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MIPCOM
2017

CALL FOR ENTRIES

Information and registration procedure
Canada Pavilion @ MIPCOM 2017



[MIPCOM](#)

October 16 - 19, 2017

A TELEFILM CANADA INITIATIVE IN PARTNERSHIP WITH

Major Partners



Canada Media Fund
Fonds des médias du Canada



Ontario
Ontario Media Development
Corporation
Société de développement
de l'industrie des médias
de l'Ontario

Associate Partners

CMPA
Canadian Media
Producers Association



creativebc
BRITISH
COLUMBIA
Supported by the Province of British Columbia

MFM
MANITOBA | Musique et Film
Film & Music | MANITOBA

INFORMATION AND REGISTRATION PROCEDURE

With a surface area of approximately 400 m², the Canada Pavilion can physically host up to 60 companies, making it one of the largest national pavilions at the MIPCOM event.

With its financial backing from partners plus a longstanding business relationship with the event's organizer, Reed MIDEM, 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.

The Pavilion offers a wide array of services and benefits:

- Discount on your badge (Mipcom & Mipjunior)
- Furniture and audiovisual equipment*
- Wireless internet access
- 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
- Invitation to take part 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

KEY DATES

	Rate	Deadline
Deadline to register Canada Pavilion	See section OPTIONS & RATE	August 30
Accreditation Early Bird Rate	690 € / person	September 6
Accreditation Regular Rate	755 € / person	From September 7
Insertion MIPCOM Guide	Included	September 13

And options at very attractive rates:

Screens located on the Pavilion pillars for the exclusive promotion of your Canadian products	\$1,500 / screen
Prime spaces for posters	\$500 / frame
Meeting room for 8 to 10 persons	\$200 / hour
Satellite Space with couch and table for a maximum of 4 people	\$75 / 30 minutes
Bulk shipment service for heavy parcels of over 20 kg (44 lb)	invoiced on a pro-rata basis by weight

OPTIONS & RATES

SATELLITE OPTIONS	Satellite	Satellite 1st timer	Satellite +
RATES (per company)	\$545	\$775	\$775
1 free accreditation			
No general meeting area, no private meeting space and no poster frame included			
Access to the Satellite Space with couch and table for your meetings including a maximum of 3 meetings of 30 minutes only*			
Access to a charging station to charge your electronic devices			
Access to all Pavilion services and benefits			

* Additional charge of \$75 per meeting of 30 minutes.

TABLE OPTIONS AND PRIVATE SPACE	Basic Table	Basic Table 1st Timer	Private Office
RATES (per company)	\$3025	\$3025	On request
What your package includes:			
1 free accreditation			
<ul style="list-style-type: none"> • 1 rectangular table + 4 chairs and company's logo on the front of the table • Displays for your promotional material • 1 poster frame on an adjacent wall <p>*Maximum of 2 tables per company</p>			
<ul style="list-style-type: none"> • Basic office furniture • 1 x 40" 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 on demand 			

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.

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.

REGISTRATION PROCESS

1- Please register to the Canada Pavilion **via the [eTelefilm service](#)**, and print the deposit slip.

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

2- Please send the deposit cheque made to the order of "Telefilm Canada" along with your deposit slip to Telefilm Canada's head office in Montreal within seven days of your registration in order to guarantee the reservation of your option.

3- Telefilm will send you the link to register through Reed Midem's site for your accreditation. (MIPCOM & MIPJUNIOR) after the deposit cheque has been received.

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.**

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, September 6, 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.

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.

For additional information, please contact:

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