall
- Access to Pavilion turnkey activities and services
- Internet access



**PRIVATE OFFICE (9 m<sup>2</sup> and +) – starting from \$12,978 per company**

- One free registration to the market (value of \$980) plus access to “Umbrella” accreditation fee for additional delegates
- Office located in a high traffic area
- May contains:
  - Choice of 1 or 2 tables and up to 8 chairs
  - 40" LCD LED screen and DVD player
  - 1 storage cabinet
  - 1 coat rack
  - 8 display stands for promotional materials
  - Your company logo on Pavilion front banner
  - 4 poster frames
- Access to Pavilion turnkey activities and services
- Internet access
- 1 poster space in a high traffic area of the Pavilion (value of \$500)
- + customized options



**PLEASE NOTE:**

As there are a limited number of private offices, [please contact us as soon as possible to discuss your needs.](#)

**16. How soon do I have to pay the balance of my registration fee?**

- 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.**

**17. Why have rates increased since MIPTV 2013?**

For 2014, Reed MIDEM has raised its rates for the rental of floor space at the *Palais des festivals*. This increase represents an average of 3% per market. The new Pavilion rates shown in Section 14 will be in effect for MIPTV and MIPCOM 2014.

**18. How can I enhance my company’s visibility during the market?**

When you are signed up for the Canada Pavilion, you will obtain a mention and references about your company on the microsite produced by Telefilm. The link to the microsite is sent to 17,000 international and domestic recipients and is also made available at the Canada Pavilion to clients/visitors through touch screens located near the reception desks. A flyer listing all companies exhibiting at the Pavilion, with details on their areas of activity and countries being sought for co-production, will also be published and handed out to potential clients. Both of these items are highly effective promotional tools for exhibiting companies and their products.

Depending on the option you choose, you will be entitled to use a certain number of display stands for your promotional brochures, plus one or more wall frames to display your posters.

**POSTERS: PRIME DISPLAY LOCATIONS** The Pavilion also has a limited number of prime display locations for posters, available at competitive prices (\$500 each). These spots are particularly attractive and sell out very quickly.



**PROMOTIONAL SCREENS:** We offer exhibitors a reasonably priced option for screens installed on the Pavilion's 4 pillars, for exclusive broadcast of your Canadian products (without soundtrack) (\$1,500 per screen). Please contact Telefilm staff for further details.

**19. What happens if I decide to cancel my registration or replace a delegate?**

Applicants who need to cancel their participation must pay Telefilm Canada the **full amount of the selected option** if their cancellation is received **after February 28, 2014**.

If a company cancels its participation before the above-mentioned date, Telefilm will keep the 40% deposit.

The accreditation contract with Reed MIDEM is final and no refund will be issued by Reed MIDEM in the event that a company or its representatives cancel their participation, regardless of the date of cancellation.

Reed MIDEM will allow substitution of participants if the substitute is a full-time employee of the same company and works at the same address. Some conditions apply.

Please make sure you know who will attend MIPTV before sending the accreditation contract.

**20. What are the terms of participation at MIPDoc for companies attending MIPTV?**

Telefilm Canada does not coordinate attendance at MIPDoc. 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 is **€685** which includes the registration of 2 programmes.

**21. Who should I contact if I have any questions?**

**MIPTV**

If your question concerns the market itself, please visit the MIPTV 2014 website at [www.mipworld.com/en/miptv/](http://www.mipworld.com/en/miptv/).

***eTELEFILM* REGISTRATION ONLINE**

If you have a problem in **creating your account**, please contact Line Fillion at [line.fillion@telefilm.ca](mailto:line.fillion@telefilm.ca).

If you have questions or problems concerning online registration via *eTelefilm*, please call Telefilm's technical support staff at 1 800 567-0890 or 514-283-0838, extension **3333**, or email [3333@telefilm.ca](mailto:3333@telefilm.ca).

**CANADA PAVILION**

For questions concerning the Canada Pavilion, please email one of the Telefilm staff members below or call **1 800 567-0890** or **514-283-0838**.

**Canada Pavilion registration and general information:**

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