

LIVE

V E N U E G U I D E

R I C O H C O L I S E U M



REINTRODUCING RICOH COLISEUM

Jimi Hendrix. Bob Dylan. The Who. The Jam. Kraftwerk. Green Day. Faith No More. In today's music landscape, where touring is increasingly an act's most important source of revenue, Ricoh Coliseum is poised to regain its rightful place as one of Canada's most important concert facilities.

LOCATION, LOCATION, LOCATION.

With its location at Exhibition Place on the periphery of the heart Toronto, few venues are as perfectly situated as Ricoh Coliseum. It's just a three-hour and forty-minute drive from the Ambassador Bridge in Detroit and it's just shy of a two-hour drive from the Peace Bridge in Buffalo.

For artists flying in, Ricoh Coliseum can be reached within ten minutes of touching down at Billy Bishop City Centre airport. Pearson International Airport is just 23 km (14 miles) to the northwest. You can drive that in about a half hour, or take the new UP airport Express Train and avoid the hassles. That trip will take only about twenty-five minutes door-to-door.

More than a million people live within three kilometres of Ricoh Coliseum. All those condo towers within shouting distance of Lake Ontario are packed with young urbanites with a lot of disposable income. Add that to all the college/university-aged kids still living with mom and dad in leafy nearby residential neighborhoods and the potential pool of music fans is amazingly deep.

The Lakeshore West Go Train—carrying sixty thousand passengers a day with its twice-an-hour service—stops at Exhibition Station, which is a 60 second walk to the front doors of the venue. GO also has a history of catering to music fans adding extra capacity when there a big concerts, a practice that dates back decades to the dates of Exhibition Stadium.

It's even easier to take the TTC. Hop on the Yonge-University line and then transfer to the 509 streetcar at Union Station. Fans on the Bloor subway line get off at the Bathurst Station and take the 511 Bathurst Streetcar South or get off at the Dufferin Station and take the 29 Dufferin Bus south. In every case, you're dropped off within steps of Ricoh Coliseum's front door.

Driving to the show? Exit The Gardiner Expressway from either the east or the west to Lakeshore which deposits you at Exhibition Place with its five thousand parking spaces, all within a five minute walk from the building.

Simply put, Ricoh Coliseum arguably has the best transportation access of any venue in Canada.

LOAD IN. PLAY THE SHOW. LOAD OUT.

Ricoh Coliseum is the perfect sized venue for acts that tour with up to three semi-trailers of gear. Rigs can be pulled up to the back door in a completely secure area. The distance from the loading door to the flat surface is a scant forty-five feet. It's just sixty-five feet from the loading door to the back of the stage.

Ricoh Coliseum is extremely flexible. Seating/capacity can be configured to accommodate a variety of acts and audiences in a mix of GA and seated arrangements.

Artists who can attract between three and six thousand fans (say, Nick Jonas or The Chemical Brothers) would be perfect for Ricoh Coliseum. And someone like Sam Smith could accommodate nine thousands fans screaming "Stay with Me".

FLOOR: NHL regulation-sized (200' x 85')

STAGE SIZE: 54' x 40' draped with stairs with a height of four to five feet. Plenty of space for mixing consoles and camera positions.

CURTAINING/DRAPING: Three modes are available: End Stage, Concert and Club. A variety of pipe and draping is available for other uses.

RIGGING: Up to 60,000 lb. capacity

CONCERT POWER: Two 400 amp 600 volt hookups; one 200 amp 128/208 volt disconnects in the loading area.

- Lighting: Four Gladiator spotlights
- Forklifts: Two, each with 6,000 lb. lifting capacity
- A/V: Fully operational control room with finer and high-speed Internet



BACKSTAGE

There's plenty of space for staging gear and production offices: six dressing rooms plus space for a production office, a green room and ample area for catering. Hardline Internet is available.

THE AUDIENCE

Sightlines are excellent and obstruction-free thanks to Ricoh Coliseum's lower-bowl-only construction. From the GA area on the floor to the 8,200 seats in the stands to the thirty-three private boxes above, there's not a bad vantage point anywhere, offering a special intimate concert experience for both performer and fan.

Ricoh Coliseum also offers value added options for promoters with The Marlies Alley, a separate space off the lobby, ideal for meet-and-greets or pre- and post-show events. Situated off the lobby and behind closed doors, it's ideal for meet and greets or pre- and post- show events. Measuring 103 by 53 feet, it could be used for autograph sessions or collectible vendors.

In 2015, Ricoh Coliseum is getting a new scoreboard which featuring 720p and 480p video. There will also be a halo ring above and four secondary screens.

RICOH COLISEUM: TORONTO'S MOST VALUABLE YEAR-ROUND VENUE?

Toronto is suffering from a severe shortage of venues suitable for larger music events.

With the loss of the Government/Koolhaus (a facility that could handle up to 3,000 people) and the impending renovations of Massey Hall (a 2,000-seater) that will take it dark for almost two years, Ricoh Coliseum offers promoters and event organizers an important option.

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TORONTO

Toronto boasts five million potential ticket buyers and is the largest city in Canada and the third largest city in North America. 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 neighborhoods, 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.

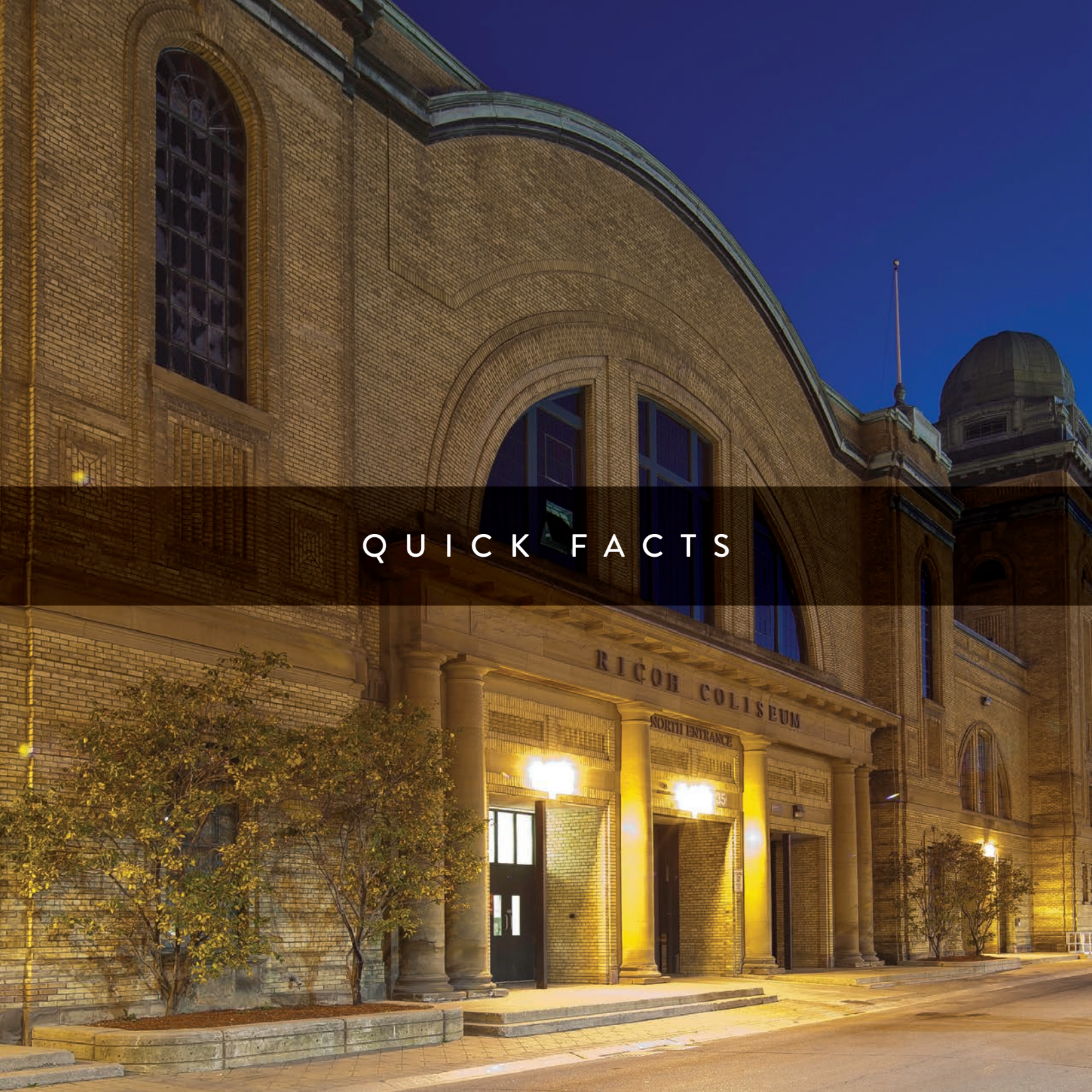
RICOH COLISEUM

Original construction of the Coliseum began in 1922. At that time, the primary purpose of the facility was for the exhibition of agricultural products and livestock. As construction phases continued, the Coliseum was the largest structure of its kind in North America. During World War II (1942-1946), the Coliseum was closed to the public as the Canadian National Exhibition (CNE) grounds were being used as a military camp known as #1 Manning Depot. In the 1960s and 1970s, acts including The Doors, The Who, Genesis and Jimmy Hendrix all played at the Coliseum.

In 2003, the Coliseum underwent a \$38 million renovation project that connected the building to the Enercare Centre, featured a new roof structure as well as the addition of many modern amenities to the arena and concourse level.

Now known as Ricoh Coliseum, this venue houses basketball games, hockey games, corporate events as well as parts of the CNE, Royal Agricultural Winter Fair and the Toronto International Boat Show. Ricoh Coliseum also hosts a range of mainstream concerts and shows throughout the year. In 2008, Canadian Music Week awarded Ricoh Coliseum with its Major Facility of the Year Award (venue with capacity under 8,000). The Coliseum offers versatility; it can accommodate a small private event and create an intimate atmosphere for 250 people or it can convert into a large concert venue housing over 9,000 enthusiastic fans.

Since 2005, Ricoh Coliseum has been home to the Toronto Marlies, American Hockey League affiliate of the Toronto Maple Leafs, hosted more than 300 events and has welcomed over 1.5 million fans. Ricoh Coliseum is conveniently located in downtown Toronto at Exhibition Place, and is adjacent to the Gardiner Expressway, one of Toronto's main highways, ensuring easy accessibility.



QUICK FACTS

LOCATION:

45 Manitoba Dr.

OPENING DAY:

November 1, 2003

TENANT:

Maple Leaf Sports & Entertainment Partnership

ARCHITECT:

Parkin and Brisbin, Brook, Beynon Architects

CONSTRUCTION MANAGER:

PLC Constructors Inc.

PARKING:

Over 7,000 parking spaces available on-site

PUBLIC TRANSIT:

TTC and Go Transit stops at doors

AUDIO:

Event floor has two (2) sets of JBL 4-speaker clusters (each speaker provides 300 watts). Bowl seating has JBL 600 watt speakers with JBL 1,600 watt high power sub woofers

MAXIMUM SEATING CONFIGURATIONS*:

End Stage Mode:	5,000-7,300
Centre Stage Mode:	9,000
Club Stage Mode:	4,500-5,500
Family/Theatre Stage Mode:	3,700-3,900
Hockey:	8,100
Boxing/Wrestling:	7,600
Basketball:	8,500
Extreme Sports:	5,200

*Subject to mixing board location and tech kills

SEATING TOTALS*:

Floor:	1,600 (maximum seating/GA)
Silver:	1,206
Blue:	6,595

*Subject to seating configuration, mixing board location and seat kills

SUITES AND SEATS:

Luxury Suites:	38 suites, 619 seats total
Club Seats:	21" wide (partially padded)
Regular Seats:	19" wide
Washrooms:	25 Public washrooms in the building
Accessibility:	One (1) percent of fixed seating for disabled and companions, at most price levels

GREENING INITIATIVES

Together with Exhibition Place, Ricoh Coliseum has implemented a waste reduction plan. This plan includes the implementation of dual-sorter compost and recycling receptacles, along with converting all concession stand plates, utensils, and plastic cups to biodegradable materials. These initiatives have resulted in 80 percent waste diversion.



EVENT BOOKING PROCEDURES

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 Ricoh Coliseum, please contact follow the link below:

<http://www.theaircanadacentre.com/venuerentals/VenueRentalsInformationRequestForm.asp>

RENTAL APPLICATION

All first-time prospective clients are asked to complete a rental application. Upon return of the completed rental application, Ricoh Coliseum management will review the application and, in their sole determination, 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 spaces
- 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 Ricoh Coliseum upon Maple Leaf Sports & Entertainment Partnership'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 are agreed upon, a contract and deal memo will be issued, both of which must be signed and returned with the appropriate non-refundable deposit in a timely fashion.

Protection Policy: For shows considered to be competing for specialized markets, Ricoh Coliseum 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

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 are agreed upon, a contract and deal memo will be issued, both of which must be signed and returned with the appropriate non-refundable deposit in a timely fashion.

Protection Policy: For shows considered to be competing for specialized markets, Ricoh Coliseum 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.

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. Please refer to the map section to review seating configurations.

The minimum rental rate for public events at Ricoh Coliseum is \$15,000 vs. 15 percent of the net ticket receipts (whichever is higher to a cap and is based on building mode). Load-in and load-out days, when available, are billed at the minimum rate of \$7,550. All rental rates refer to the rental of the building and do not include the cost of labor 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 main reception line at (416) 815-5400.

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 labor, 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.

FINANCIAL SETTLEMENT

At the conclusion of the event, the Licensee will be responsible for settling all outstanding facility expenses, and Ticket Office staff will furnish 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, labor 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 account.

HOCKEY AND ICE RENTAL

Corporate Ice Rentals – get your group together and skate like pros.

Hourly ice rental includes:

- On-site Event Coordinator
- 50 minutes of ice time
- Two (2) locker rooms
- Standard lighting
- One (1) flood/ice cleaning

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. The City of Toronto, the Board of Governors of Exhibition Place, BPC Coliseum Inc. and Maple Leaf Sports & Entertainment Partnership. Must be named as additional insured on all insurance documents. Events cannot proceed unless the required insurance coverage is in place.



DEPOSIT REQUIREMENTS AND CONTRACT EXECUTION

All arrangements for rental are considered 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 Ricoh Coliseum, pre-event ticket sales are not sufficient to cover facility expense, 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. Ricoh Coliseum reserves the right to require an additional sum in advance such as damage deposit, which is refundable after the event is settled and when a check of the facility is complete. Ricoh Coliseum 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 Ricoh Coliseum waives the 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.

Upon execution of a License Agreement, the event is assigned to an Event 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 Ricoh Coliseum staff and will provide all necessary information and coordination applicable to the event.

DATE: _____ LICENSEE: _____
(Legal name of company, corporation, organization or individual)

ADDRESS: _____

CITY, PROVINCE, POSTAL CODE: _____

PHONE No.: _____ FAX No.: _____

NAME, TITLE, AND PHONE NUMBER OF PERSON WHO HAS LEGAL AUTHORITY TO SIGN CONTRACT

NAME: _____ TITLE: _____

PHONE NUMBER: _____

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:

NAME: _____ TITLE: _____
PHONE NUMBER: _____

NAME: _____ TITLE: _____
PHONE NUMBER: _____

NAME: _____ TITLE: _____
PHONE NUMBER: _____

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 NUMBERS:

BANK REFERENCES

NAME: _____
ACCOUNT No.: _____ PHONE No.: _____

NAME: _____
ACCOUNT No.: _____ PHONE No.: _____

NAME: _____
ACCOUNT No.: _____ PHONE No.: _____

The above questions must be answered in full before a Ricoh Coliseum License Agreement for facility use can be processed. It is understood that Ricoh Coliseum 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:



TICKET SALES AND TICKET OFFICE OPERATION

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

Ricoh Coliseum 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.

COMPLIMENTARY TICKETS

For events with tickets sold on a reserved and/or general admission basis, the promoter shall provide Ricoh Coliseum 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 Ricoh Coliseum, the value of which shall not be included as part of proceeds for ticket sales.

SUITES

Ricoh Coliseum has 38 Luxury Suites located throughout the arena to suiteholders who, in turn, are given rights to use their respective suites for one (1) 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 and no revenue from suiteholder tickets will be shared by Ricoh Coliseum 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 will total approximately 450 seats. Any revenue generated by additional suite seating sales will be included in the ticket manifest.

Luxury Suites (38)
Location: 4th Floor

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 artist requirements” prior to the event going on sale. Staging or production requirements affecting the sightlines or killing seats must be detailed five (5) days prior to the premium on sale date.

The pre-sale window will coincide with the public event announcement date of at least four (4) days prior to the public on sale. Following the pre-sale 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 Ricoh Coliseum.

RICOH COLISEUM TICKET OFFICE INFORMATION

The Ricoh Ticket Office is located in the west end of the building. The Ticket Office is open on event days only. Generally, the Ticket Office remains open one (1) hour following the start of the event.



EVENT STAFFING AND EXPENSES

Ricoh Coliseum 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.

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, BOH security, catering, videoboard operations, sound, lighting, long-distance phone charges and miscellaneous rentals.

The Licensee is responsible for providing the Event Coordinator with all “artist riders and/or artist 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 pre-sale 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 the settlement, and will review the specific needs of your event with you.

In order to properly estimate expenses for your event, Ricoh Coliseum requires complete and accurate information about your event, including load-in times,

event schedule and all technical requirements. We also require the 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 effective 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 the event staffing.

HOUSEKEEPING AND CLEANING SERVICES

Ricoh Coliseum 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. Ricoh Coliseum 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 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 Global Partners as well as other business contacts to assist in the attainment of local sponsorship.

DIGITAL MEDIA

IN-ARENA PROMOTIONS

- Event inclusion on score clock at games and on 360° LED Ring during events
- Inclusion in event loop broadcasting on 300 screens (includes; wall diamonds, media walls, Gate 1 collage, interactive photo wall)
- Digital screens/TV loop of concert listings within main elevators located at Gate 2, Ticket Office and Event Loop Matrix
- Concourse TV loop will play one hour prior to and 30 minutes after all events* excluding NHL and NBA games

OUTDOOR LED SCREENS

- Event information displayed on Ricoh/Gardiner digital billboard, and BMO digital billboard

FAN ENGAGEMENT

TEAMS

- Opportunity for inclusion at Marlies games
- Flyers in suite and posters on display
- Average attendance is 235,00 fans per month

GRASSROOTS

- Placement of show flyers at Air Canada Centre BoxOffice
- Negotiation of promotions with local blogs and 3rd parties
- Real Sports Bar & Grill
- Show information on digital screens to run until show date
- Contest giveaways both in venue during large event and social media

NEW MEDIA

INTERACTIVE

- Event inclusion on home page
- Time line dependent on availability
- Concert featured on Air Canada Centre website www.aircanadacentre.com
- Over 100,000 unique viewers per month

EMAIL MARKETING

- E-blast to MLSE insiders 40K+ subscribers o One (1) non-feature reminder
- One (1) email directly targeting purchasers of like-events
- Opportunity for pre-sale and/or special offer email to be sent to opt in members of partner databases, when applicable

SOCIAL MEDIA

- Show Announcement
- Presale/ On sale information
- Contest creation
- Social media advertising and promoted posts
- Live posts and photos during shows

SPONSORSHIP

Our in-house Marketing and Sponsorship team is available to align you with our Corporate Partners for potential sponsorship of your event. Global 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 Ricoh Coliseum may be permitted a presence in the arena bowl:

- In connection with performances of locally produced events and 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;
- In connection with sporting events, in “field of play” areas stipulated by the AHL 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 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.



MEDIA INFORMATION

Media may enter at the main entrance of the facility, at the Ticket Office. All media must have the appropriate credentials. It is the responsibility of the event promoter to organize and credential media requests.

FILMING AND RECORDING POLICIES

Any sound recording, television, videotaping, filming or other electronic media exploitation of events at Ricoh Coliseum is subject to prior approval of Ricoh Coliseum 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. Additional costs may apply. Please consult with your event coordinator.



FOOD AND BEVERAGE SERVICES

Our in-house Food and Beverage Services are as personalized as one's taste. Ricoh Coliseum'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.

RICOH CATERING

Whether it's a group of ten or a thousand, Ricoh Coliseum has a diverse range of spaces for your next cocktail reception, product launch, holiday party, dinner party or corporate function.

Our experienced team of world renowned Chefs will create menus reflecting the geographic differences and gourmet tastes to meet your needs from breakfast to dinner.

Whether you prefer organic, Kosher or Halal we can meet your requirements. Let Ricoh Catering cater your next event

RICOH CONCESSIONS

Ricoh Coliseum proudly provides fast, friendly and fresh Food & Beverage options. Our ever-popular specialty hot dogs can be found at Dukes Dog House on the Upper Concourse, and a taste of Italy is located at our Porchetta Cart on the Lower Concourse at Section 115. We are also proud to serve Pizza Pizza, Coca Cola, Smokes Poutine, Hero Burger, Molson Canadian & M&Ms.



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 the specific health and safety requirements for Ricoh Coliseum.

EVACUATION PROCEDURES

Ricoh Coliseum has established evacuation procedures for emergency situations. All Ricoh Coliseum 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

Aisles, exits, ramp access or egress (as per approved floor plans) must stay clean and free of obstructions. Display or any potentially combustible materials will require Fire Department approval.

FIRST AID

First Aid can be reached on radio (Ricoh #1) or by contacting your Event Coordinator at (416) 710-3972. As an alternative, you may call Explace Security directly at (416) 263-3333.

HAZARDOUS MATERIALS

Management reserves the right to restrict the use of certain chemicals and gases. The provisions of the Workplace Hazardous Materials Information System (WHIMIS) Regulations shall be complied with. Appropriate information and material shall be provided to the Event Coordinator prior to the event.

SMOKING POLICY

Smoking is not permitted in all communal areas, suites, and lounges. Smoking, as well as the use of electronic cigarettes is prohibited inside the venue.

Ricoh Coliseum uses a “pass-out” re-entry system that allows fans to exit the building 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.

Ricoh Coliseum is a smoke-free building, including all restaurants.

HOSPITAL EMERGENCY CARE

Ricoh Coliseum is located minutes away from several major downtown facilities with 24-hour emergency care:

ST. JOSEPH’S HEALTH CENTRE

Emergency: (416) 530-6003
30 The Queensway | Toronto, Ontario | M6R 1B5

TORONTO WESTERN HOSPITAL

Information: (416) 603-2581
Western Division | 399 Bathurst Street | Toronto, Ontario M5T 2S8

All First Aid staff, equipment and supplies are provided by Ricoh Coliseum. 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 Ricoh Coliseum staff to ensure proper action is taken and accurate records are kept.

CONFETTI

The use of confetti in Ricoh Coliseum is not permitted without prior written approval of facility management. Approval will be subject to additional cleaning costs.

PYROTECHNICS AND SPECIAL EFFECTS

Ricoh Coliseum 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.

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 Ricoh Coliseum, the following guidelines will be enforced for everyone's safety:
- Consumption or being under the influence of any alcoholic beverage is prohibited.
- Hard hats and other safety equipment are required for all workers.
- 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

Ricoh Coliseum maintains its own 24-hour security force responsible for base building security and the safeguarding of Ricoh Coliseum property. Special security services may be arranged with your Event Coordinator. Ricoh Coliseum 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. Exhibition Place Grounds Security is located at General Services at the Princess Gates. They can be reached by calling (416) 263-3333.

PROMOTER CONTACT: SAFETY AND SECURITY TIPS

lease assign one (1) person to be the liaison for your event and provide this person's phone number to Ricoh Coliseum 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 be advised of any problems you have experienced in the past with your event which may be prevented with advanced 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

Ricoh Coliseum'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 Ricoh Coliseum. The regulations apply to move-in, event and move, out times.**

****Please note that anyone found abusing the above policy may be removed from the building**

KEYS

All required Ricoh Coliseum keys are available through your Event Coordinator. Keys must be returned at the conclusion of your event. Keys not returned will result in a replacement, re-keying and distribution charge. Check with your Event Coordinator for details.

EVENT PASSES

Pass systems are the responsibility of the client. Ricoh Coliseum 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 require access to Ricoh Coliseum. The appropriate number of passes should be made available to Ricoh Coliseum staff working the event. Your Event Coordinator requires a sample copy of this pas prior to event load-in.

PROHIBITED ITEMS

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 the 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 Ricoh Coliseum
- Stolen tickets

POLICE SERVICE

Ricoh Coliseum may require the services of the Toronto Police Services for certain events. The number of police required for events will be determined jointly by Ricoh Coliseum security and the Toronto Police Services. All costs associated with police services are the responsibility of the client.

SECURITY ACCESS SYSTEM

Ricoh Coliseum utilizes an Access Control System, controlling all elevators and various doors within the building.

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.

SEARCH PROCEDURES

Well-established search procedures are a crucial part of maintaining security at Ricoh Coliseum. 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 suspicious or inappropriate item is spotted, the guest will be asked to remove it.
- The guest will be given the opportunity 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 flow of the crowd.

Other Searches: It will be determined on a show-by-show basis which level of search is required. Should a physical pat down be required, female security officers must be posted at each gate for 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, Ricoh Coliseum has the right to refuse entry and the guest may go to the Ticket Office for a refund.

If an inappropriate item is found, the same procedures apply as noted for visual searches.





GENERAL BUILDING INFORMATION

The following pages provide more detailed information on Ricoh Coliseum's many other general services, including: parking and loading docks, the Fan Service desk, damages and repairs, public transit and more.

PARKING AND LOADING DOCKS

Event Bus and Truck Parking: Ricoh Coliseum is equipped to provide two (2) outdoor spots at our loading area for event trucks. There is limited space (up to 10 spots) available for on-site bus and truck parking. Please see your Event Coordinator for assistance with bus and/or truck parking arrangements.

Public Parking: Ricoh Coliseum is located on Exhibition Place grounds, which contains over 7,000 parking spaces. Ricoh Coliseum has shared access with the Enercare Centre's underground parking garage that houses 1,300 cars. The promoter will receive up to five (5) parking passes for the back parking pad. Our public parking is ground level.

North Access Door:

- 12'2" high x 12'1" wide

Three (3) Access Ramps to Floor:

- North West ramp has maximum 10 percent grade
- North Centre ramp has maximum 10 percent grade
- North East ramp has maximum 8 percent grade

GUEST SERVICES

The following services are available for guests with disabilities:

- Accessible seating is available throughout the facility.
- All public washrooms are wheelchair accessible; washrooms are available on each level for wheelchair users and their attendants.
- Wheelchair escorts are available from the main gates to your seat

Fan Service representatives are available to assist you before, during, and after your visit to Ricoh Coliseum. Our friendly and knowledgeable representatives can be found at the red Fan Service booth just inside our main

gates, behind section 117. Fan Service representatives are available to assist you with ticket and seating issues, lost and found, lost children, arena directions as well as general inquiries and concerns. On non-event days, Fan Services can be reached by phone at (416) 518-5584.

DAMAGES AND REPAIRS

A pre- and post-event inspection of the event areas will be conducted by the Building Manager or Event Coordinator, with the event promoter to note the damage areas inside and outside the building.

Any type of damage to the facility or goods belonging to Ricoh Coliseum 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 the use of Ricoh Coliseum by the promoter, or its artists and attractions.

PUBLIC TRANSPORTATION

Ricoh Coliseum is easily accessible by public transportation:

- For TTC information call (416) 393-4636 or visit www.ttc.ca
- For GO Transit information call (416) 869-3200 or visit www.go-transit.ca

WEBSITE

Visit the official website of Ricoh Coliseum for schedules, event and facility information: www.ricohcoliseum.com

WILL CALL

Fans may pick up pre-ordered tickets at the Ticket Office, where several windows are designated for Will Call. Fans are discouraged from leaving tickets anywhere else for pick up.



TECHNICAL INFORMATION

The following pages provide more detailed information on Ricoh Coliseum building specs, including: rigging information, room sizing and capabilities as well as show services.

ARENA FLOOR

ICE SURFACE:
200' x 85' (5' drop from below)

CONCERTS:
200' x 85', subject to seating configuration

FLAT FLOOR:
248' x 114', floor anchors for circus tie downs

ICE COVER:
Arenadeck

DRESSING ROOMS

COMMUNITY DRESSING ROOM – ROOM 125

Area: 24' x 19'
Stage Right
Washroom and showers
One (1) television

COMMUNITY DRESSING ROOM – ROOM 135

Area: 15' x 15'
Stage Right
Washroom and showers

COMMUNITY DRESSING ROOM – ROOM 126

Area: 18' x 15"
Stage Right
Washroom and showers
One (1) refrigerator

COMMUNITY DRESSING ROOM – ROOM 136

Area: 12' x 18'
Stage Right
Washroom and showers

REFEREE'S LOCKER ROOM – ROOM 129

Area: 12' x 10'
Stage Right
Washroom and showers

PRODUCTION OFFICE - ROOM 207

Area: 18' x 19'
Stage Left
Tables and chairs
Four (4) phone/data jacks (local calls only)

OFFICIALS/STARS DRESSING ROOM – ROOM 132

Area: 9' x 12'
Up Stage Right
Washroom and showers

WIVES LOUNGE/GREEN ROOM – ROOM 210

Area: 24' x 36'
Stage Left
One (1) televisions
One (1) phone/data jacks (local calls only)

VISITING TEAM ROOM

- 100 square feet
- 28 square foot shower area with 6 shower heads. Can be made private with pipe and drape if required.
- 1 private washroom

Fitness Area:

- 180 square feet
- Open concept space with rubberized flooring

Coaches Office:

- 45 square feet
- May also be used for tour manager or promoters office

Trainer's Room:

- 51 square feet
- Massage table available if required

Change Room:

- 24 square feet
- Carpeted



FORKLIFT INFORMATION

Two (2) forklifts are available at Ricoh Coliseum:

- Two (2) – 6,000 pounds lifting capacity

Rental of additional forklifts is possible.

Please ask your event coordinator for more details.

RIGGING INFORMATION AND ARENA CEILING HEIGHT

Beams run from Stage Right to Stage Left.

Floor to Low Steel:

- 49' rigging from low steel is available

Floor to High Steel:

- Up to 73.5' – no rigging from high steel

End Stage Rigging:

- 60,000 pound capacity
- 14' x 9'-9" centers
- 4,000 pound dead hang maximum per point

Centre Stage Rigging:

- 31,000 pound capacity
- 11'-3" x 9'-9" centers
- 4,000 pound dead hang maximum per point

IN-HOUSE CURTAINING SYSTEM

House drape is in seven (7) sections and is installed at house cost in three (3) possible modes:

- End Stage mode
- Concert mode
- Club mode

HOUSE LIGHTING

Ricoh Coliseum features in-house lights within the concert bowl and around the arena.

SPOT LIGHTS

Four (4) – Gladiator moveable spotlights

SHOW POWER

Concert power is located at north end of bowl, from Up Stage Centre.

- Two (2) – 400 amp 600 volt
- One (1) – 200 amp 120/208 volt disconnects in loading area

Ricoh Coliseum will drop what the event requires.

SHORE POWER

Please see your Event Coordinator for more information.

VIDEOBOARD

Centre hung HD video display features a 4 sided main video display, an upper halo ring and a 4 sided lower scoring display

- Projection Screen
- 16 feet wide x 9 feet high
- 15,000 Lumen Projection
- Accepts NTSC standard definition video from the control room
- Playback formats would include: Beta SP, DVD and VHS

SHOW SERVICES

We have a limited supply of furnishings and pipe and drape on-site for your event. Contact your Event Coordinator for more details.

MICROPHONES

Three (3) wireless microphones are available for use

TELEVISION BROADCASTING

Rate Card:

- \$2,053 Park , power and patch – per truck
- \$2,400 Per HD fiber line / Daily
- \$225 Per phone line / Daily
- Internet \$250/5mbps \$350/10mbps \$750/20mbps \$1200/mbps
- Bulkhead locations available upon request

A/V CONTROL ROOM

Ricoh Coliseum features a fully operational HD control room. Please consult your Event Coordinator for specific inquiries or more details.

CATWALK

Ricoh Coliseum features a catwalk running from the north end of the arena to the south end of the arena; fall arrest and safety lines are also installed.



