



## HALL RENTAL GUIDE – STANDARD EVENT WITH TICKET SALES

VERSION: DECEMBER 1, 2022

---

### PART I

#### WELCOME TO PLACE DES ARTS

---

#### CONTENTS

PART I	A word of welcome.....	1
PART II	Stage services and technical requirements.....	3
PART III	Place des Arts ticketing .....	8
PART IV	Reception and use of hall lobbies and salons.....	11
PART V	Marketing.....	14

---

#### 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.

##### *Environmental responsibility in concert halls*

Place des Arts has a sustainable development plan, available online. Place des Arts also seeks to raise awareness among producers, artists and the public about the impacts of events in halls, and provides updates on implementation of its environmental responsibility measures.

## 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;
- e) Salle Claude-Léveillée;
- f) as well as backstage areas, foyers, green rooms, dressing rooms and rehearsal spaces rented with any Hall.

“**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 retroactively to **December 1, 2022**; 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 Services to Producers.

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 support provided ahead of your arrival at the **LEASED PREMISES** by the **SOCIÉTÉ**'s Manager, Services to Producers, 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 Hall 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 return the duly completed production questionnaire supplied by the **SOCIÉTÉ** as soon as possible following the signing of the Rental Form, but in no case less than 14 business days before the start of the Rental Period. The production questionnaire serves to provide all of the technical and logistical information related to the Event.

In addition to returning the production questionnaire, you must provide the **SOCIÉTÉ** with a description of your needs including the following information, which will be sent to the **SOCIÉTÉ**'s Services to Producers:

- 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 list of persons authorized to be present onstage (see Point 14); and
- Your additional security requirements, as applicable

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** 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 current version of 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, except in 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 affecting 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. TECHNICAL BLOCK-OFF AND REMOVAL OF SEATING

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

- a) For 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) For Théâtre Maisonneuve: floor seats R1 to 19 + R2 to 20 – S1 to 21 + S2 to 20 – T14 to 20;
- c) For the Cinquième Salle: floor seats A-B-C 1 to 3 – H-J 5 to 15;
- d) For Théâtre Jean Duceppe: none;
- e) For Salle Claude Léveillée: none.

In the event that technical block-off takes place after the ticket on sale 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.

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**, and the applicable fees for removal of seats indicated in the **SOCIÉTÉ**'s rental fee schedule on the Rental Form, plus other applicable fees (rates available upon request) will apply.

## 10. CONFIRMATION OF SHOW WITH OR WITHOUT INTERMISSION

You must inform the **SOCIÉTÉ** as soon as possible, and not later than 30 business days in advance, 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 Services to Producers, to whom the relevant request must be submitted at least 14 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. AUTHORIZED PERSONNEL

You as well any member of your production crew including artists, a visitor or a guest wishing to access the Hall (including backstage areas, foyers, green rooms, dressing rooms and rehearsal spaces) must identify themselves at one of the **SOCIÉTÉ**'s security stations (either the one at 260 Boulevard De Maisonneuve West or the one at 1440 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 and the other permitted spaces used in connection with the Event 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 and the other permitted spaces used in connection with the Event. Any person in the Hall or in any of the other permitted spaces used in connection with the Event who is not in possession of an access pass or ID card may be asked to leave the premises and to report immediately to one of the security stations for identification, and to be issued, if authorized by the **TENANT**, an access pass or ID card.

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 Hall and the other permitted spaces used in connection with the Event. 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.

### 14.1 List of authorized personnel

The **TENANT** must provide, in the production questionnaire returned by e-mail to the **SOCIÉTÉ**'s security department at [personnelautorise@placedesarts.com](mailto:personnelautorise@placedesarts.com), a list of all persons authorized by the **TENANT** to access the Hall and the spaces listed in Part 14 herein no later than 24 hours prior to the start of the Rental Period. If this list is not provided within the time limit stated, neither you nor your technical personnel will be able to access the Hall until the list is received by the **SOCIÉTÉ**. The security department must be provided with the list of persons authorized to access the Hall, which must include:

- The name and phone number of the **TENANT** representative(s) authorized to make changes to the Hall access list and add to or remove names from it;
- The names of the personnel and subcontractors involved in production of the Event, including technicians;
- The name(s) of the artist(s);
- The name(s) of guest(s);
- The name of any person whose presence is required for the purpose of presenting the Event.

Only the person or persons so designated in the Hall access list may make changes to the list after it has been transmitted to the **SOCIÉTÉ**. The **TENANT** may also transmit an amended Hall access list during the Rental Period, but no later than 48 hours prior to presentation of the Event.

## 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. Any request for additional security must be made at least **14** business days prior to the Event, otherwise additional fees will apply. You must pay any amount owing for such additional security services upon receipt of the final account statement.

### 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.

### 15.3. Risk assessment

When you make your Hall rental request and at any time prior to the Event performance, our security personnel will assess the risks associated with the Event and reserve the right to recommend or require additional security measures based on that assessment. The **TENANT** undertakes to notify the **SOCIÉTÉ** without delay of any known or suspected issues, risks or threats in connection with the staging and presentation of the Event.

The **SOCIÉTÉ** may consider the following factors in its assessment of the risks and additional security requirements:

- Security issues related to the artist or work presented or to an Event previously presented by the same artist or **TENANT**;
- The nature and type of the Event;
- The target audience for the Event and any political or controversial content of the Event; and
- Any other relevant risk identified by the **SOCIÉTÉ**.

## PART III

### PLACE DES ARTS TICKETING

---

(For **webcast** details, see Point 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](http://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](mailto: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) For 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) for 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) For 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) For 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) For 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) For 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 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 per envelope will be charged based on the fees table in effect.

## 6. TICKETS FOR USE BY THE SOCIÉTÉ

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

- a) For 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) For Théâtre Maisonneuve: seats D1, 3, 5, 7; E1, 3, 5, 7; and G1, 3, 5, 7; TT2, 4, 6 and 8;
- c) For Théâtre Jean Duceppe: seats G1, 3, 5, 7; and F1, 3, 5, 7;
- d) For the Cinquième Salle: seats G1, G2, G3 and G4;
- e) For Salle Claude-Léveillée: seats D3, D5, D7, and D9.

## 7. SALE OF TICKETS AT A DISCOUNT

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. In such event, you must also pay the ticket transaction (credit card), issuing and cancellation fees provided for in the rates table.

## 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 because of your Event, its postponement or its cancellation, 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](http://placedesarts.com)

## 10. WEBCASTING OF SHOWS

The **SOCIÉTÉ** also offers, upon request, 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.

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.

## PART IV

### RECEPTIONS AND USE OF HALL LOBBIES AND SALONS

---

#### 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 salons.

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](mailto:receptions@placedesarts.com).

The **SOCIÉTÉ** requires this information to ensure that the planned use of a lobby or salon 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

The list of applicable fees for receptions and use of a lobby or salon can be provided upon request. All applicable fees for the use of a lobby or salon 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 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, bar service personnel 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 and other 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 15% 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 Hall lobbies and salons.

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 ahead of time by the **SOCIÉTÉ**'s Event Operations Manager as well as its Communications and Marketing department.

Any product sampling or promotional activations in the Hall lobbies is subject to prior approval by the Event Operations Manager. Setup of tasting or sampling stands is permitted in our lobbies. The **SOCIÉTÉ**'s personnel are required to perform distribution. Fees may 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:

For Salle Claude-Léveillée, Théâtre Jean Duceppe or the 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 and no extra charge for personnel will apply.

In this case, a fixed fee will be charged by the **SOCIÉTÉ** and the **SOCIÉTÉ** will supply tables with tablecloths as needed, based on the fees table in effect.

For Salle Wilfrid Pelletier or Théâtre Maisonneuve: All merchandise sales will be in the lobby, and will be made by the **SOCIÉTÉ**'s personnel with no extra charge for personnel. Fees will be charged based on the fees table in effect 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 Salle Wilfrid-Pelletier or Théâtre Maisonneuve, outside the ticket barrier, may be conducted by the **TENANT**. The **SOCIÉTÉ** will charge a fixed fee per point of sale in such cases, based on the fees table in effect. 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 Hall lobbies and salons: 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 confidentially by the **SOCIÉTÉ**'s Event 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, 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 Hall lobby or salon 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. PRE-RECORDED AUDIO MESSAGE PLAYED BEFORE THE PERFORMANCE

A welcome message explaining basic instructions, pre-recorded by the **SOCIÉTÉ**, must be played before each performance. The **TENANT** may use the **SOCIÉTÉ**'s message and add one from its production (introduction to the show, artists, sponsors, etc.) or use its production message and ensure that the **SOCIÉTÉ**'s text is properly incorporated into it and has received prior approval (welcome, identification of Place des Arts, banned items/behaviour, security). At all times, unless otherwise specified, this message will be played in French only.

## 12. 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**.

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

- a) **Prepaid parking:** You may purchase prepaid electronic parking tickets from the **SOCIÉTÉ**'s ticketing office, valid only during the scheduled day of use. Guests are guaranteed parking spots in this case. Quantities are limited, however. No refunds for unused parking tickets are possible. **Parking vouchers:** You may request that electronic parking vouchers be issued by the parking garage. Parking spots are not guaranteed in this case. Vouchers are issued at no charge. Parking charges will be billed after the Event 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. Posting of the Event on the Place des Arts website (PlacedesArts.com)

The **SOCIÉTÉ** makes space available to the **TENANT** in the ticketing and calendar sections of the Place des Arts website to announce its Event in addition to other current and upcoming performances in its Halls, as well as webcast events. Corporate events are not included in this offer.

Ahead of the Event onsale date, you must provide the **SOCIÉTÉ**'s Marketing department ([servicemarketing@placedesarts.com](mailto:servicemarketing@placedesarts.com)) with the following information:

- Title of the show OR name of the artist OR name of group;
- Description of the Event in French and English (maximum 700 words);
- Photo in high-resolution JPEG format;
  - Formats: **1600 x 1064** pixels / **775 x 515** pixels / **1920 x 1080** pixels
  - *Ideally, the main element of the photo should be centred (horizontally and vertically) and there should be a bleed (safety) margin.*
- No logo or text must appear on any photo;
- Provide photographer credits as applicable;
- Links to royalty-free video content hosted on sites such as YouTube (optional);
- No sponsor logo may appear on the show description;
- No retargeting pixel may be added to the Event description.

For files exceeding 5 MB in size, use of a file-transfer service such as WeTransfer is strongly recommended.

Note: The **SOCIÉTÉ** reserves the right to modify texts received and to reframe photos received to suit the format and purpose of its promotional tools, without submitting any proofs for your approval. Items listed above must be received **no later than noon on the Monday** preceding the presale or public onsale date.

The **SOCIÉTÉ** offers producers the option of digital campaigns; see Point 3 below, "Additional offer to TENANT."

#### 2. Promotion of the Event in newsletters (week's featured onsales, presales, shows and webcasts)

The **SOCIÉTÉ** will support, upon request, the Event presented by the **TENANT** and promote it via its various marketing tools, including the newsletter, website, social media accounts and any other medium of the same nature developed by the **SOCIÉTÉ**.

The content and format of the publications listed below will be determined with the **TENANT** depending on the medium chosen based on the material supplied by them. If new media are developed or new content requirements emerge, the **SOCIÉTÉ** will make the necessary requests to the **TENANT**.

The **SOCIÉTÉ** reserves the right to amend or cease in whole or in part any publication about the Event via its marketing tools. In such event, the **SOCIÉTÉ** will notify the **TENANT** of its decision in writing.

Weekly e-mail newsletters presenting upcoming programming are sent to the Place des Arts subscriber list:

- One mention of the Event in the weekly onsales and presales newsletter, sent on Thursdays;
- One mention of the Event in the blog content and shows of the week newsletter, sent on the Sunday prior to the first Event performance.

All events produced or originating from Place des Arts and for which tickets are sold by the Place des Arts ticket office will benefit from visibility in two of these newsletters: the onsales and presales newsletter and the newsletter sent on the Sunday prior to the first Event performance.

Please note that the marketing strategy may evolve and the business rules relative to visibility of shows in the **SOCIÉTÉ**'s promotional e-mail messages are subject to change without notice. You must have provided all required information for the website.

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

#### **Producer page**

- The minimum image format to be supplied is 1880 x 500 pixels;
- The content of the visuals must be generic and refer to all of the TENANT's programming presented at Place des Arts.

### **3. Additional offer to TENANT (upon request)**

#### **Social platforms and digital content**

The **SOCIÉTÉ** can, upon request, launch digital campaigns for visitors to the **SOCIÉTÉ**'s website and/or purchasers of show tickets for the benefit of the **TENANT**. The **TENANT** can also develop digital content in partnership with the **SOCIÉTÉ** (e.g., interviews, videos, blog) and distribute it on its digital platforms (newsletter, website, social media accounts).

#### **Newsletter**

The **SOCIÉTÉ** can, upon request, launch e-mail relational marketing campaigns, incorporating content into its newsletters or sending targeted e-mails to potential ticket buyers.

#### **Customer analysis**

The **SOCIÉTÉ** can provide the **TENANT** with customer analyses, before and/or after the Event, to give them a better idea of the profiles of audience members.

Contact the Marketing department at [servicemarketing@placedesarts.com](mailto:servicemarketing@placedesarts.com) for offer details and rates.

### **4. The TENANT must comply with the following rules for promotion of its Event:**

#### **4.1 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 are the responsibility of the **TENANT**.

You will contribute to the reach and reputation of the **SOCIÉTÉ** in conjunction with all events presented or recorded at Place des Arts during the onsale period. The **TENANT** must ensure the visibility of the **SOCIÉTÉ** using, as applicable, 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 provided in the following communications tools:

- News release (mention, logo or PlacedesArts.com tag);
- Advertising campaign: poster 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 Events presented at Place des Arts to in-person audiences or via webcast.

All types of display advertising must comply with the following requirements:

The **TENANT** undertakes to comply with the **SOCIÉTÉ**'s Policy relative to the use and quality of the French language, available (in French only) at the following address: <https://placedesarts.com/sites/default/files/politique-langue-francaise-2018.pdf>

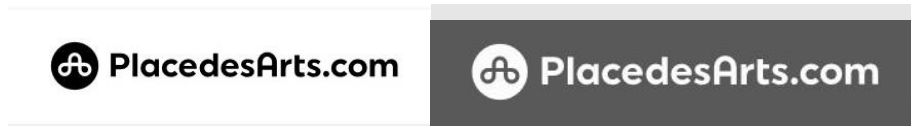
Mandatory text requirements:

- Text must be in French.
- If the Event 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 a vertical-format display ad and to one-quarter of width of a horizontal-format display ad.

\*The **mandatory tag** consists of the Place des Arts symbol and its website address.

The various versions of the tag and instructions (in French) on clear space to be respected are available at the following link : <https://placedesarts.com/fr/normes-graphiques>.

Mandatory tag – 2 options:



#### **Approval of all types of display advertising**

All visuals must be sent in JPEG format (PDFs are not accepted) for approval by the **SOCIÉTÉ** before printing, to [servicemarketing@placedesarts.com](mailto:servicemarketing@placedesarts.com).

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 display ad approval.

#### **4.2. Hyperlinks to the placedesarts.com website**

You may insert a link on your website, Web banner ad or Web animation from which a user may directly access online ticketing at PlacedesArts.com.

Two types of link can be added:

- A link to choose the Event ticket category.
- A link to choose the Event date before choosing the ticket category.

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

Contact the Marketing department at [servicemarketing@placedesarts.com](mailto:servicemarketing@placedesarts.com) for full details.

#### **4.3 Additional instructions**

##### **Red-carpet and media premieres: display advertisements in foyers and product sampling**

You are forbidden at all times from installing self-supporting banners and/or posters on stands outside the Hall except on special premiere evenings (see Red-carpet and media premieres). Display of such promotional tools will be authorized inside the Hall foyers only, in the locations designed for this purpose.



### **Red-carpet and media premieres: display advertising in foyers 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.

The **TENANT** 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 Events, a protected area in front of the Hall for 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). 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.

### **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.

### **Display system in foyers or in the Hall (if available)**

The screens must be used in such a way as to avoid clutter (e.g., self-supporting banners or other display media) in the foyers and Hall and convey important messages to your target customer group.

To display a video in the foyers or Hall (if available), please e-mail us a link to download your MP4 clips (maximum 3 x 30-second clips, no audio) at [servicemarketing@placedesarts.com](mailto:servicemarketing@placedesarts.com), ten business days prior to the date of your Event.

### **Evening programs**

You may design and write at your expense an evening program. The **SOCIÉTÉ** 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 the **SOCIÉTÉ**.

ATTENTION: In keeping with sustainability principles, the **SOCIÉTÉ** no longer permits distribution of printed programs. Only PDF versions are accepted, for inclusion in pre-show e-mail messages.

All program visuals must be approved ahead of time by 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.

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

Brochures, flyers, show or Event programs and all other publications of a similar nature must be written in French. These documents aimed at the public 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.

Brochures, flyers, show programs and other publications of a similar nature describing a cultural or educational product or a cultural or educational activity 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 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](mailto:servicemarketing@placedesarts.com) no later than 10 business days before your Event.