



AIR CANADA CENTRE

PROMOTER GUIDE



MLSE LIVE is home to three destination venues in Canada's multicultural core. **MLSE LIVE** attracts top international talent whose stage is set by industry professionals dedicated to delivering first class fan experiences, memories and sell out events. The industry leading team at **MLSE LIVE** delivers on promoter objectives through executional excellence in fan service, hospitality, clean and safe facilities and artist relations.

We look forward to welcoming your event to Air Canada Centre.

A handwritten signature in black ink, appearing to read 'Patti-Anne Tarlton', written in a cursive style.

Patti-Anne Tarlton
VICE PRESIDENT, LIVE ENTERTAINMENT



INTRODUCTION

TORONTO

Toronto's metropolitan setting boasts five million potential ticket buyers and is the largest city in Canada and the fifth largest city in North America. Toronto has been ranked the fourth most livable city in the world. One-quarter of Canada's population live within a 100-mile radius of the Greater Toronto Area (GTA). In spite of its rapid expansion over the past decade, the GTA has preserved its reputation as a clean, safe and excellent place to live, visit and play.

We are a city of neighbourhoods, each with a unique characteristic and culture. More than 90 different ethnic groups live here, with over 80 languages spoken and a population from 170 countries of origin. No other region in the U.S. or Canada comes close to achieving such a diverse blending of multicultural ethnicities.

Toronto welcomes over 18 million visitors annually and the Toronto region is the number one tourism destination in Canada. We have earned an international reputation for our unrivalled quality of life offering an impressive array of sports, cultural, entertainment and recreational attractions.

AIR CANADA CENTRE

Air Canada Centre is located in Toronto's downtown core and can accommodate most any size or type of event with the flexibility of its multi-use facilities. From the 19,800 seat arena to the 3,500 seat lower bowl theatre set-up, Air Canada Centre will structure your event for success.

Since opening in February of 1999, Air Canada Centre has hosted over 27 million fans at over 1,800 events including: NHL hockey, NBA basketball, NLL lacrosse, concerts, ice shows, athletic events and family shows. Our diverse fans have made Air Canada Centre stand out among the elite arenas globally, with Air Canada Centre consistently ranked in the top five major concert venues worldwide.

Air Canada Centre is home to the Toronto Maple Leafs of the NHL, the Toronto Raptors of the NBA, and the Toronto Rock of the NLL.

Built on the site of the original Canada Post Delivery Building, Air Canada Centre retains its historic east and south walls. Air Canada Centre received a commendation from Heritage Toronto for the heritage display in our Galleria.

The 140,000-square-foot Air Canada Tower situated at the northeast corner of the building houses Maple Leaf Sports & Entertainment Ltd. offices, Air Canada corporate offices and the NHL offices.

QUICK FACTS

Location: 40 Bay Street

Owner: Maple Leaf Sports & Entertainment Ltd.

Cost to Build: \$265 million, all privately financed

Architect: Brisbin Brook Beynon Architects

Contractor: PCL Constructors Inc.

Tower: 140,000-square-foot, 15-storey office tower, which houses the MLSE offices, Air Canada Corporate offices and NHL offices

Seating Capacity:

Hockey:	18,200
Basketball:	19,300
Concert in the Round:	19,800
End Stage Concert:	15,800
Concert Bowl:	8-10,000
Theatre:	Up to 6,000





Executive Suites: 154 in total: 40 Platinum Lounges (unique to North America), 66 Executive Suites, 24 Theatre Suites and 24 Loge Suites

Size: 665,000-square-foot arena

Parking: Over 13,000 parking spaces within immediate walking distance

Public Transit: A short walk from Union Station (Public urban subway transit/TTC and Suburban/Regional rail commuter transit/GO Transit)

Accessibility: One percent of fixed seating for disabled and companions, at most price levels

Washrooms: 56 public washrooms in the building

Videoboards: Centre-hung videoboards – four (4) Mitsubishi 6mm LED (Quad 1), above the main screens – eight (8) Mitsubishi 10mm LED arranged for secondary video/graphics (Octos). Also available: 360 degree LED fascia.

Video:

- Centralized patching system with 66 patch points for audio and video throughout the facility
- Patching directly to the in-house cable TV system for display on any television throughout the facility
- Full HD broadcast control room

Audio:

- State-of-the-art audio system with zoned coverage throughout the facility
- Patchable delay speakers in main bowl

Seats: 19"-22" wide, padded and fully upholstered

Food and Beverage: Johnnie Walker Hot Stove Club, Rickard's Brew Pub (Lord Stanley's Mug), Smirnoff Ice Box (cocktail lounge), Air Canada Club, Platinum Club, plus concession stands and kiosks serving everything from traditional fare to sushi.

GREENING INITIATIVES

Air Canada Centre has created "Team Up Green" to develop initiatives that improve our operation and the environment. In order to reduce our carbon footprint, we are spending \$5.5 million over the next five years. Included in this five year timeline, we plan on:

- Reducing Air Canada Centre's carbon footprint by 30 percent;
- Diverting 100 percent of our waste stream from landfills and to maximize organic and recycling streams;
- Reducing energy use by 30 percent by installing energy efficient fixtures and systems;
- Becoming a leader in environmental practices through fan engagement and best practices.

AIR CANADA CENTRE'S REVITALIZATION AND EXPANSION

Air Canada Centre is a recognized sports and entertainment venue. It is our objective to consistently exceed both our fan and promoter expectations through exceptional service, technology, value and great entertainment. Since 2000, Maple Leaf Sports & Entertainment Ltd. has invested in a new high definition videoboard and scoring system, restaurant renovations, concourse upgrades, security hardening, digital signage conversion, a retractable seating system, Gate 1 redevelopment, suite renovations and a new audio system.

We have also expanded Gate 5 and 6 by adding an additional 26,000 square feet called the Atrium. This multi-level Atrium boasts several new concession stands, retail stands, an expanded Smirnoff Ice Box Restaurant, an HD Broadcast Studio for Leafs TV, Raptors TV and Gol TV as well as new escalators and elevator service. Air Canada Centres Atrium is adjacent to the new sports & entertainment development: Maple Leaf Square.

AIR CANADA CENTRE STAFF DIRECTORY

TITLE	NAME	PHONE / FAX	E-MAIL	ROLE
Executive Vice President, Venues & Live Entertainment	Robert J. Hunter	815-5738 / 359-9332	bhunter@mapleleafsports.com	General Manager
SALES & PROMOTION EVENT PROGRAMMING:				
Vice President, Live Entertainment	Patti-Anne Tarlton	815-5847 / 359-9332	ptarlton@mapleleafsports.com	Booking
Director, Venue Programming	Tricia Silliphant	815-5763 / 359-9332	tsilliphant@mapleleafsports.com	Booking
Account Executive, Event Programming	Janis Holohan	815-6196 / 359-9332	jholohan@mapleleafsports.com	Administration
EVENT MARKETING:				
Manager, Event Marketing & Sponsorships	Alison Kool	815-5475 / 359-9332	akool@mapleleafsports.com	Event Marketing
Manager, Event Marketing & Publications	Kelly Meehan	815-5419 / 359-9332	kmeehan@mapleleafsports.com	Event Marketing
Account Executive, Event Marketing & Sponsorships	Dale Shaughnessy	815-6126 / 359-9332	dshaughnessy@mapleleafsports.com	Event Marketing
Account Executive, Event Marketing & Sponsorships	Lina Policaro	815-6031 / 359-9332	lpolicaro@mapleleafsports.com	Event Marketing
Manager, Marketing Services	Amanda Dwyer	815-5757 / 359-9204	adwyer@mapleleafsports.com	Design
GROUP SALES:				
Group Sales Representative	Domenic Gaetano	815-5932 / 359-9198	dgaetano@mapleleafsports.com	Group Sales
EXECUTIVE SUITE RENTALS:				
Manager, Executive Suite Services	Martin Mui	815-5855 / 359-9095	mmui@mapleleafsports.com	Suite Services
TICKETING OPERATIONS:				
Director, Ticketing	Donna Henderson	815-5816 / 359-9418	dhenderson@mapleleafsports.com	Ticket Office
Assistant Manager, Ticket Operations	Pia Rocci	815-5566 / 359-9418	procci@mapleleafsports.com	Ticket Office
Coordinator, Ticket Operations	Kellie Young	815-5818 / 359-9418	kyoung@mapleleafsports.com	Ticket Office
Coordinator, Ticket Operations	Jennifer A'Court	815-5970 / 359-9418	jacourt@mapleleafsports.com	Ticket Office
ACCOUNTING:				
Director	Wayne Zronik	815-5926 / 815-5645	wzronik@mapleleafsports.com	Finance
Event Accountant	Beau Humphreys	815-2464 / 359-9332	bhumphreys@mapleleafsports.com	Finance

AIR CANADA CENTRE STAFF DIRECTORY

TITLE	NAME	PHONE / FAX	E-MAIL	ROLE
EVENT OPERATIONS:				
Director, Event Operations & Production	Jim Steele	815-5447 / 359-9332	jsteele@mapleleafsports.com	Event Production
Manager, Event Operations	Kristen Gillett	815-5492 / 359-9332	kgillett@mapleleafsports.com	Event Coordination
Event Coordinator, Event Operations	Lauren Harris	815-5497 / 359-9332	lharris@mapleleafsports.com	Event Coordination
GUEST SERVICES:				
Manager, Event Personnel	Kevin Kempke	815-5732 / 359-9332	kkempke@mapleleafsports.com	Event Staffing
Coordinator, Fan Loyalty	Ryan Black	815-5500 x 5574	rblack@mapleleafsports.com	Fan Loyalty
Director, Fan Loyalty	Caroline Wright	815-5851 / 359-9332	cwright@mapleleafsports.com	Fan Loyalty
Manager, Fan Loyalty	Ian Malcolm	815-5571 / 359-9332	imalcolm@mapleleafsports.com	Fan Loyalty
Coordinator, Fan Loyalty	Bianca Bertucci	815-6195 / 359-9332	bbertucci@mapleleafsports.com	Fan Loyalty
AUDIO/VIDEO:				
Manager, Venue Services	Dwayne Brown	815-6129 / 359-9332	dbrown@mapleleafsports.com	Venue Services
Lead Audio Engineer	Courtney Ross	815-5954	cross@mapleleafsports.com	Venue Services
Director, Creative Production	Dean Bender	815-2422	dbender@mapleleafsports.com	Broadcast and Content
RESTAURANTS & CATERING:				
Vice President, Food and Beverage	Michael Doyle	815-5721	mdoyle@mapleleafsports.com	Food and Beverage
Manager, Catering	Mary Jane Baxter	815-5694	mjbaxter@mapleleafsports.com	Catering
Director of Culinary & Executive Chef	Robert Bartley	815-5400 x 5648	rbartley@mapleleafsports.com	Food and Beverage
Senior Director, Quick Service	Peter Church	815-5499	pchurch@mapleleafsports.com	Food and Beverage
MERCHANDISING:				
Assistant Manager, Event Operations	Josh Lieberman	815-5647	jlieberman@mapleleafsports.com	Event Merchandising
Assistant Manager, Event Operations	Mathieu Vacon	815-5481	mvacon@mapleleafsports.com	Event Merchandising
IT/PHONES:				
Manager, Operations, Information Technology				Information Technology





RENTAL INFORMATION

All booking inquiries are evaluated on a number of criteria. Among considerations are the feasibility of the event in question and the availability of the date(s) requested. All event arrangements are considered tentative until a contract has been issued and executed.

To inquire about booking an event at Air Canada Centre, please contact MLSE's Live Entertainment Programming team:

TRICIA SILLIPHANT

Manager, Event Programming
 tsilliphant@mapleleafsports.com
 (416) 815-5763

RENTAL APPLICATION

All first-time prospective clients are asked to complete a rental application. Upon return of the completed rental application, MLSE Live's Event Programming team will review the application and will make a decision on the event requested, based on a thorough review of the information provided and on the following criteria:

- Availability of requested date(s) and facilities
- Event feasibility
- Comparison to other event applications
- Applicant's financial capabilities

Submission of a rental application does not guarantee that the event will be booked. Dates will be held at Air Canada Centre upon Maple Leaf Sports & Entertainment Ltd.'s approval of the rental application.

PUTTING A DATE ON HOLD

In order to facilitate an orderly event calendar, dates are generally put on hold when a prospective promoter specifically requests that this action be taken. Under no circumstances does an inquiry into the availability of a given date itself constitute a hold being put on that date. Once the hold is placed on a given date, the date of the hold will be entered onto the event calendar, along with the promoter's name and relevant information. Once the feasibility of the event is approved and the terms agreed upon, a contract and deal memo will be issued, both of which must be signed and returned with the appropriate nonrefundable deposit in a timely fashion.

Protection Policy: For shows considered to be competing for specialized markets, Air Canada Centre may maintain a clearance period on either side of the existing event or any similar event competing for essentially the same special market, yet retains the sole discretion to waive this right.

CHALLENGING A DATE CURRENTLY ON HOLD

Inquiries and requests to put a date on hold are regularly received for event dates at Air Canada Centre. As an event date is not considered confirmed until an executed copy of the contract is issued and the appropriate deposit is obtained, a promoter may challenge the original hold put on a date through the following procedure:

The prospective promoter must notify the facility of the intention to challenge the original hold. The full deposit due for the facility being rented must accompany this request. The facility will then notify the first hold promoter that this hold is being challenged. The first hold promoter is given the opportunity to secure the date by executing the contract within 48 business hours of the challenge. If the first hold promoter contracts, the required hold challenge deposit will either be returned to the prospective promoter, or applied to another date. If the first hold promoter releases the date, negotiation will commence with the prospective promoter. The deposit will apply to the contract terms.

MAPLE LEAF SPORTS & ENTERTAINMENT

EVENT PROGRAMMING TEAM

50 Bay Street, Suite 500

Toronto, ON M5J 2L2

Event Sales Fax: (416) 359-9332

Date:

Licensee:

(Legal name of company, corporation, organization or individual)

Address:

City, Province, Postal Code:

Phone Number:

Fax Number:

Name, title, and phone number of person who has legal authority to sign contract:

Facility(ies) requested:

Date(s) desired:

Full description and/or name of show or function for which building is to be licensed:

Corporation – list names, titles and addresses of officers:

If advertising is to be under any name other than that of applicant, please state if name is registered under "assumed name law":

Organization receiving benefits from program, if any:

IMPORTANT: Please list auditoriums, arenas and/or halls of similar size at which you have held events:

Facility Name, Contact Person, Date(s) Leased, Phone

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Bank References:

Name, Account No., Phone

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The above questions must be answered in full before an Air Canada Centre License Agreement for facility use can be processed. It is understood that Air Canada Centre may or may not grant the request set forth above. The processing of this application will take a minimum of 20 days. Only after its acceptance will a License Agreement be discussed or date(s) held.

APPLICANT:

DATE:

SIGNATURE OF AUTHORIZED REPRESENTATIVE

PRINTED NAME



RENTAL STRUCTURE

The rental structure and expense estimate for a given event are based on established rates and are determined by the type of event planned, the portion of the facility being rented, the anticipated attendance and seating configuration being used.

The minimum rental rate for public events at Air Canada Centre is \$25,000 vs. 18 percent of the net ticket proceeds (whichever is higher). Load-in and load-out days, when available, are billed at the minimum rate of \$25,000. All rental rates refer to the rental of the building and do not include the cost of labour or other costs related to the event not explicitly stated otherwise.

Rental rates for events with no admission charged or using only a portion of the facility can be obtained by contacting the Event Programming department.

All event-related expenses for the building are additional and are the responsibility of the promoter. These fees are in addition to the minimum rental rate. Typical expenses associated with an event include, but are not limited to: building trade labour, in-house security, ushers, ticket takers, police, emergency medical personnel, conversions, Ticket Office staff, ticket commissions, utilities, event insurance, stagehands, phone services, catering, videoboard operations, sound, lighting and miscellaneous rentals.

DEPOSIT REQUIREMENTS AND CONTRACT EXECUTION

All arrangements for rental are considered to be tentative until a contract has been fully executed and a deposit cheque is received. Prior to a contract being issued, Ticket Office representatives will work with the Licensee to determine scaling of the seating manifest and gross potential. The event contract and deal memo must be fully executed prior to the event going on sale. Each will be signed and returned to the Event Programming department, along with the nonrefundable deposit cheque, and an executed copy will be returned for the Licensee's files. If, at the sole discretion of Air Canada Centre, pre-event ticket sales are not sufficient to cover facility expenses, the Licensee will be required to make additional deposits prior to the event. If such deposits are not made within a designated time frame, the event may be cancelled, resulting in forfeiture of the Licensee's deposit. Air Canada Centre reserves the right to require an additional sum in advance such as a damage deposit, which is refundable after the event is settled and when a check of the facility is complete. Air Canada Centre further reserves the right to require a deposit to cover all estimated expenses, including but not limited to: rental fee, ticketing fees, set-up, staffing, damages, advertising, equipment, technical services, and all miscellaneous fees. These deposits will be due prior to the event. If Air Canada Centre waives this right for advance payment, the client will be billed for all other charges (staffing, equipment and technical services) at the conclusion of the event. These monies will be deducted from the Ticket Office revenues and a cheque representing the balance will be issued the next business day to the Licensee.

All non-ticketed events are required to pay all Air Canada Centre expenses and rental fees prior to move-in.

Upon cancellation of an event by the event promoter, any prepaid amounts or deposits shall be nonrefundable and Air Canada Centre reserves its rights with respect to other amounts due under the Event License Agreement.

RENTAL RATE CARD

RENT STRUCTURE

All modes minimum \$25,000 vs. 18 percent net Ticket Office revenues (net = bet after taxes, facility fee and service charges)

EQUIPMENT RENTAL (included in Rent)

Stage (40 x 60), Padded chairs (up to 1,560 in-house), Two (2) forklifts, Four (4) followspot lighting fixtures (operators additional), In-house pipe and drape

HOUSE EXPENSES (ON TOP OF RENT)

VENUE MODE	ESTIMATED ATTENDANCE	HOUSE EXPENSES
Theatre at Air Canada Centre Lower Bowl Only	3,500	\$17,500
Theatre at Air Canada Centre	5,000	\$22,000
Lower Bowl only – 180 Degrees	8,000	\$35,000
Concert Bowl	8,000 – 10,000	\$35,000
180 Degrees	12,000	\$39,000
240 Degrees	14,000	\$40,000
270 Degrees	15,000	\$41,000
360 Degrees	17,000 – 19,000	\$42,000

DETAIL OF HOUSE EXPENSES

CONVERSIONS	HOUSEKEEPING	ENGINEERING	COMMUNICATIONS/OTHER
Move-in	Catering/dressing room set-up	Electrician	Telephones (up to eight (8) lines, max four (4) per room, 1 DSL)
Change-over	Event stand-by (washrooms & roamers)	Power	Gate 1 Matrix Board
Event stand-by	Post-event cleaning	Hydro inspection	Air Canada Centre website/premium announcement/in-house Air Canada Centre TV
Curtain set-up		Engineer	In-house barricade
		Carpenter (in-house stage build, mix positions)	
		Technician	
		House light operator	

RENTAL RATE CARD

DETAIL OF HOUSE EXPENSES (Continued)

Staffing based 4.75 hour standard staff call:

Event Briefing	0.25
Gate Call	1.00
Show Call	3.00
Fan Exit	0.50

ADDITIONAL CHARGES

STAGEHANDS (IATSE crew, call established per production requirements)

CREDIT CARD COMMISSIONS

SOCAN (music publishing royalties)

VIDEOBOARD & IN-ARENA BROADCAST SYSTEMS

EVENT SOUND & LIGHTS

MERCHANDISE RATE (commission or flat rate)

INSURANCE (\$5 million Public Liability Coverage)

PYRO/PROPANE-RELATED EXPENSES

IT & COMMUNICATIONS TECHNICIAN

PROMOTER/ARTIST'S SECURITY DEPLOYMENT

CONFETTI CLEAN-UP (pre-approval by Air Canada Centre required; \$4,000 clean-up charge)

OFFSITE PARKING (Budget \$50 per bus/truck /day + Budget \$350 for portable toilet for 4+ trucks)

GENERAL ADMISSION FLOOR MOAT (Budget \$1000)

FOOD & BEVERAGE REQUIREMENTS

ANY EVENT SPECIFIC PRODUCTION/MARKETING REQUIREMENTS



Upon execution of a License Agreement, the event is assigned to an Event Operations Coordinator, who will be responsible for all operational details of the event from move-in, event performance to move-out. The Event Coordinator is the Licensee's operational liaison with Air Canada Centre staff and will provide all necessary information and coordination applicable to the event.

FINANCIAL SETTLEMENT

At the conclusion of the event, the Licensee will be responsible for settling all outstanding facility expenses, and Ticket Office staff will provide the promoter with a Ticket Office statement. In the settlement, the Licensee will be presented with available documented facility expenses including, but not limited to: rental balance, ticketing expenses, labour expenses, equipment rental, taxes and catering expenses. On certain events, a non-resident withholding tax on gross gate receipts may be applicable. Our Event Accountant will be able to provide information on your particular event.

INSURANCE REQUIREMENTS

The Licensee shall obtain certification showing that adequate insurance coverage (\$5 million in Public Liability Coverage) has been arranged, a minimum of 60 days prior to the start date indicated in the Event License Agreement. Maple Leaf Sports & Entertainment Ltd. must be named as additional insured on all insurance documents. Events cannot proceed unless the required insurance coverage is in place.



TICKET SALES AND TICKET OFFICE INFORMATION

All ticket services pertaining to the event are performed through our Ticket Office, exclusively by Ticketmaster Canada. The Ticket Office will act as treasurer for all event revenue and will be responsible to the promoter for accurate accounting of all admission rights. Revenue cannot be released to the promoter prior to the execution of the event, in case of a cancellation where ticket refunds are necessary. The cost of the above service will be factored into your rental and expense agreement.

TICKET SURCHARGES

Air Canada Centre has implemented a ticket Capital Restoration Fund (C.R.F.) to be included in the price of each ticket. This covers the costs associated with funding the maintenance and upkeep of the facility. Please contact your Event Programming Manager to obtain the C.R.F. rate for the current operating season. Any tickets that are purchased through Ticketmaster are subject to service charges and handling fees. The Licensee shall pay (where applicable) credit card service charges based on gross credit card revenues, including applicable taxes of 2.5 percent.

COMPLIMENTARY TICKETS

For events with tickets sold on a reserved and/or general admission basis, the promoter shall provide Air Canada Centre up to a maximum of 120 complimentary tickets for the event or each performance thereof. These tickets are to be selected by mutual agreement by the promoter and Air Canada Centre, the value of which shall not be included as part of proceeds for ticket sales.

SUITES

Air Canada Centre has 154 licensed suites located throughout the arena to suiteholders who, in turn, are given rights to use their respective suites for one performance of ticketed events. The suiteholders shall receive complimentary tickets to the event in accordance with their specific Suite License Agreement. These tickets will not be included in the ticket manifest or in gross receipts calculations as there is no revenue from suiteholder tickets to be shared by Air Canada Centre with the event promoter. The number of tickets to be provided to suiteholders in this manner will be based upon the number of permanent viewing seats for each suite and total approximately 1,672 seats. Included among these seats are 428 Platinum Lounge seats located in the arena lower bowl. In addition to the suiteholders permanent viewing seats in their Suite License Agreement, the suiteholders have the right to purchase up to 821 tickets within their suites. Any revenue generated by additional suite seating sales will be included in the ticket manifest.

Executive Suites (66) – 200 to 265

Location: Level 200

Theatre Suites (24) – 501 to 511, and 601 to 613

Location: East End, Level 500 and 600

Loge Suites (24) – 401 to 408, 512 to 519, and 614 to 621

Location: West End, Level 400, 500 and 600

Platinum Lounges (40) – E1 to E40

Location: Event Level

(Lounges 1–20 North side; Lounges 21–40 South side)



PREMIUM SEATING

Air Canada Centre has entered into various seat licenses and/or Club agreements with respect to certain seats located in the arena to persons who, in turn, are given rights in connection with those seats for certain events. Air Canada Centre has the right to offer all Club seatholders the first right to purchase their Club seats for the event. In the event that any Club seatholder does not purchase tickets to their designated Club seats within a stated period of time, such Club seats shall be made available for sale to the general public.

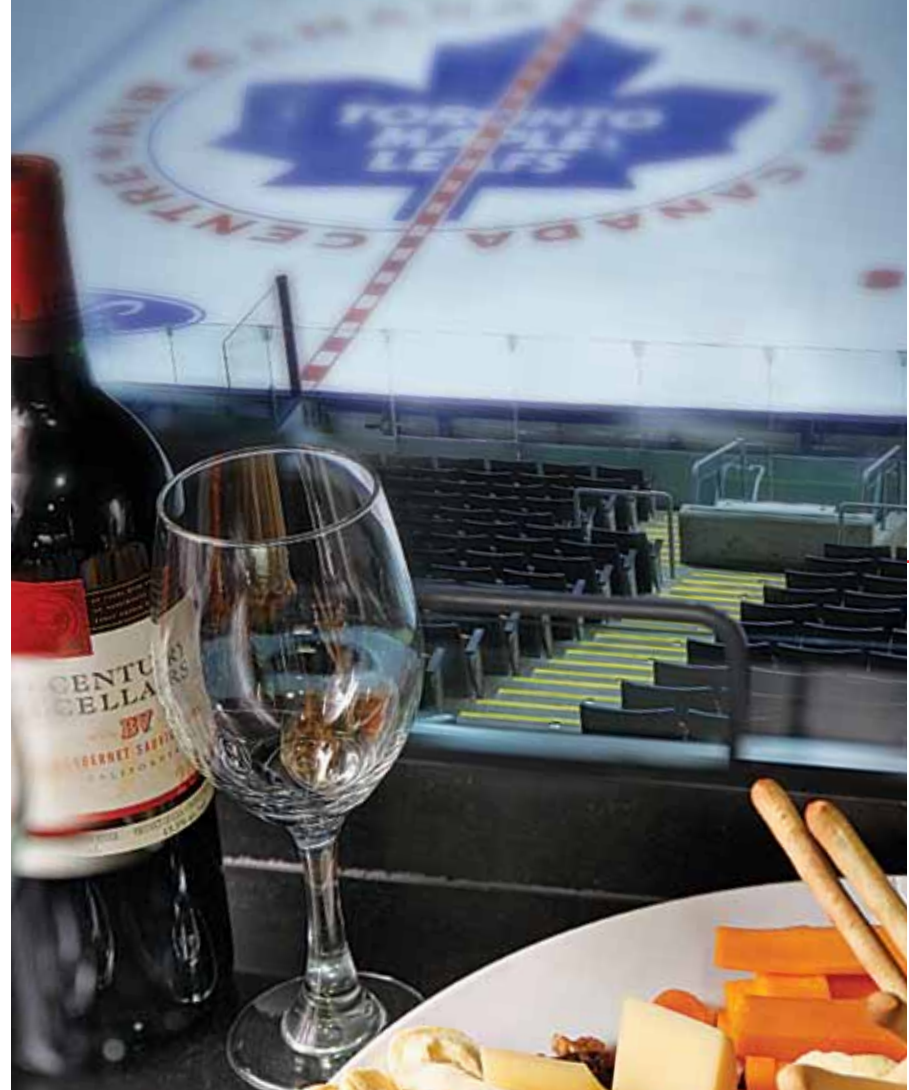
Air Canada Centre will use its reasonable efforts to conduct sales to Club seatholders one week in advance of sales to the general public.

1,500 Platinum seatholders pay a fee for the seat and access to the TD Waterhouse Platinum Club and the Event Level. 2,500 Air Canada Club seatholders pay a fee for the seat and access to Air Canada Club Restaurant. Basketball floor seating receives in-seat service and access to other events.

TICKET ON SALE PROCEDURE

The Ticket Office will hold an on sale date for ticket sales with Ticketmaster, as requested by the promoter. Upon approval of the manifest and ticket scaling of the event, the event will be built in Ticketmaster. The Licensee is responsible for providing the Event Coordinator with all "artist riders and/or artists requirements" prior to the event going on sale. Staging or production requirements affecting sightlines or killing seats must be detailed five (5) days prior to the premium on sale date.

The premium on sale window will coincide with the public event announcement date or at least four (4) days prior to the public on sale. Following the premium window and prior to the public on sale, the Ticket Office Coordinator will work with the promoter to determine and place ticket holds for both the promoter and the venue. Event promoters will be provided with an audit on a daily basis. The information can be faxed or e-mailed.





TICKET OFFICE SETTLEMENT

As soon as it is practical following the close of each day's event, or the last performance where applicable, the Ticket Office will furnish the promoter with a Ticket Office statement. The Ticket Office will also provide the promoter with all unsold admission rights, and pay over to the promoter all monies owed to the Licensee, less rental fees, house expenses, credit card commissions and any other costs due to Air Canada Centre.

AIR CANADA CENTRE TICKET OFFICE INFORMATION

Air Canada Centre Ticket Office is located in the west end of the Galleria. It is open six (6) days a week (closed on Sunday) and hours vary seasonally. Generally, the Ticket Office remains open one hour after an event begins.

EVENT STAFFING AND EXPENSES

Air Canada Centre will arrange reasonable and necessary personnel and services in connection with any event booked at the building at the expense of the client. These include but are not limited to: building staffing, security, ushers, ticket takers, police, emergency medical personnel, conversions, Ticket Office staff and operation, utilities, and phone services.

The Licensee is responsible for providing the Event Coordinator with all "artist riders and/or artists requirements" prior to the event going on sale. Staging or production requirements affecting sight lines or killing seats must be detailed five (5) days prior to the premium on sale date. After meeting with the Licensee, the Event Coordinator will prepare an estimate of costs that the Licensee will be financially responsible for at the time of settlement, and will review the specific needs of your event with you. In order to properly estimate expenses for your event, Air Canada Centre requires complete and accurate information about your event, including load-in times, event schedule, and all technical requirements. We also require expected attendance and audience profile. Late changes in

set-up or event requirements may result in overtime charges to the Licensee. The more accurate information we have about the event, the better it will enable us to plan the execution of the event in the most efficient manner. Should the Licensee require additional staff, overtime rates may apply for all requests received less than 24 hours in advance of the shift start time. Overtime may also apply for other reasons. All external rental payments will be the responsibility of the client unless otherwise authorized by the Event Booking representative.

Should the event promoter cancel the event less than two (2) business days in advance of the shift start time, he/she will be responsible to pay for event staffing.

ESTIMATING EXPENSES

For public events, we offer an all-inclusive House Expense Package, which includes all the previously listed services. The package is based on the configuration of your event.

Please refer to the following pages for a detailed explanation of these expenses. The House Expense Package inclusions will be set out in the License Agreement and/or deal memo.

Items that are additional expenses to the promoter include but are not limited to: stagehands, t-shirt security, catering, videoboard operations, sound, lighting, long-distance phone charges and miscellaneous rentals.

HOUSEKEEPING AND CLEANING SERVICES

Air Canada Centre housekeeping staff will clean and maintain all public areas during and after your event. Charges for this cleaning will be included in your House Expense Package. Air Canada Centre cannot accept responsibility for items left behind. Storage and/or moving of items left behind will be the responsibility of the client.



MARKETING AND SPONSORSHIP

Our Event Marketing and Sponsorship team is available to assist you with increasing your ticket sales through the selection and placement of media, target marketing, e-mail marketing, grassroots marketing, in-arena leveraging, public relations, group sales and event promotions. Our team has the ability to align your event with our existing Corporate Partners as well as other business contacts to assist in the attainment of local sponsorship.

EVENT MARKETING

Advertising: Our Event Marketing team can effectively and strategically select and place local and national media for your event within your advertising budget. Our team will put together an advertising plan that will successfully reach your demographic and will be cohesive amid your marketing mix.

** When advertising your event at Air Canada Centre, you must use the names "Maple Leaf Sports & Entertainment Ltd." and "Air Canada Centre" in their entirety in accordance with the approved graphics standards. Your Event Marketing representative will provide you with logos.

** Signs, posters or advertising that promote or advertise events at Air Canada Centre require prior written approval from your Event Booking representative, to ensure correct logo usage and typeface, thus ensuring our corporate trademarks.

Promotions: In order to ensure your event is a success, our team will collaborate with you to devise creative and unique promotions to drive ticket sales and awareness.

CRM: Our Event Marketing team can send e-mail announcements, pre-sales, contests, special offers and promotions through our CRM program: MLSE Live Insiders. We currently reach approximately 35,000 Air Canada Centre fans

Social Media: Our Event Marketing Team has the ability to advertise your event in real-time through our social media outlets. From event announcement and on-sale to ticket promotions, our social media networks are updated frequently to provide our fan following with current and relevant information pertaining to your event.

Publicity: We have extensive relationships with local and national media, business, sports and entertainment contacts to generate publicity for your event.

In-Arena Assets: We will leverage our in-arena assets to ensure that your event is properly supported. Air Canada Centre in-arena assets include: digital signage, venue website, posters, matrix placement, exit/entrance handouts, season seatholder e-newsletters as well as in-game advertising opportunities. Please refer to our MLSE Live marketing opportunities guide for more details.

SPONSORSHIP

Our in-house Event Marketing and Sponsorship team is available to align you with our Corporate Partners for potential sponsorship of your event. Whether seeking contra or monetary support, our Corporate Partners will be presented with the opportunity to sponsor your show. Our Corporate Partners always receive first right of negotiation before approaching potential external partners.

There are circumstances in which a competitor of an official partner of Air Canada Centre may be permitted a presence in the arena bowl:

- In connection with performances of locally produced events sponsored by a competitor of an official partner where that partner has been offered and refused sponsorship of the event on the same terms and conditions as were taken up by the competing sponsor;

The following are the Corporate Partners and Sponsors of Air Canada Centre, as of July 1, 2009:

PLATINUM PARTNERS

Air Canada	IBM Canada Ltd.	Rona
BMO Bank of Montreal	Metro	TD Waterhouse
Coca-Cola Ltd.	Molson Canada	
Ford Motor Co. of Canada	Rogers Communications Inc.	

GOLD PARTNERS

Bruce Power	LG	PlayStation
Casino Rama	MBNA Canada	PokerStars.net
Future Shop	Meritus University	Sport Chek
Imperial Oil (Esso)	Mr. Sub	Tim Hortons
Just Energy	Pizza Pizza	

SILVER PARTNERS

407 ETR	Frito Lay	State Farm
Adidas	Gatorade	The Keg Steakhouse & Bar
AMJ Campbell	Grant Thornton	Toronto Hydro
Bridgestone	MasterCard	Turtle Island Recycling
Cambria	Movado	Under Armour
Canada Goose	OLG	Vale Inco
Diageo	Purolator	Westin
Mars Canada	ReMax	

MEDIA PARTNERS

AM 640	Sportsnet	Toronto Star
Fan 590	The Score	TSN

SUPPLIER PARTNERS

David Roberts	Cineplex	SCA Tissue
Nestle	Nathan's Hot Dogs	Solis Mexicasa

- In connection with sporting events, in "field of play" areas stipulated by the NHL, NBA or other leagues or sanctioning bodies, which "field of play" areas are controlled as to advertising appearing therein by the league or the league team, the event promoter pursuant to the rules of the sanctioning body;
- During private events sponsored by a competitor of an official partner;
- In connection with trade or consumer shows, competitor signage, and sampling will be permitted where such signage or sampling is undertaken within competitor's exhibition space or in exhibitors' lounges, and competitor advertising shall be permitted in programs.

Where competitors of official partners are identified as seeking such a presence, the matter should be discussed in advance with your Event Marketing representative. In concert situations, competitor signage will be restricted to on or close to the stage and competitor promotion will be restricted to content of programs produced by the promoter.

GROUP SALES

Air Canada Centre Group Sales department is available to help clients increase revenue and ticket sales by targeting groups through special promotions, seat sales, reduced service charges and other incentives. For further information on how to utilize Air Canada Centre Group Sales, please contact your Event Programming representative.

MEDIA INFORMATION

The media entrance is located at Gate 2 on Bay Street. All media must have the appropriate credentials. It is the responsibility of the event promoter to organize and credential media requests.

Air Canada Centre is equipped with two (2) separate media areas for all events:

- **Rogers Media Centre** is located on the Event Level near the dressing rooms and is equipped with telephone/modem lines, electrical outlets and seven (7) televisions.
- **Foster Hewitt Media Gondola** is located on Level 600 and has a direct view of the bowl area. It can be accessed by the Media Elevator in the southwest corner, or by the northeast elevators at Gate 2. The Media Gondola is equipped with televisions, telephone and modem lines. Fax and photocopying services can be made available upon request.

If media require an Internet connection, please notify your Event Marketing representative prior to the day of the show, so a wireless password can be set up by our Information Technology department. For further information, please contact your Event Marketing representative.

FILMING AND RECORDING POLICIES

Any sound recording, television, videotaping, filming or other electronic media exploitation of events at Air Canada Centre is subject to prior approval of Air Canada Centre and possible license fees, unless otherwise specified in the Event License Agreement.

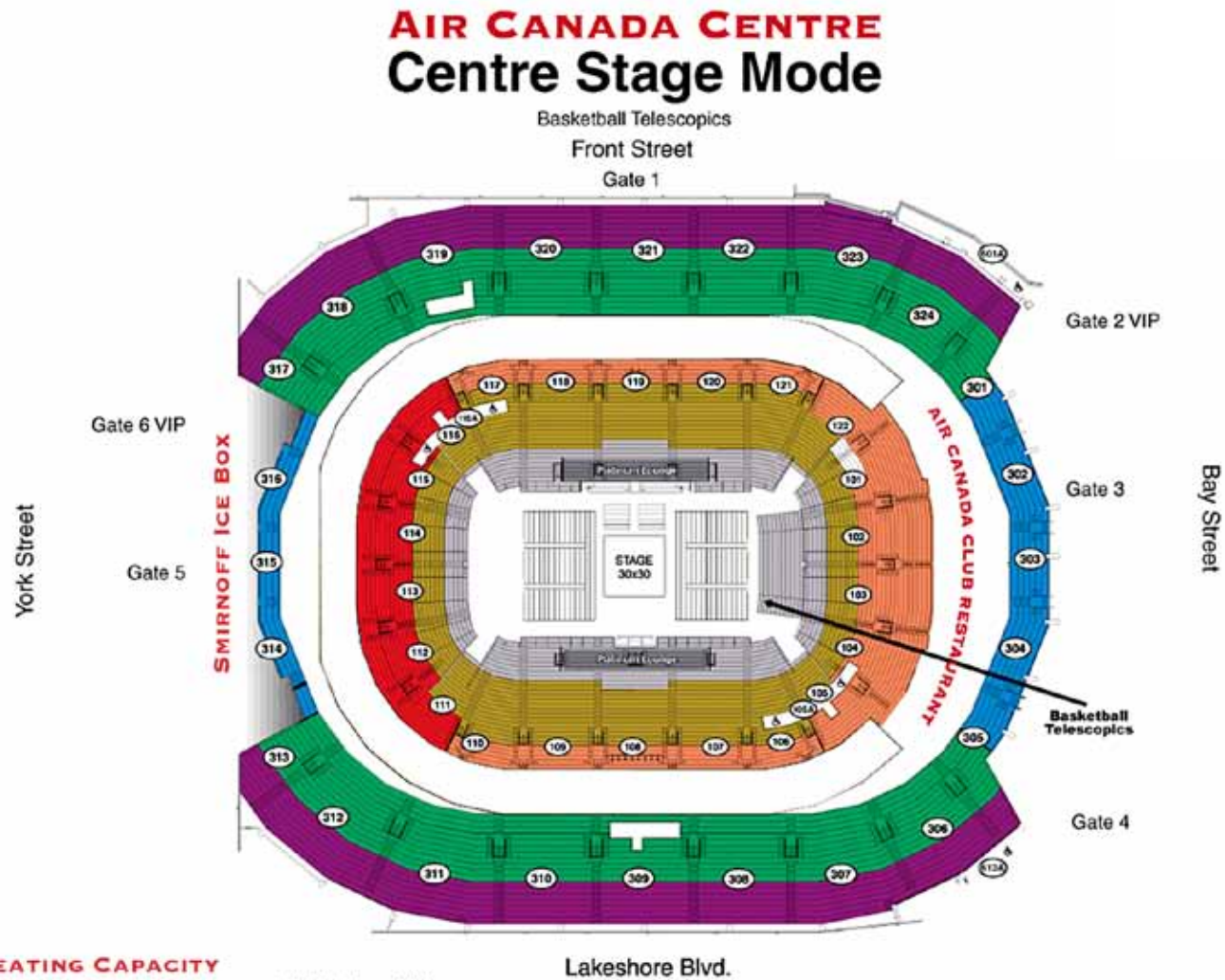
The promoter should advise the Event Programming representative as early as possible of any such plans.

There are no fees due for the approved legitimate press, but the press must observe certain rules and regulations.



AIR CANADA CENTRE MAPS

PLEASE NOTE THAT THESE ARE GENERIC MAPS THAT CAN BE MODIFIED WITH CONFIRMED PRODUCTION INFORMATION.



SEATING CAPACITY

Floor - Reserved: 688 - General Admission: N/A

Lower Bowl Stands: 10,222

Upper Bowl Stands: 7,472

Total Capacity: 18,382



AIR CANADA CENTRE Centre Stage Mode



SEATING CAPACITY

Floor - Reserved: 1,002, General Admission: 1,158

Lower Bowl Stands: 9,870

Upper Bowl Stands: 7,472

Total Capacity: 18,344



AIR CANADA CENTRE 180° West End Mode

Hockey Telescopes

Front Street

Gate 1



SEATING CAPACITY

Floor - Reserved: 1,626, General Admission: 1,516

Lower Bowl Stands: 6,415

Upper Bowl Stands: 4,863

Total Capacity: 12,904



AIR CANADA CENTRE 180° West End Mode



SEATING CAPACITY

Floor - Reserved: 1,298, General Admission: N/A

Lower Bowl Stands: 6,771

Upper Bowl Stands: 4,863

Total Capacity: 12,932



AIR CANADA CENTRE 270° West End Mode

Basketball Telescopic
Front Street
Gate 1



**SEATING CAPACITY
BASKETBALL TELESCOPICS**

Floor - Reserved: 1,298, General Admission: N/A

Lower Bowl Stands: 7,937

Upper Bowl Stands: 6,902

Total Capacity 16,137



AIR CANADA CENTRE 360° West End Mode

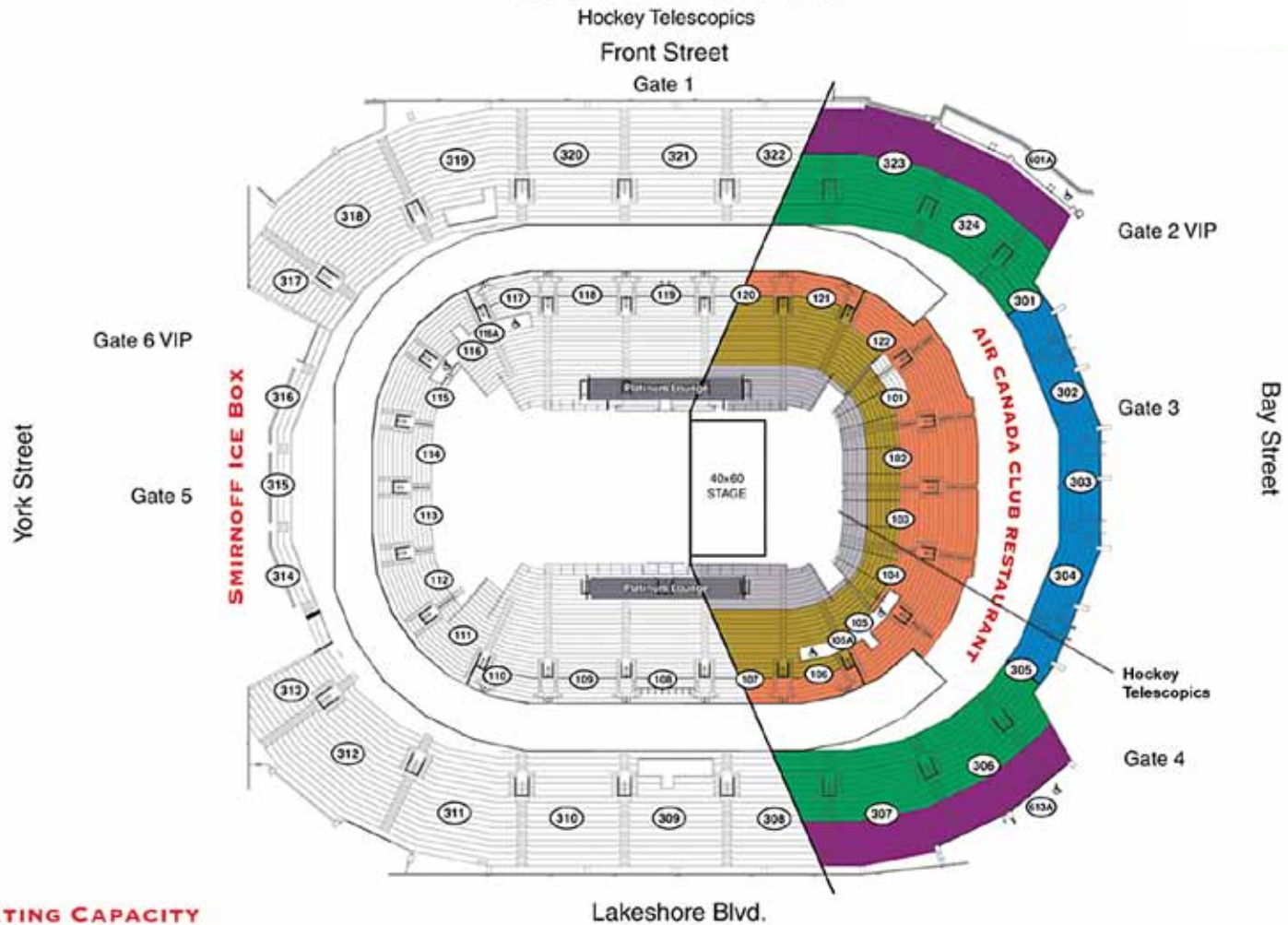
Basketball Telescopic
Front Street
Gate 1



SEATING CAPACITY
BASKETBALL TELESCOPICS
 Floor - Reserved: 1,298, General Admission: N/A
 Lower Bowl Stands: 8,718
 Upper Bowl Stands: 7,441
Total Capacity: 17,457



AIR CANADA CENTRE Theatre Mode



SEATING CAPACITY

Floor - Reserved: 144, General Admission: 190

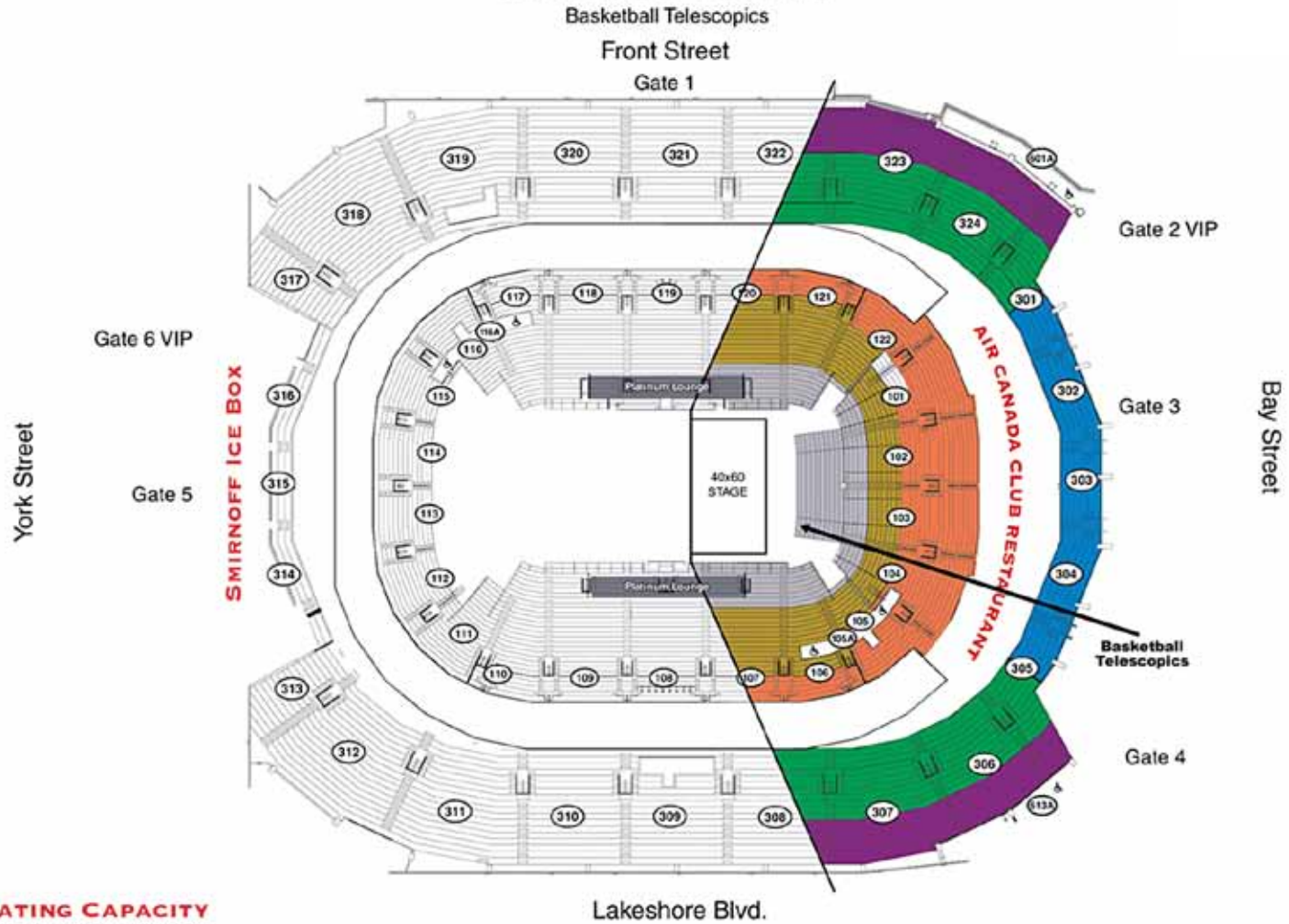
Lower Bowl Stands: 3,263

Upper Bowl Stands: 2,528

Total Capacity: 5,935



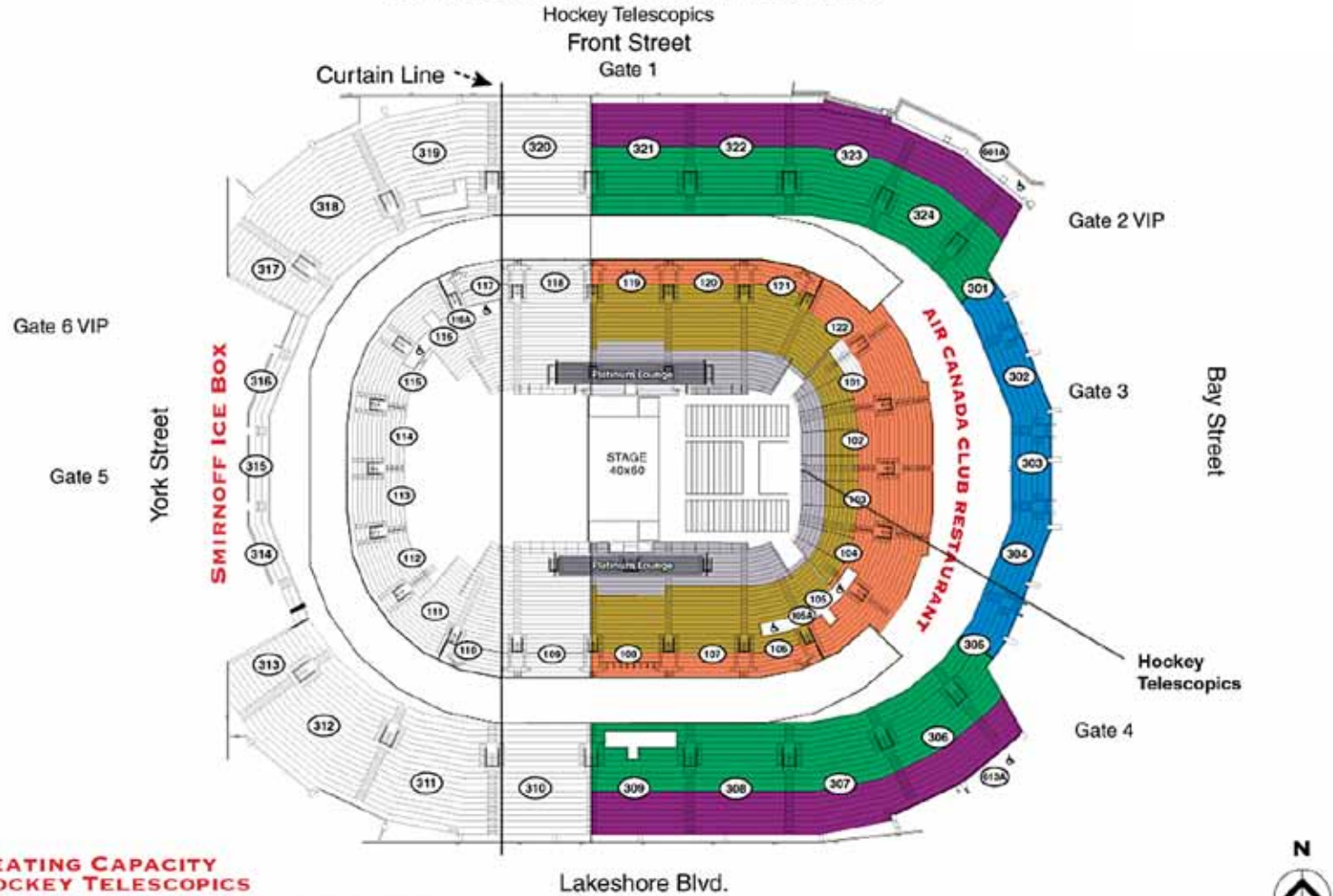
AIR CANADA CENTRE Theatre Mode



SEATING CAPACITY
 Lower Bowl Stands: 3,637
 Upper Bowl Stands: 2,414
Total Capacity: 6,051



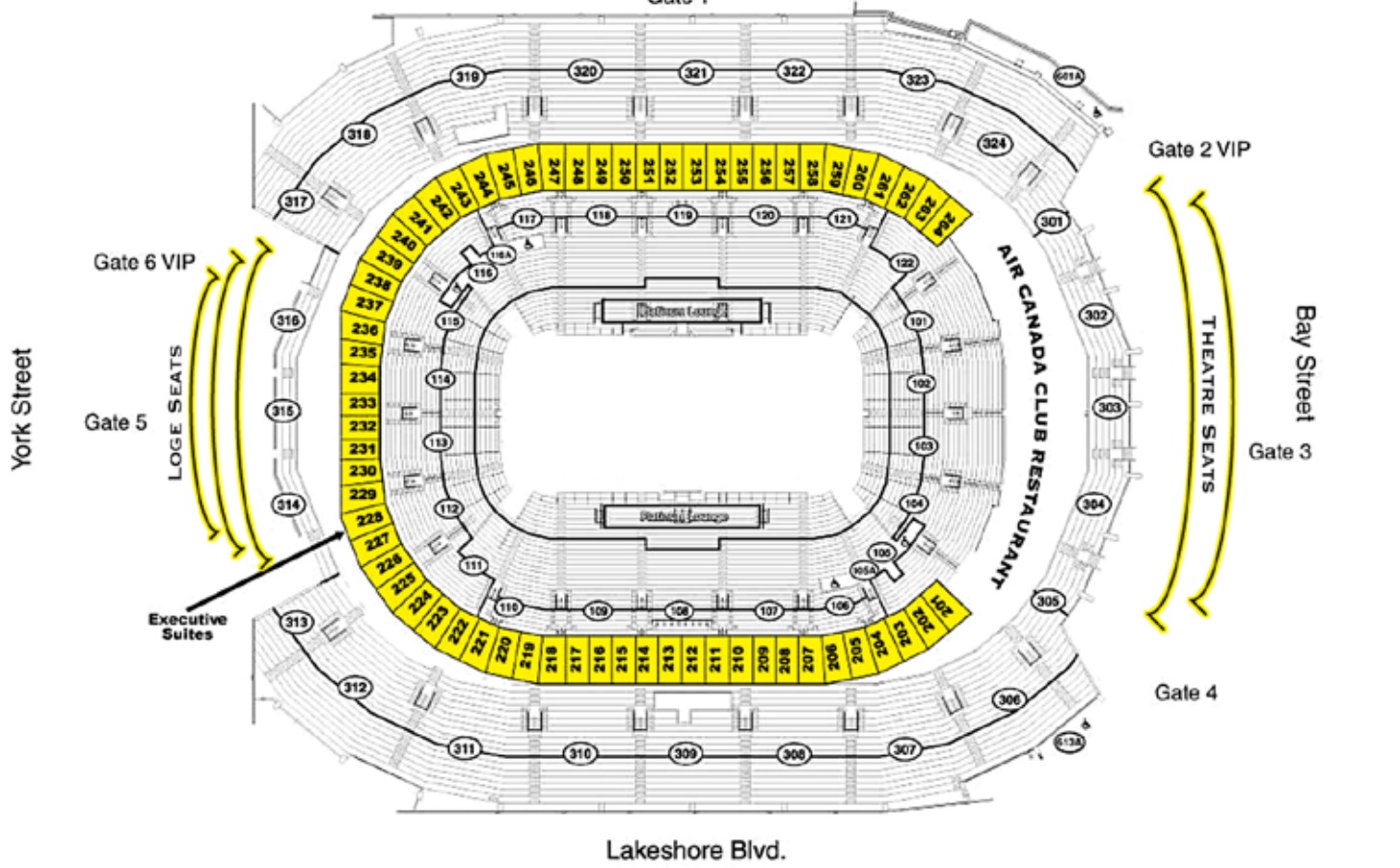
AIR CANADA CENTRE Concert Bowl Mode



SEATING CAPACITY
HOCKEY TELESCOPICS
 Floor - Reserved: 766 - General Admission: 667
 Lower Bowl Stands: 4,343
 Upper Bowl Stands: 3,262
Total Capacity: 8,371

AIR CANADA CENTRE Suites

Hockey Telescopic
Front Street
Gate 1



FOOD AND BEVERAGE SERVICES

Our in-house Food and Beverage Services are as personalized as one's taste. Air Canada Centre's in-house catering services can accommodate both intimate and large events, and our backstage catering, concession stands, restaurants and bars are varied enough to suit every occasion and audience perfectly.

PINNACLE CATERING COMPANY

Platinum Catering, our in-house catering division, is pleased to offer a wide range of catering menus and spaces to match your occasion. Whether planning an intimate affair for a group of 10 or a large convention for 1,000, allow our friendly and knowledgeable sales staff to assist you in planning and executing a successful and memorable event.

SAMPLING

Your Event Booking representative or Event Coordinator must approve any sampling of food and beverage products to audience participants and/or the general public.

BACKSTAGE CATERING

With the exception of backstage catering, Air Canada Centre reserves the exclusive right to provide all food and beverages including alcoholic and other beverages, prepared fine foods, snack and confectionery items, either through manual or automated outlets, and to retain all revenue derived therefrom.

CONCESSIONS

There are many concession stands and food kiosks located at Air Canada Centre, providing a variety of foods and beverages. Fresh quality foods are readily available featuring local brands such as Pizza Pizza, Mr. Sub and Tim Hortons. Additionally, Union Market Food Court is located at Gate 1, and on non-event days, is open to the general public from its Galleria entrance.



MAPLE LEAFS
Saturday Night... 8:30
TICKETS ON SALE
FRIDAY AT 10 A.M.
Prices: \$9, \$12, \$20 and \$30

Coca-Cola

SNICKERS

SNICKERS





RESTAURANTS, BARS AND CLUBS

Rickard's Brew Pub (Lord Stanley's Mug) (Lower Concourse – South End)

Seating Capacity: 300 estimated (stand-up tables)

Reception Capacity: 700

Size: Irregular Shape – 40 feet wide by 208 feet long

Features:

- Stand-up bar with attached custom microbrewery (operated by Molson)
- The Carvery serves carved roast beef sandwiches and other concession style food items
- Located on south side of Level 100 concourse
- Brewery provides Rickard's Red beer served at Air Canada Centre
- Accessible to general public
- Opens when gates open for public
- Generally open at least one hour post-event (check event details)

TD Waterhouse Platinum Club Restaurant (Event Level – East Side)

Seating Capacity: 190

Stand Up Capacity: 250

Size: Irregular Shape – 30-50 feet wide by 122 feet long

Features:

- Deluxe five-star menu, wine list
- Located on the east side of the Event Level, accessed via Gate 2 (elevators or stairs)
- Primary access to Platinum Club seatholders and Platinum Lounge holders
- Opens at 5 p.m. on event days for dinner reservations; must be accessed by Gate 2 prior to doors opening for the general public



Air Canada Club Restaurant (Executive Suite Level – East End)

Seating Capacity: 350

Reception Capacity: 450

Size: Irregular Shape – 30-50 feet wide by 135 feet long

Features:

- Less formal dining; view of arena bowl and event floor
- Located on Level 200; accessed via Gate 2 (elevators or stairs)
- Primary access to Air Canada Club seatholders, Executive Suite holders, Theatre Suite holders, and Loge Suite holders
- Open 5 p.m. on event days for dinner reservations; must be accessed by Gate 2 prior to doors opening for the general public

Hot Stove Club (Executive Suite Level – Northeast Corner)

Seating Capacity: 150

Stand Up Capacity: 200

Size: Irregular

Features:

- Stand-up bar and full menu service
- Located on Level 200; accessed via Gate 2 (elevators or stairs)
- Primary access to Hot Stove Club members and guests
- Opens at 5 p.m. on event days; patrons and guests must have a valid ticket to the event
- Hot Stove Club must be accessed by Gate 2 prior to doors opening for the general public



Smirnoff Ice Box (Upper Concourse – West End)

Seating Capacity: 250 (stand-up tables available)

Size: Total 6,662.86 square feet, over 120 linear feet of bar surface and approximately 200 feet of viewing space

Features:

- Stylish décor with urban atmosphere
- A spectacular view of the arena
- Menu and extensive drink list
- Located on west side of Level 300 concourse
- Accessible to the general public during events
- Opens when gates open for the public



SECURITY

HEALTH AND SAFETY

As required by the City of Toronto and provincial regulations, employers and workers are required to comply with fire, health and safety regulations. The following section outlines specific health and safety requirements for Air Canada Centre.

EVACUATION PROCEDURES

Air Canada Centre has established evacuation procedures for emergency situations. All Air Canada Centre staff are trained to deal with such situations. In the event of an evacuation, we request full participation and assistance to ensure the safety of everyone.

FIRE DEPARTMENT REGULATIONS

In the event of an evacuation, we request full participation and assistance to ensure the safety of everyone. Instructions will be broadcast over Air Canada Centre's sound system; please remain calm at all times and await instructions before exiting. Display of any potentially combustible materials will require fire department approval.

HOSPITAL EMERGENCY CARE

Air Canada Centre is located minutes away from several major downtown healthcare facilities with 24-hour emergency care:

St. Michael's Hospital
 24-Hour Emergency & Regional Trauma Centre
 30 Bond Street
 (416) 864-5094

Toronto General Hospital

24-Hour Emergency Care
 200 Elizabeth Street
 (416) 340-3946

The Hospital for Sick Children

24-Hour Emergency Care
 555 University Avenue
 (416) 813-5807

All first aid staff, equipment and supplies are provided by Air Canada Centre. The cost of staffing is included in your House Expense Package. Your Event Coordinator will review your first aid staffing needs with you.

Please report all accidents immediately to first aid or Air Canada Centre staff to ensure proper action is taken and accurate records are kept.

FIRST AID

First aid can be reached by dialing extension 5911 from any house phone, or by dialing (416) 815-5911 at any of the public payphones within Air Canada Centre, free of charge.

HAZARDOUS MATERIALS

Management reserves the right to restrict the use of certain chemicals and gases. The provisions of the Workplace Hazardous Materials Information System (WHMIS) Regulations shall be complied with.

Appropriate information and material shall be provided to the Event Coordinator prior to the event.





PYROTECHNICS AND SPECIAL EFFECTS

Air Canada Centre requires advance notification of all pyrotechnics and special effects one (1) month prior to your event. Approvals and permits must be forwarded to your Event Manager or Event Coordinator. This is in accordance with the by-laws and regulations of the City of Toronto Fire Marshall's office and the Province of Ontario. Please contact your Event Coordinator for specific information.

CONFETTI

The use of confetti is not permitted without prior written approval from Air Canada Centre. A cleaning fee of \$4,000 will be applied if approval for use is granted.

SMOKING POLICY

Air Canada Centre is a smoke-free building, including all restaurant areas, suites and lounges. Designated smoking areas are located outside of Gate 4 (east), Gate 5 and Gate 6 (west). Suiteholders are encouraged to use Gate 2.

"Pass-out" is a re-entry system that allows fans to exit to smoke and be permitted to re-enter. To access the pass-out, fans must provide a valid event ticket prior to exiting, and must present the same ticket for scanning upon re-entry.

WORKING RULES

Loading bays, entrances and back-of-house service areas are considered hazardous work zones. Extra precautions and awareness must be adopted when working in or around these areas.

Throughout Air Canada Centre the following guidelines will be enforced for everyone's safety:

- Consumption or being under the influence of any alcoholic beverage is prohibited.
- Smoking is prohibited.
- Possession or use of any illegal drugs or any drug which affects work performance is forbidden.
- Equipment and vehicles will be operated in a safe manner.
- No gasoline, kerosene, diesel fuel or other flammable liquids shall be stored, permanently or temporarily, in any work area. Alternate storage facilities should be discussed with your Event Coordinator.
- No refueling activity of any kind is permitted. Refueling must take place a minimum of 50' beyond the exterior of the building.
- Keep trash, debris, water and breakage or spills off the floor.
- Everyone shall be advised of the procedure for summoning first aid. (*See First Aid section)

SECURITY AND CROWD MANAGEMENT

Air Canada Centre maintains its own 24-hour security force responsible for base building security and the safeguarding of Air Canada Centre property. Special security services may be arranged with your Event Coordinator. Air Canada Centre will determine the levels of security staffing required at your event, with all costs of event-related and crowd management security being the responsibility of the client.

Security headquarters are located in the Building Control Centre (BCC) on the Event Level, southwest corner, and can always be accessed by radio on Channel 1. Security can also be reached on any house phone by dialing 5672 or 5911 for emergencies.



PROMOTER CONTACT: SAFETY AND SECURITY TIPS

Please assign one (1) person to be the liaison for your event and provide this person's phone number to Air Canada Centre staff. During the run of the event we may need to contact this person for emergency purposes. As with any event attracting a large number of people, certain precautions taken in advance of the event can reduce or eliminate unnecessary problems.

We recommend the following:

- Security be advised of any valuables which may be considered "high-risk." Security can be arranged in advance.
- Security be aware of any problems you have experienced in the past with your event which may be prevented with advance planning.
- A visible pass system should be used for entry into various areas of your event.
- A comprehensive list of staff, crew, volunteers and exhibitors should be provided to your Event Coordinator.

ALCOHOL MANAGEMENT

Air Canada Centre's Alcohol Management Policy has been designed to:

- Ensure our guests have a safe and enjoyable experience;
- Encourage guests who consume alcohol to do so in moderation and to not drink and drive;
- Ensure our staff is trained to serve alcohol responsibly and deal with guests in an appropriate manner.

In keeping with local liquor licensing regulations, the consumption of alcoholic beverages must be strictly confined to designated areas. The sale of alcohol for any event is at the discretion of Air Canada Centre. These regulations apply to move-in, event and move-out times.

* Anyone found abusing the above policies may be removed from the building upon discretion of event security.

KEYS

All required Air Canada Centre keys are available through your Event Coordinator. Keys must be returned at the conclusion of your event. Un-returned keys will result in a replacement, re-keying and distribution charge. Check with your Event Coordinator for further details.

EVENT PASSES

Pass systems are the responsibility of the client. Air Canada Centre works with the promoter's pass system. If the event does not have an existing pass system, your Event Coordinator can be contacted to discuss the best possible pass system for your event. The event promoter is required to provide identification passes for all event personnel requiring access to Air Canada Centre. The appropriate number of passes should be made available to Air Canada Centre staff working the event. Your Event Coordinator requires a sample copy of this pass prior to event load-in.

POLICE SERVICE

Air Canada Centre may require the services of the Toronto Police Department for certain events. The number of police required for events will be determined jointly by Air Canada Centre security and event staff. All costs associated with police services are the responsibility of the client.

PROHIBITED ITEMS

For safety reasons, fans are refused entry if they are found to be in possession of any of the following prohibited items:

- Bottles, cans, coolers, sticks or aerosol cans
- Weapons (i.e. knives, firearms) or fireworks
- Skateboards, rollerblades, or roller-skates
- Illegal drugs or noxious substances
- Cameras, sound and/or video recording devices as per event restrictions (always check event details)
- Helium balloons (these float to the ceiling and are difficult to remove and can cause problems with air handling equipment)
- Outside food or beverages, including alcoholic beverages not sold by Air Canada Centre
- Stolen tickets

For the fan's interest, please be aware that a full list of prohibited items can be found posted outside of each entrance at Air Canada Centre.

Note: Fans with food allergies or medical conditions requiring specific types of food or beverage will be permitted to bring their own items of food or beverage into the facility.

SEARCH PROCEDURES

Well-established search procedures are a crucial part of maintaining security at Air Canada Centre. The type of event will determine the level of search required. Some events may require a more common visual search while others may require a voluntary physical search.

Visual Search: When it is anticipated that certain items might be brought into an event, and the volatility of the crowd is low, a visual search will be done at each entrance in the following manner:

- A visual scan of each guest as they enter the facility.
- The guest is asked to open his/her coat, purse or backpack, to display the contents to security. The guest is asked to remove his/her hat. The security officer will not touch the belongings of the guest.
- If a suspicious or inappropriate item is spotted, the guest will be asked to remove it.
- The guest will be given the option to dispose of any inappropriate items (*see Prohibited Items) that are found before entry. Items may be disposed of in a waste container, or taken back to the owner's vehicle. If the item is of an illegal nature, a Toronto Police officer will be notified for investigation.

This type of search is designed to be performed as quickly and efficiently as possible so as not to slow down the entrance of the crowd.

Other Searches: It will be determined on a show-to-show basis which level of search is required. Should a physical pat down be required, female security officers must be posted at each gate to deal with female guests. Under no circumstances should a male security officer pat down a female guest. Physical searches must be voluntary, and the security officer must ask permission of the guest to perform the search. If the guest refuses, Air Canada Centre has the right to refuse entry and the guest may go to the Ticket Office for a ticket refund.

SECURITY ACCESS SYSTEM

Air Canada Centre utilizes an Access Control System controlling all elevators and various doors within the facility. Access cards can be provided on an event basis with specialized programming as required or necessary for your event. Check with your Event Coordinator for further details.



GENERAL BUILDING INFORMATION

The following section provides more detailed information on Air Canada Centre's other general services, including: parking, loading dock, shipping and receiving, damage and repairs, Fan Service Desks, public transportation, the basketball practice court and more.

PARKING

There is limited on-site parking available.

Public Parking: Air Canada Centre is a short walk to over 13,000 parking spaces. Air Canada Centre has two (2) levels of parking beneath the building, which are generally used for private suiteholders and office tenant parking. There are four (4) on-site accessible parking spaces available for fans with disabilities. To reserve one of these spots for an upcoming event, please make your reservation in advance by calling **(416) 815-5743** between 9:00 a.m. and 5:00 p.m., Monday to Friday.

Event Parking: Promoters will receive up to eight (8) parking passes for the underground private lot on the day of their event.

Event Bus and Truck Parking: With pre-arrangement, Air Canada Centre has space for four (4) truck trailers or tour coaches at our loading dock on your event day, only. There is limited on-site space available for bus or truck parking. Please contact your Event Coordinator for assistance with bus and/or truck parking arrangements at the building and in the surrounding areas.

* Please be advised that other vehicles may pass through the parking/loading areas at any time throughout load-in.

LOADING DOCK

Loading Dock Entrance: Located off Lake Shore Boulevard westbound, at the northwest corner of Bay Street and Lake Shore Boulevard. This entrance is shared with neighboring commercial offices and retail buildings not related to Air Canada Centre or Maple Leaf Sports & Entertainment Ltd.

Loading Dock Exit: Located at the northeast corner of York Street and Lake Shore Boulevard. You may travel westbound up the ramp onto the Gardiner Expressway or northbound on York Street. This exit is shared with neighbouring commercial properties as well.

The internal loading dock and media bays have space for four (4) semi-trucks or tour coaches in total:

- Location Up Stage Right (USR)
- Distance to stage is 130' from docks
- Access for any size highway vehicle to arena floor
- One (1) loading dock vehicle ramp

Media production mobiles may park on event day (pre-arranged) either underground near our media patch bay, or at street level above the media bays on a sidewalk near the southwest corner of the building (corner of Bremner Boulevard and Lake Shore Boulevard).

Shipping and Receiving: When shipping items to Air Canada Centre, pre-arrangement must be made and your freight handling firm or courier company should be advised to hold shipments until the scheduled event move-in time. All shipments lacking pre-arranged delivery will be turned away. Air Canada Centre staff will not accept any event-related shipments prior to scheduled move-in date(s) unless advance approval is arranged. Shipments for a specific event should be sent for delivery on the event date only and sent to the Air Canada Centre loading dock, clearly indicating the name and date(s) of the event.

All customs clearances, duties, taxes, shipping and handling charges are the responsibility of the sender or receiver and Maple Leaf Sports & Entertainment Ltd. will not pay these costs. Please ensure you have made the appropriate arrangements before shipping, or your shipment may sit at customs until you clear it with your customs broker.

GUEST SERVICES

The following services are available for guests with disabilities:

- Exterior drop-off is outside Gate 5; interior at P1 Level.
- Accessible seating is available at all price levels throughout the facility.
- All public washrooms are wheelchair accessible; washrooms are available on each level for wheelchair users and their attendants, including the P1 Level Drop-Off point.
- Wheelchairs are available from the Fan Service Desks and on Level 200 and 600 (Concierge Desk).
- Concession and Ticket Office counters at accessible height.
- Payphones have volume control; TTY phones are available at telephone banks in the northwest corner of Level 100 and Level 300.
- Assistive Listening Devices (ALD's) are available for sign-out for those with hearing impairment (a credit card deposit is required) at the Fan Service Desk located inside Gate 2 on the Concourse Level.
- Braille and tactile signage is used throughout the building.

FAN SERVICE DESKS

There are two (2) Fan Service (Guest Services) Desks at Air Canada Centre:
 Level 100, at Gate 1 (ext. 3217) and Gate 2 (ext. 5697)
 Level 300, at Section 321 (top of escalators) (ext. 3206)

Services provided by Air Canada Centre's Fan Service team:

- Receiving and returning lost and found items during an event
- Reuniting lost people
- Registration of emergency messages
- Finding guests in case of emergency
- Dealing with ticket inquiries and seating difficulties
- Providing general information (i.e. transportation, seating, etc.)
- Lending ALD's
- Providing a claim check area (i.e. cameras, video equipment, large oversized bags, luggage, wheelchairs, baby strollers, etc.)

All Fan Service Desks have schedules, event details, concession details, first aid kits, wheelchairs, a lost and found collection site, Air Canada Centre maps, seating maps, house phones, draw boxes and a prize pick-up location. Fan inquiries are directed to Fan Service Desks, and fans are encouraged to fill out a feedback sheet.

PAGING

Unfortunately, we are unable to accept paging requests. In the event of an emergency, please be sure to obtain the name of the fan requesting the page, their phone number, name and seat location (if known) of the party they are attempting to reach, and notify a Fan Service Desk.

DAMAGES AND REPAIRS

Pre- and post-event inspections of the event areas are conducted by the Building Manager or Event Coordinator with the event promoter to note any damaged areas inside and outside the building.



Any type of damage to the facility or goods belonging to Air Canada Centre is to be reported immediately to the Event Coordinator. The event promoter is responsible for all costs related to any repairs, replacements or cleaning due to use of Air Canada Centre by the promoter or its artists and attractions.

GALLERIA

- A public indoor walkway running east to west at the north end of Air Canada Centre (just south of train tracks)
- Contains the Ticket Office and ticketing windows, BMO Fan Zone (an interactive youth sports activity area), entrance to CentreSports (our consumer products sporting wear store), Union Market Food Court and the main arena entrance (Gate 1)
- Also contains a historical display of artifacts from the original Canada Post Delivery and Distribution Building which used to be located on the property

MEZZANINES

- Air Canada Club mezzanine levels are located on the north and south sides of Level 100
- Access via stairs manned by concierge staff; must have an Air Canada Club ticket to access
- Washrooms, bars, food and beverage services are provided on mezzanine levels

PATH WALKWAY

- Air Canada Centre is connected to the underground PATH Walkway system for easy access to the downtown core; it is the longest indoor covered walkway in the world. The PATH Walkway system reaches as far north as Dundas Street.

- The Baywest Teamway is a weather-protected walkway on the east side (Bay Street) of Air Canada Centre, linking Lake Shore Boulevard with Front Street.
- The Blue Route is an indoor pathway running north in the Galleria (beside our ticket windows) that connects pedestrian traffic at Air Canada Centre to Union Station.

PUBLIC TRANSPORTATION

- Air Canada Centre is easily accessible by public transportation
- Schedules for GO Transit trains are available at all Fan Service Desks
- For TTC information, please call (416) 393-4636
- For GO Transit information, please call (416) 869-3200

PRACTICE COURT (ADIDAS PRACTICE COURT)

- Regulation size basketball court located above the Galleria
- Located on Level 300, northwest corner
- Accessed by northwest (Raptors) elevators
- Not open to the general public, although it is available on occasion to event planners and promoters

WEBSITE

- Visit the official website of Air Canada Centre for schedules, event and facility information: www.theaircanadacentre.com.

WILL CALL

- Fans may pick up pre-ordered tickets at the Ticket Office in the Galleria
- Several windows are designated Will Call; Premium seating has its own Will Call window

centre sports

TORONTO MAPLE LEAFS



SCHENN
2

CUSTOMIZE YOUR JERSEY TODAY!

Reebok
EDGE

centre sports

centre sports



WELCOME BACK!

Reebok



centre sports

Winter-Sport
Skis, Skibrillen, Ski-Boots

11.000,-

TECHNICAL INFORMATION

The following pages provide more detailed information on Air Canada Centre's specs, including rigging information, room sizing and capabilities as well as show services.

ARENA FLOOR

- Ice Hockey: 200' x 85'
- Basketball: 136' x 85'
- Ice cover: Ice Pro ice decking – smooth concrete from mid-June* to mid-September.
(*dependent on playoff schedule)

STAGE/MIX/BARRICADE

Maximum stage size: 60'w x 48'd – contingent on the number of decks needed for the mix position, wings and camera platforms; Stage Right brand stage decking system. Stage can be requested as rolling.

Stage height: 4'6" – 6'

Maximum PA wings: Two (2) at 12' x 16' – contingent on the size of the stage

Modules: 90 modules – each 4' x 8'

Skirting: Black available for three (3) sides

Concert barricade: 100 feet, flat only (no corners), Stage Right brand blow-thru heavy barricade.

Bike Rack barricade: Several pieces with vinyl covers to surround mix position, etc.

Sound riser: Will build to suit on light-duty riser frames up to two (2) feet high.

Lighting riser: Will build to suit on light-duty riser frames up to two (2) feet high.

Stage Steps: Two (2) sets with hand rail, one (1) without

Toe Rail: PC 10 at 8' (80' total), PC 5 at 4' (20' total)

Hand Rail: 16 at 8' (128' total), 7 at 4' (28' total)

No ramps

No adjustable seats





DRESSING ROOMS

Multipurpose Room A

Area: 23' x 23'

Up Stage Left

Share washroom and shower with Multipurpose Room B

16 phone jacks, eight (8) data jacks

Multipurpose Room B

Area: 23' x 19'

Up Stage Left

Share washroom and shower with Multipurpose Room A

Four (4) phone jacks, two (2) data jacks

Male Officials Locker Room

Area: 10' x 16'

Up Stage Right

Private toilet and shower

Two (2) phone jacks, one (1) data jack

Female Officials Locker Room

Area: 8' x 16'

Up Stage Centre

Private toilet and shower

Two (2) phone jacks, one (1) data jack and television

Studio B

Area: 23' x 15'

House Right

No private washroom facility

Eight (8) phone jacks, four (4) data jacks

Wives, Friends & Relatives Lounges

Two (2) adjoining rooms, one (1) with a small bar area for entertaining

Area: Kitchen/Dining Room: 26' x 18'

Living Area: 14' x 16'

Remotely located Rear House Right with private hallway

Shared private washroom with one (1) shower

Four (4) phone jacks, two (2) data jacks

Tour Catering (Rogers Media Room)

Subject to a service charge

Area: 55' x 23' plus attached room 15' x 15'

House Right

Multiple phone/data jacks and televisions

Alternate Multi-Purpose Room (Learning Centre)

Remote room with stair access only, and staff hallway

Area: 12' x 25'

House Left

Shared washroom facilities with staff area nearby

Multiple phone and data jacks

Visiting Hockey/Basketball Facility

There are two (2) separate washroom facilities including multiple showers, toilets, urinals, sinks, and mirrors between four (4) available rooms, located House Right

Visiting Hockey / Basketball Team Room

Area: 26' x 30'

One (1) phone jack, one (1) data jack

Dressing Room 2

Only available during the off-season

Area: 15' X 25'

Two (2) phone jacks, one (1) data jack

Dressing Room 3

Area: 25' X 23'

Two (2) phone jacks, one (1) data jack

Dressing Room 4 / Studio C

Area: 25' X 15'

Two (2) phone jacks, one (1) data jack



FORKLIFT INFORMATION

Air Canada Centre has four (4) forklifts available, all pneumatic, hard-tire, propane fuelled, counterweight type machines:

- Clark – 5,000 pounds lifting capacity at truck bay level
- Caterpillar – 8,000 pounds lifting capacity
- Caterpillar – 4,000 pounds lifting capacity
- Caterpillar – 5,000 pounds lifting capacity

ENVIRONMENTAL CONTROL

The arena bowl is controlled in zones by the Building Engineering department. Other rooms can be individually controlled through your Event Coordinator by Building Engineers.

EVENT RIGGING INFORMATION

Height from Floor to Low Steel Rigging beam system: 91' 6" event floor to low steel

Distance between beams: 12-feet, 6-inches for bridles running cross-stage (cross-rink); other bridle configurations are not permitted. Deadfalls are always preferred, if possible. There are specific loading capacities of the available beams. A rigging plot must be advanced prior to the event to determine rigging compatibility.

Maximum loading capacity: Ultimate capacity is 200,000 pounds in any of west, centre, or east rigging zones; pre-approval from house structural engineering consultants for load distribution must be granted if total estimated event rigging weight exceeds 100,000 pounds.

Height to underside of scoreboard: 56 feet in high trim; 28 feet square directly over centre ice.

In-house curtaining system: Curtain is 24oz black velour with 50 percent fullness dasher to dasher and zero percent fullness dasher to the outside wall.

Curtain is inherently fireproof, and may be deployed in various configurations. Contact your Event Coordinator for details.

SHOW SERVICES

We have a variety of furnishings available for the production offices and dressing rooms, including a limited supply of pipe and drape, folding tables, chairs, sofas, love-seats, coffee and end tables, floor lamps and carpets. Contact your Event Coordinator for more details.

House Lighting:

- Broadcast event lighting with controlled shutters are available for a fee.
- Work lights (with re-strike time of 10 minutes and a 5-minute warm up time) are provided.
- We also have several walk-in lighting scenes available.

Sports Effects Lighting: 12 intelligent fixtures programmed and controlled by house effects lighting operator; custom gobos can be arranged.

- In two (2) clusters of six (6) Martin MAC III Profiles, hung above the blue lines
- Four (4) Martin MAC 2000 Profiles, under the corners of centre scoreboard

Followspot Fixtures:

- Six (6) Lycian 1293 Xenon 3,000 watt long-throw, moveable, event spot lights ('Trooper' style gel frames).
- Four (4) Strong Gladiator IV 3,000 watt long-throw, fixed position, sport event spot lights (fixed dichroic colours) in corner positions are available on the rigging catwalk.
- All have dry tie lines for com connection.
- Shows are expected to provide their own gel colours and communication systems.



**Show Power:**

Location 1 – power is located Up Stage Right - 80' to Up Stage Centre

Location 2 – power is located Up Stage Left - 80' to Up Stage Centre

Location 3 – power is located House Right – suitable for theatre set-up, 200' to theatre-mode Up Stage Centre

Power Disconnects (3 phase, 208V, 5-wire SJ-series Cam-Loc):

- 800 amp
- 400 amp + one (1) 400 amp shunted from audio power transformer
- 200 amp
- 100 amp

Audio Power Disconnects (3 phase, 208V, 5-wire SJ-series Cam-Loc):

- 400 amp + one (1) 400 amp shunted to power disconnect room
- 200 amp

Theatre Power Disconnects (3 phase, 208V, 5-wire SJ-series Cam-Loc):

- 400 amp
- 200 amp
- 100 amp

Shore Power:

- Two (2) 400 amp disconnects in loading dock/central interconnect area
- Four (4) 200 amp disconnects in loading dock/central interconnect area
- Five (5) 85 amp disconnects in loading dock/central interconnect area
- One (1) 400 amp disconnect in exterior secondary patch bay
- Two (2) 200 amp disconnects in exterior secondary patch bay

* Exterior power is accessed at the southwest corner of the facility (corner of York Street and Lake Shore Boulevard.)

Sound/Public Address System:

- JBL design consists of 12 clusters of conventional style speaker cabinets distributed around the perimeter of the arena above the dasher boards. Each of the arrays consists of four (4) JBL PD5000 series cabinets.
- Four (4) JBL additional arrays of two (2) cabinets each cover the corners of the upper bowl beyond the ends of the gondolas.
- Four (4) JBL subwoofer cardioid clusters of four (4) dual 18" cabinets and four (4) single 18" cabinets arrays are co-located with four (4) of the main arrays. Delay steering of the bass arrays provides excellent bass coverage in the seating areas without unnecessarily exciting the upper volume of the room.
- Arena bowl sound system is DSP zoned to allow portions of the system to be used to support non-sporting events in the bowl – in particular, east and west end zone. JBL arrays – Upper bowl – EV Compact two-way speaker system covering behind the gondolas.
- All public address speaker management, bowl and back-of-house are processed by 14-BSS London BLU's – Cobranet Network Protocol.
- All public address speaker amplification, bowl and back-of-house are powered by 52 Crown MA and CTS amplifiers – HiQnet Network Protocol.

Videoboard:

- Four (4) Mitsubishi 6mm LED hang in the centre of the arena bowl (Quad 1)
- Stage facing screens can be remotely turned off
- Eight (8) Mitsubishi 10mm LED arranged above main screens for secondary graphics or video (Octos)
- 360 degree LED around fascia of upper bowl
- Other graphic LED displays include Halo 1 above centre scoreboard, Halo 2 between Quad 1 and Octos, Quad 2 at bottom of scoreboard and Duos on east and west fourth floor fascia

Dimensions:

- 35' high x 35' wide – scoreboard overall size
- Quad 1 Main Displays – 10' x 17' (each 480h pixels x 864w pixels)
- Octos (two (2) sets of four (4)) – 6' x 8' (each 192h pixels x 256w pixels)
- Halo 1 – 3' x 140' circumference (44h pixels x 1920w pixels)
- Halo 2 – 1' x 72' circumference (32h pixels x 2176w pixels)
- Quad 2 – 3' x 15' (each 96h pixels x 448w pixels)
- Duos – 3' x 50' (each 36h pixels x 720w pixels)

VENUE SERVICES**Venue Services Video Control Room:**

- Located in the Media Gondola SR
- Fully equipped 1080i High Definition broadcast control room
- Four (4) Sony HDC-1400 HD production cameras
- One (1) GVG LDK-4000 HD wireless camera
- One (1) 40x lens, two (2) 21x lenses and one (1) 16x lens, all with 2x extenders
- Avid Media Composer edit system with two-channel server playback
- Chyron HyperX HD graphic system
- Three (3) Sound and Video Creations Crossfire HD still/video playout servers
- Six (6)-channel EVS replay system (4 in / 2 out)
- Sony MVS-8000 production switcher
- HD-SDI with embedded audio fully integrated routing system
- Programmable production multi-viewer for customization of monitors and displays in the control room to suite guest producers/directors

- Full graphic creation available
- Ingest of content possible from HDCAM, Betacam SX, Betacam SP, DVD video or data, USB transfer

Television Broadcasting:

- 65 media bulkhead locations throughout the facility are all patchable through the central interconnect room on the Event Level
- Wide selection of camera positions within the main bowl
- Computer controlled broadcast and ambient lighting in the bowl with "instant on" shuttered broadcast lighting at various levels of brightness
- Indoor truck parking for two (2) full-sized mobiles and two (2) small support vehicles
- Exterior parking for four (4) additional mobiles and support vehicles
- NTSC and ASI fibre lines to central switch for transmit and receive signals in central interconnect
- Telephone lines available in central interconnect

Venue Services Audio Control Room:**Live:**

- Main bowl – 96 Input, 32 Output Soundcraft Vi6 Digital mixing console with full on board DSP processing engine. Additional I/O includes 32 channels Cobranet, 128 channels MADI.
- BOH – 48 Input, 18 Bus Output DM 1000 Yamaha Digital mixing console. Full on board DSP. Additional I/O includes 16 Additional AES and 32 Cobranet via Mini-YGDAI Interface Cards.
- Eight (8) channels outboard DBX 1066 Compressor/Limiters.



- Six (6)-channel Shure UHF-R Wireless System – six (6) SM-58 Handheld wireless transmitters, two (2) – UR1 wireless lavalier transmitters.
- Eight (8) channels Telex BTR-800 wireless communication system.
- Two (2) Shure PSM 400 wireless IFB systems.

Production:

- Pro Tools HD-2 Accel Core System w/Pro Tools 96 I/O Audio Interface. Pro Tools HD-8 Software.
- Motu HD192 PCI Audio Interface.
- SSL X-Logic Delta Link MADI HD to Pro Tools HD Interface for Studio, Live and Broadcast Applications.
- Two (2) Denon DN-C640 Network CD Players.
- Full complement of audio recording and editing software, Mac and PC – Including Logic Pro, Sound Forge, Acid Pro, Peak 6, iZotope RX Audio Restoration.
- Blue Sky – Sky System One THX 2.1 Studio Reference Monitors.
- Tascam DA-30mk II DAT Record/Player, MD-301 Mini-Disc Record/Player.
- Marantz CD Record/Player, Cassette Record/Player.

Portable Audio:

- Four (4) – JBL EON Powered speakers and Stands.
- Two (2) – JBL Wedge Type Floor Monitors.
- Two (2) – Media & Production Racks – 14 Channel Allen & Heath Mixing Consoles, Recordable CD Players, 2-Channel Wireless Handhelds, Dual 31-Band Graphic EQ, Compressor/Limiters.
- One (1) – eight (8)-channel Shure Wireless Rack w/1-Channel Shure PSM 400 IFB System. Includes four (4) Wireless Handheld, eight (8) Wireless Belt-Pack w/DPA Lavalier Transmitters, eight (8) Wireless IFB Receivers.

- Microphone Kit – Including eight (8) Shure SM-58's, four (4) Shure SM-57's, three (3) Countrymen Podium Condensers, two (2) Tapco Direct Boxes, two (2) Sennheiser MKH Shotgun Condensers.
- One (1) – Pioneer DJM 800 Mixer, two (2) – Technics SL-12 MK5 Turntables, two (2) – Denon Digital Media Turntables.



VENUE SERVICES RATE CARD

• Rogers Media Centre Package	\$500/day
• Whole Works Package – includes use of all displays in bowl, complete HD control room and all equipment, scoring/timing system and a technical producer	\$1,500 first hour \$700/hour Plus Labour
• Quad 1 Package – includes use of main centre-hung video screens via a straight feed or single source playback device (i.e. DVD, Graphic Computer) and one operator specific to type of playback	\$500/hour
• Octo Package – includes use of centre-hung upper secondary video displays via a straight feed or single source playback device (i.e. DVD, Graphic Computer) and one (1) operator specific to type of playback	\$250/hour
• 360, Halo 1, Halo 2, Duos Package – includes use of these displays and one (1) operator (*Graphic files on these systems are proprietary and require a minimum 48 hours to create. Cost for creation is additional.)	\$250/hour
• Full Arena Sound System – includes two (2) wireless microphones and playback from any available audio source (CD, DAT, Mini-Disc, Computer File) and an audio operator	\$250/hour
• Portable Press Sound System – includes portable audio rack with mixer, compressor, EQ, CD player/recorder, media pool feed, two (2) powered speakers, four (4) wired microphones, two (2) wireless microphones, two (2) red head lights and one (1) audio operator	\$600 flat
• Broadcast Truck Park, Power and Patching on event day	\$1,700-SD, \$1,900-HD
• SD Broadcast package for fibre transmission up to four (4) hours	\$1,800
• HD Broadcast package for fibre transmission up to four (4) hours	\$2,400

• Live event crew rates:	
Technical Producer	Flat \$500 per day
Director	Flat \$400 per day
Technical Director	\$54/hour
Graphics	\$48/hour
Editing	\$48/hour
Server Playout	\$42/hour
EVS	\$48/hour
Camera Engineer	\$42/hour
Camera Operator	\$42/hour
Camera Assist/PA	\$38/hour
Audio Engineer	Flat \$450 per day
Audio Assist	\$38/hour
Octos Operator	\$42/hour
360/Halos Operator	\$42/hour
House Lights	\$34/hour
Special/FX Lighting	\$40/hour

