

*Celebrating* the past. Transforming our future.



2011  
40th Annual  
SHOW

**MIAAC**

EXHIBITOR PROSPECTUS



May 15-16, 2011

DIRECT ENERGY CENTRE • EXHIBITION PLACE • TORONTO

Don't miss it! Reserve your booth Now!



# Celebrating the Past... Transforming Our Future

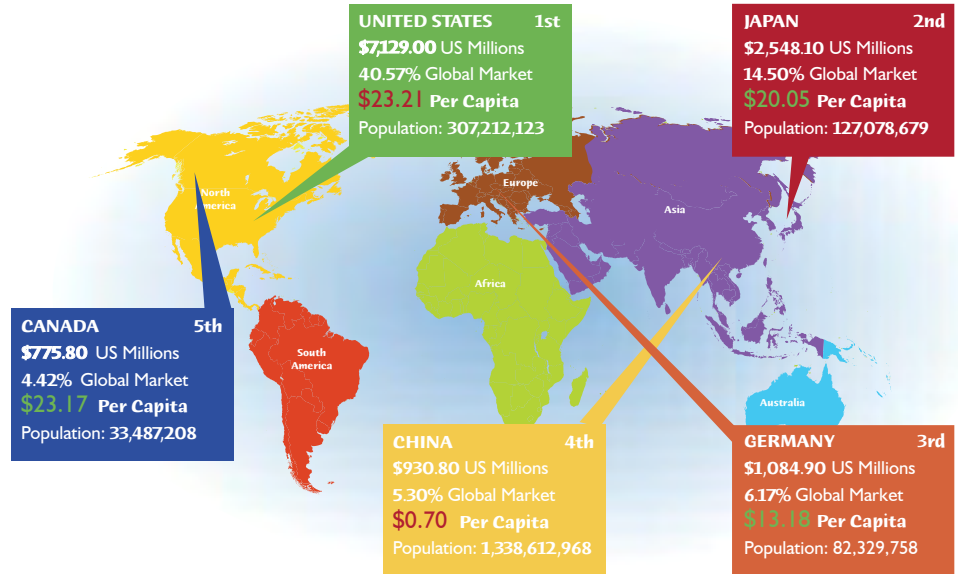
MIAC 2011, Canada's largest trade show serving the music products industry is celebrating it's 40th Anniversary Show in Toronto, May 15-16, 2011 at the Direct Energy Centre.

The annual show continues its mission to serve as the gathering place for the music products industry where visitors can discover the latest products and services, network with suppliers and industry colleagues, and learn from industry leading experts in the content-rich seminar program.

If your organization offers cutting-edge products and services, MIAC attendees will be looking for you. Make it easy for them to find you by exhibiting at MIAC 2011.

## Canada ...The 5th Largest Music Products Market in the World!

Meet face-to-face with thousands of Canada's top product buyers and increase your share in the 5th largest music products market in the world.



## Exhibitor Profile

MIAC 2011 exhibitors include manufacturers and distributors of:

- Brass Instruments
- Stringed Instruments
- Percussion Instruments
- Woodwind Instruments
- Pianos, Keyboards, Synthesizers, & Accordions
- Electronic & Electric Instruments
- Sheet Music, Educational & Instructional Media
- Music Related Computer Hardware & Software Services
- Accessories & Hardware
- Parts & Components
- Repair & Tuning Equipment
- Associations & Media
- Retail Support

## Benefits of Exhibiting

**TARGETING** – we focus on specific markets and attract buyers who are hard to identify and reach.

**COST EFFICIENCY** – sales at a trade show are valued at a lower cost than other marketing methods.

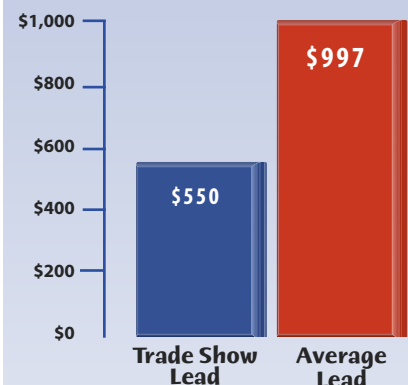
**IMAGE** – brand building through product and staff presentation that enhances company's persona.

**SALES EFFECTIVENESS** – face-to-face communications is easier to demonstrate your product or service with less effort to close the sale.

**EXHIBITING**  
increases return  
of investment (ROI)  
an average of  
**500%!**

CEIR, Cost Effectiveness of Exhibiting Study

**How Much Does It Cost  
To Close A Sale?**



Source: Center for Exhibition Industry Research

# Special Features to Draw Buyers

This year's action packed show includes many features to keep exhibitors and visitors involved, educated and entertained!

Features visitors and exhibitors can experience at MIAC 2011 include:

- FREE Show Admission
- FREE Seminars
- Opening Welcome Reception
- Charity Golf Tournament
- Inaugural Industry Excellence Awards Presentation
- One night's FREE accommodation at the Sheraton Centre Toronto Hotel for MIAC Retail Members travelling from more than 500 km (315 miles).
- MIAC Montreal Express – a FREE coach bus service from Montreal to Toronto for Quebec dealers.



## We Are Dedicated to Your Success!

A comprehensive marketing strategy remains in place to ensure that the MIAC 2011 Show delivers quality attendees. We have developed a variety of methods to promote MIAC 2011 that are sure to provide significant exposure for your company.

### Direct Mail

Visitors receive printed marketing collateral throughout the year leading up to the show.

### Electronic Promotional Campaign

Targeted electronic blasts containing clear, concise messaging along with links to the show's website create a consistent awareness of the upcoming event. In addition, newsletters with pertinent industry

information and show details retain visitor interest. This is all coupled with exhibitor and partner associations' commitment to aid in our promotion through banner ads on their home pages as well.

### Internet Advertising

Industry related websites, social media sites and blogs are essential in our marketing strategy to increase our show presence.

### Media Coverage

Press releases and advertisements reach thousands of industry decision makers and heightens the excitement of the show.

### Print Advertising

Industry related magazines are critical in the dissemination of information to maximize show exposure.



Make sure you don't miss your chance to take part in  
Canada's lucrative and growing market!

## ExhibitSmart Marketing Opportunities

Maximize your presence at MIAC 2011 through pre-packaged marketing opportunities and sponsorships designed to help you stand out from the crowd. This is your best opportunity of the year to deliver your message directly to your target audience.

### SPONSORSHIP ELEMENTS

Successful companies don't just buy space at Shows. They buy 'EXPOSURE!' Whether your goal is to compete with bigger companies in your market, distinguish your product from competitors, launch a new product, or simply attract more prospects to your booth space, MIAC has a sponsorship opportunity designed to meet your marketing needs.

### ADVERTISING OPPORTUNITIES

Promote your company's ad in the hands of every show attendee. With a prominent display ad in the Show Guide, attendees are more likely to visit your booth based on the ad they see. Increase your visibility, credibility and brand awareness among your prime prospects!

For more information, or to discuss your requirements in more detail, contact our sales team at (416) 490-1871 or email to [info@miac.net](mailto:info@miac.net)

## A Selection Of Past Exhibitors And Sponsors

A.C. Lighting, Inc.  
Accusonic Corporation  
ACE Creative Marketing  
ACT/MA Lighting  
Adamson Systems Engineering  
Akai Professional  
Alfred Publishing Company  
AMX Canada  
Apollo Design Technology, Inc.  
Artisanat Richard Cyr  
Audio Distributors International (ADI)  
Audio Video Metals Inc.  
AudioOne Corporation  
Avalon Music Systeme  
B & J Music Ltd.  
Behringer  
Blocki Flute Method LLC  
BLUE Microphones  
Bosch Security Systems  
C.F. Martin & Co., Inc.  
Caisse Design Inc.  
CalDigit  
Canadian Speaker Works  
Casio Canada Ltd.  
Christie Digital  
Cinequip White  
Coast Music (A Div of JAM Ind.)  
Cole Clark Guitars  
Contact distribution  
Counterpoint Musical Services  
D'Addario Canada  
Diffusion Audio  
Direct Music Supply  
DJ Screen.com  
DR Strings, Inc.

Drape Kings  
DREAM Cymbals and Gongs Inc.  
Eastman Strings, Inc.  
Efky Music Group  
EMD Music Inc.  
Erikson Audio (A Div of JAM Ind. Ltd.)  
Erikson Pro & Martin Canada (A Div. of JAM Ind. Inc.)  
ETI Sounds Systems / Egnater Custom Amps  
Exclaim! Media  
Extron Electronics  
FDW Worldwide  
Gefen/Sonotek  
GerrAudio Distribution Inc.  
Godin Guitar Company  
Gold Tone, Inc.  
Grass Valley  
Guerilla Guitars Inc.  
Hal Leonard Corporation  
HHB Communications Canada Ltd.  
Indie Guitar Corp.  
Intellimix Corp.  
John Pearse Strings (Breezy Ridge Instruments Ltd.)  
KAD Fabrications  
Kaysound Imports Inc.  
Kejam Percussions  
Korg Canada (A Div of JAM Ind. Ltd.)  
Kramer Electronics Canada  
L.C. Group  
Lectrosanics Canada  
Legere Reeds Ltd.  
Levy's Leathers Limited  
Lex Products

ListenHear  
Location Audio Digital Ltd.  
Los Cabos Drumsticks  
Martech AV  
Mayfair Music Publications  
Meinl USA, L.C.  
Mel Bay Publications  
Midas Consoles North America  
MIDC Ltd. JHS North America  
Middle Atlantic Canada Inc.  
Mitek Canada  
Multi-Caisse Inc.  
Musiconeselect  
Nasom  
Neil A. Kjos Music  
Nicolaudie America Inc.  
Nobel Bank Supply of Canada  
Numotion Keyboards  
Omnibus Distribution Inc.  
Omnimedia Corp. Ltd.  
Osram Sylvania Ltd.  
Panasonic Canada Inc.  
Paul Reed Smith Guitars  
Panyard Inc.  
Perri's Leathers Ltd.  
Production Resource Group  
Rainsong Graphite Guitars  
Rapco Professional Sound Canada Ltd.  
Red Leaf Piano Words  
Reunion Blues  
Reverend Guitars  
Roland Canada Ltd.  
Roland Systems Group Canada (RSG)  
Roovand Inc.  
S.I.T. Strings Co.

SABIAN Ltd.  
Saga Musical Instruments  
Schatten Design Acoustic Pickups  
Scott's Highland Services Ltd.  
Sennheiser Canada  
Setwear Canada  
SF Marketing Inc.  
SHURE  
Sonotek  
Soundcraft Canada Inc.  
Sounds Distribution Inc.  
Stephi Inc.  
Steve's Pro Audio  
Strong Entertainment Lighting  
Studio Economik  
Tannoy (TC Group Americas)  
Taylor Guitars  
TEAC Canada Ltd.  
Technically Yours  
The Guitar Booth  
Theatrx Technologies Inc.  
Thorvin Electronics Inc.  
TOA Canada Corporation  
TRS Custom Drums - The Rhythm Section  
Visual Sound  
Vitasound Audio  
Warburton Industries  
Wes-Can Music Supplies Ltd.  
White Radio Ltd.  
Yamaha Canada Music Ltd.  
Yamaha Commercial Audio Systems, Inc.  
Yorkville Sound





# FREE Exhibitor Benefits With Your Booth

Purchase of exhibit space gets you these trade show extras at no additional charge. Move fast because the best booth locations go to the earliest exhibitors.

- The MIAC Show pays for Material Handling
- Comprehensive company & product listing in the official Show Guide.
- On-site coordination help.
- Shuttle Bus Service between the official host hotel and the Direct Energy Centre.
- VIP Invitations for your clients and prospects.
- On-line exhibit listing.
- Free hyper link to your company website.
- 24 hr. show security around the perimeter of the hall.
- On-line Exhibitor Manual accessible 24/7.

## Who Will You Meet?

MIAC targets businesses, institutes, entertainment providers and influencers as well as established and emerging musicians to witness the best in the market and source products and equipment.

As a participant at MIAC 2011, you will get the once a year opportunity to meet with retail dealers, professionals, technicians and artists representing:

- Dealers, Distributors and Retailers
- Bands
- Composers
- Musicians
- Orchestras
- Studios
- Music Educators
- Educational Establishments
- Music Schools and Academies
- Instrument Importers



## SPECIAL EXHIBITOR DISCOUNTS

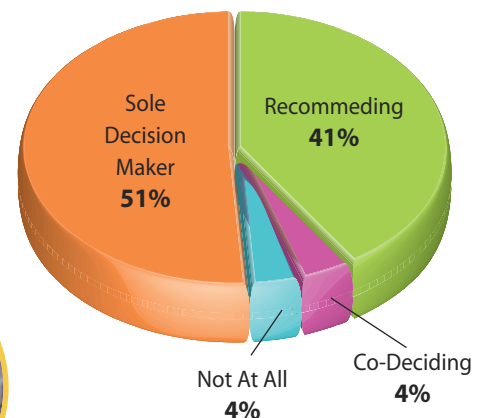
In addition to the free exhibitor benefits, here are some special discounts:

- Pre-negotiated shipping rates
- Pre-negotiated rates on booth accessories
- Reduced parking rate
- Discounted hotel rates

## WHY EXHIBIT?

- Build/reposition your brand
- Generate leads and close sales
- Showcase your latest products and services to a targeted audience.
- Speak directly to decision makers
- Launch new products in existing markets

## Visitor's Role In Purchasing



## Why Attendees Come to MIAC

- 1 Find the latest music products and services from leading manufacturers and distributors.
- 2 Expand their knowledge of the music products industry.
- 3 Network with the "who's who" in the industry.

## Visitor's Main Reason For Attending the Show



**Face-to-face selling is the most effective way to close a deal. Trade shows are the most efficient way of meeting prospective customers face-to-face.**

# The Venue

MIAC 2011 will be held at the Direct Energy Centre, Canada's largest indoor exhibition facility. Appointed with state of the art technologies and cutting edge design, the venue's pièce de résistance is its whopping one million square feet of contiguous exhibit and adjoining meeting space. Located on the CNE grounds, this world class trade show and conference facility is located a stone's throw from the hub of Canadian trade and commerce.

The Direct Energy Centre has the capacity and the conveniences to carry the MIAC trade show into a new frontier. Apart from the endless room for expansion, floor port service conduits provide discreet access to electrical and telecommunication outlets. What's more, the facility is easily accessible by all forms of transportation, including local public transit, and provides indoor and outdoor parking for more than 8,000 vehicles.



Direct Energy Centre • Exhibition Place

100 Princes' Blvd., Toronto, ON M6K 3C3  
www.directenergycentre.com

## RESERVE YOUR EXHIBIT SPACE NOW!

### APPLYING FOR SPACE

- 1 Complete and sign the Exhibit Space Application/Contract.
- 2 Return the completed contract with required deposit to:

#### Music Industries Association of Canada

505 Consumers Road, Suite 807  
Toronto, Ontario M2J 4V8  
Tel: (416) 490-1871 Toll Free: 1-877-490-6422  
Fax: (416) 490-0369 Toll Free: 1-877-809-8600  
brendan@miac.net or janice@miac.net  
info@miac.net • www.miac.net

### SPACE RATES

**\$19.95 CDN per square foot**

Space is available in increments of 100 Sq. Ft.  
Minimum 10' x 10'

### INCUBATOR DISCOUNT PROGRAM

Companies that have been in business for 18 months or less and are first time exhibitors in the show will receive a \$500 discount on exhibit space cost.

## POSITION YOUR COMPANY AMONG THE LEADING COMPANIES WHO EXHIBIT!

### EXHIBIT SCHEDULE

Exhibitor Move- In		Exhibitor Hall Hours	
Friday, May 13	8:00 am – 6:00 pm	Sunday, May 15	10:00 am – 6:00 pm
Saturday, May 14	8:00 am – 6:00 pm	Monday, May 16	10:00 am – 6:00 pm
Exhibitor Badge Registration		Exhibitor Move-Out	
Friday, May 13	Noon – 6:00 pm	Monday, May 16	6:01 pm – Midnight
Saturday, May 14	9:00 am – 6:00 pm	Tuesday, May 17	9:00 am - 12:00 Noon
Sunday, May 15	9:00 am – 5:30 pm		