

MIAC 2004

TORONTO International Centre • August 22 & 23

For 2004, MIAC is pleased to present a comprehensive package of corporate sponsorship opportunities developed to enhance awareness and help you grab a bigger share of the minds of the dealer attendees.

In return for your corporate support, MIAC sponsorships will enhance your image at the Toronto show with an interesting benefits package that will heighten awareness of your company, its products, services and people.

Carefully review this MIAC sponsorship overview. It offers a very broad range of opportunities to suit any budget. The sooner you sign up for a MIAC sponsorship, the sooner we can begin to promote your involvement through pre-show advertising and communication.

All MIAC sponsorships offer the following benefits package plus additional benefits listed under each opportunity.

- Awareness generated through announcements and ads in *Canadian Music Trade, Professional Lighting & Production* and *Professional Sound* during the months prior to the show
- Awareness through announcements and signage at MIAC events
- Your logo and acknowledgement in the show guide and other printed materials
- On the show floor with signage posted at Club MIAC and at the sponsored event or area
- With Announcements and ads in the pre-promotional materials and on the MIAC web site
- Sponsors will have the right to promote this sponsorship in their own advertising or promotional materials: i.e. "Official Sponsor of the MIAC..."
- First right of refusal to renew your sponsorship next year

Choose From The Following Opportunities

1 The Chairman's Welcome Reception - New for 2004

As in past years MIAC will hold its famous welcome reception on the night before the show, Saturday August 21st from 6:30-8:30 p.m. This year shuttle busses will transport everyone from the host hotel (The Toronto Airport Marriott) and the International Centre to the Chairman's Welcome Reception which will be held at the fabulous Mississauga Living Arts Centre. This year, the reception will be followed by a special jazz concert featuring a Life Time Achievement Award Presentation to Jazz Legend Oscar Peterson. The Welcome Reception is free and open to all. The concert requires the purchase of a ticket. Please visit the MIAC web site for ticket information. The all inclusive sponsorship fee for this unique opportunity will be \$1,950 or the sponsorship can be shared between 2 companies at \$1,100 each.

2 The Annual MIAC Industry Gala Dinner

Become an official sponsor of the most anticipated annual MIAC event, The MIAC Industry Gala Dinner. We have been hard at work creating a completely new format for this event for 2004. As in past years, The evening will include a complete dinner with wine as well as the presentation of the annual Industry Awards BUT the entertainment package is all new for 2004. Call us for complete information. Sponsorship of the Gala will cost \$3,500 and can be shared between up to 4 sponsors.

3 Industry Gala Dinner Reception

Each year MIAC holds a magnificent Industry Gala Dinner Reception from 6-7 p.m. immediately preceding the Industry Gala Dinner. It includes hors d'oeuvres, entertainment, a cash bar and a very big shmoozing opportunity. Host this unique opportunity for a sponsorship fee of only \$2,000.

4 Club MIAC

Club MIAC is an area designed to welcome all attendees to the show, provide show information and a comfortable place to sit down, rest your feet, clear your mind or close that all important deal. This will be one of the most popular and visible areas on the show floor. The sponsorship fee for Club MIAC is \$2,500.

MIAC 2004

Sponsorship Opportunities

5 The Pal Lounge

The PAL Lounge is a unique hospitality area right in the centre of the Pro Audio & Lighting Showcase. It is the primary meeting space for the PAL contingent and the location of the PAL Seminar Program. Your sponsorship can be customized to meet your needs and will be highlighted with on-site signage. Sponsorship is available for \$1,200.

6 PAL Seminars

For the second year we are pleased to present the PAL Seminar Program. We have arranged for some stellar speakers to present at this year's show. The seminars are presented in the PAL Lounge each day. For 2004 there will be 5 extraordinary presentations. The sponsorship fee for this opportunity is \$750 per day or \$1,200 for both days. The sponsor will benefit from significant pre-event promotion.

7 The MIAC People Mover

As in 2002, MIAC will have a shuttle bus running between the host hotel (The Airport Marriott) and the International Centre. The bus will depart the hotel on the hour and the Centre on the half hour. There will be a special MIAC bus stop at each end. Both the stops and the bus will carry your ID and can be developed to suit your marketing needs. This is an excellent, very high profile and affordable opportunity. One-day sponsorship is \$850. Sponsor both days for only \$1,550.

8 MIAC Learning Lunches

Each year MIAC produces seminars on the hot topics impacting the Canadian music retail scene. This year the Learning Lunches will be held in a special new seminar area. Attendees will be able to grab a light lunch and settle in for an interesting one-hour seminar. These seminars are very well attended each year. They are available for sponsorship for only \$750 for each day or both days for \$1,300 and will provide very strong corporate awareness to all attendees. This sponsorship will benefit from strong pre event promotion.

9 Show Bags

Show bags will be provided to all attendees at registration containing the show guide, pocket guide, etc. Imagine 2,000 billboards featuring your logo roaming the show on a continual basis. This is one of the most prominent and effective opportunities we have available this year. The sponsor will also receive a free 8.5 x 11 double-sided insert in the bag at no cost. The cost to sponsor the show's bags is \$1,500 plus the cost of the bags and inserts.

10 Pocket Guide

The pocket guide is the most utilized information piece at the show and contains the floor plan, exhibitor listings, exhibitor key, appointment pages and other useful information. In addition to the benefits listed above the sponsor will receive the outside back cover for their advertising message. Cost of this sponsorship is \$2,500.

11 Badge Holders or Lanyards

Sponsor the badge holders or lanyards and everyone will know your name. It is the sponsor's choice whether to sponsor badge holders or lanyards. One will be given to every attendee at registration. This sponsorship not only provides great presence at the show but will stay with attendees to be used again. The cost of this sponsorship is \$1,500 plus the lanyards or badge holders.

12 MIAC Industry Gala Dinner Staging

The staging, sound and lighting required for the MIAC Industry Gala Dinner is available for sponsorship on a straight contra basis. Exact specifications are available upon request. It is an excellent opportunity to showcase your sound and lighting equipment to the who's who of the music products industry. Please call for complete information.

All sponsorships will be allocated on a first come first served basis. For complete information on the sponsorship opportunities listed above or to book a sponsorship, please contact David Stein at 877-288-7018 (toll-free) or 905-771-9447 (local) or by e-mail at davidstein@rogers.com.

* All prices are quoted in Canadian currency and are exclusive of GST.