

ANNEX B - SPECIFICATIONS

1. OBJECTIVES OF OUR PAVILIONS

Our Pavilions must be created and designed with the following objectives in mind:

- Be a hub; the focal point of the Canadian presence at a festival or market;
- Provide a flexible, friendly, and innovative location to better meet the needs and objectives of clients and partners, including visibility, promotion, export, and co-production.
- Provide services to Canadian and foreign businesses
- Develop and pursue opportunities for national and international partnerships;
- Ensure a strong Canadian presence internationally;
- Design the Canada Pavilion with eco-responsible and innovative advertising solutions to help reduce waste and modernize our offer;
- Offer scalable designs for MIF, MIFA and Sunny Side Business Space Areas, should Telefilm consider a change in service offering. Since participants are not charged to attend the events (with the exception of MIPCOM), a cost-sharing model may be implemented by which the Business Space participants would have the option to make a contribution in exchange for additional services and exclusive privileges (i.e., reserved table and/or time slots);

The following means should be considered when preparing your proposal:

- Design the Canadian Pavilion as a modular multifunctional promotional space consisting of general, shared and private meeting areas;
- Have a design and plan for the pavilions in line with Telefilms' Eco Responsibility framework and long-term plan (see **Annex C: Eco-Responsibility Plan**);
- Showcase the Canada and Telefilm Canada brands with strong, recognizable visual elements (see **Annex C: Graphic Standards Manual**)
- Suggest innovative promotional solutions using modern technology
- All stands must include the three following zones:
 - Business Zone– to maximize sales of projects and products
 - Networking Zone– to meet promotional and visibility needs
 - Connection Zone– to foster informal and spontaneous meetings

2. SPECIFICATIONS OF OUR PAVILIONS

2.1. General description of zones

The Canada Pavilion must include 3 distinct zones and can be multifunctional or convertible: business, networking and connection.

Business Zone:

The main purpose of this Zone is to function as a turnkey business center that meets the needs of participants and clients (supporting their visibility, promotion, export, and co-production activities). It should create an area for business meetings and should accommodate the largest possible number of clients.

Examples:

- Private offices and Private meeting tables (MIPCOM only)
- General meeting area with tables
- Welcoming desk/s or reception area with solutions for sharing information

Networking Zone:

This Zone should be a convertible space to hold various promotional presentations and formal networking activities.

Examples:

- Presentation of our industry talent initiatives and co-production programs
- Professional matchmaking
- Reception, “5 to 7” or “happy hours”, hosted breakfast
- Info-sessions
- Promoting our regional and associative partners
- Photocall and press junket
- Panels
- Demos of projects and immersive experiences

Connection Zone:

This Zone should create an open, hospitable, and user-friendly ambience to facilitate spontaneous and informal exchanges between participants.

Examples:

- Equipped functional bar counter for hot coffee, snacks, and cold refreshments
- High tables, stools and standing area
- Lounge area with sofas

2.2. General Requirements

The service proposal must include the General Requirements, as well as the Specific Requirements specified for each Pavilion under Event Description below:

DESIGN AND PRODUCTION OF THE STAND:

- Decoration/Coverage of the walls and columns (if applicable)
- Floor covering in accordance with existing safety rules and event technical guides
- Visual’s printing and graphics
- Furniture rental and installation
- Electricity and lighting
- One or two reception desks with IT capabilities
- Lockable storeroom with storage solutions and shelving for Telefilm and clients
- Self-serve lockers (between 12 to 30 depending on space / event)
- Secured charging station solution for phones and laptops
- Water fountain, carboys, coffee machines with pods or eco-friendly equivalent, kitchen equipment or bistro (e.g., refrigerator, garbage bin, coat rack, etc.)
- Equipped functional bar counter for hot coffee, snacks, and cold refreshments
- Delivery, installation, setup and dismantling of the stand

- The presence of a technical team on-site, including a supervisor, for setup and dismantling of the stand
- Technical support and maintenance, during normal business hours of the event
- Rearranging the pavilion layout for specific programming activity/events
- Cleaning the indoor and outdoor spaces of the Pavilion every morning during market business hours
- Storage of the structure
- Transportation of material
- Transportation to and from the event location for personnel employed by the tenderer.

TECHNICAL & AUDIOVISUAL NEEDS

All audiovisual and IT equipment can be supplied by the bidding Supplier, or an authorized service provider chosen by Telefilm. For this purpose, please include pricing with and without IT equipment in your response to **Section 5.5 Financials** of the RFP.

- Supply, installation, and maintenance of audiovisual and IT equipment during the event, when required
- 2 computers for the welcoming desks (one per desk)
- 1 Printer connected to the network with sheet reams of A4 paper
- Screens to promote content
- 1 secure iPad station for the use of our clients
- Digital or eco solution to replace displays + info sheets and flyers from Telefilm (promote our website and information available online) and from our clients (catalogues / brochures)

WI-FI INTERNET SERVICE

- Wi-Fi Internet service is supplied and installed by an external service provider and ordered directly by Telefilm.

3. EVENT DESCRIPTIONS

Please click on the Event Name to view their respective Map and Design Area(s).

MARCHÉ DU FILM, date to be confirmed in **May 2023-2025, Village International – Cannes**

The Canada Pavilion has a total area of 150 m2 that gathers approximately 230+ participant companies (400+ individuals), 100 m2 of which are located inside a tent by the seaside and 50 m2 on an adjacent covered terrace. The space is used for various private events and as a business center on a first come, first served basis.

Specific Requirements:

- The lockable storeroom at this event should include a small office area inside
- A minimum seating capacity of 80
- The proposal must include covering the tent walls and ceiling with fabric and installing baseboards on the ground
- The outdoor terrace must include an equipped functional bar counter for hot coffee, snacks, and cold refreshments
- White furniture for the outdoor terrace and beach (as per the Marche du Film technical guides, beach furniture must be white)
- A solution must be proposed to display the names of the companies registered (about 250+ companies) and to indicate the companies that are present at the Pavilion
- Solution or elements to help control temperature / heat inside the tent
- NOTE: Walls, canvas awning, carpeting, flagpole, signage, power supply supplied by Marche du Film.

MIFA, date to be confirmed in **June 2023-2025, Imperial Palace – Annecy**

The Canada Pavilion at MIFA is a stand of 131m2 shared with one of our top partners, SODEC (a provincial government agency) and it gathers approximately 50 companies every year. The space is divided into three parts: Telefilm section (the 74-m2 indoors), SODEC (27-m2 indoors), shared adjacent terrace (30-m2 outdoors). Both indoor sections require differentiated branding identity and welcoming desks while maintaining an overall unifying aesthetic for the Canada Pavilion. Your proposal should clearly break down the content and costs of each section.

Specific Requirements:

- The SODEC section and the terrace must also be a general meeting area.

SUNNY SIDE OF THE DOC, date to be confirmed in **June 2023-2025, Espace Encan – La Rochelle**

At Sunny Side of the Doc, the Canada Pavilion has a total area of 84 m2. We host approximately 50 participants coming from the documentary and immersive media industries.

Specific Requirements:

- Storage solution for small items (for Telefilm staff and clients)
- Given the smaller size of this pavilion, the Connection Zone should be self-serve bar

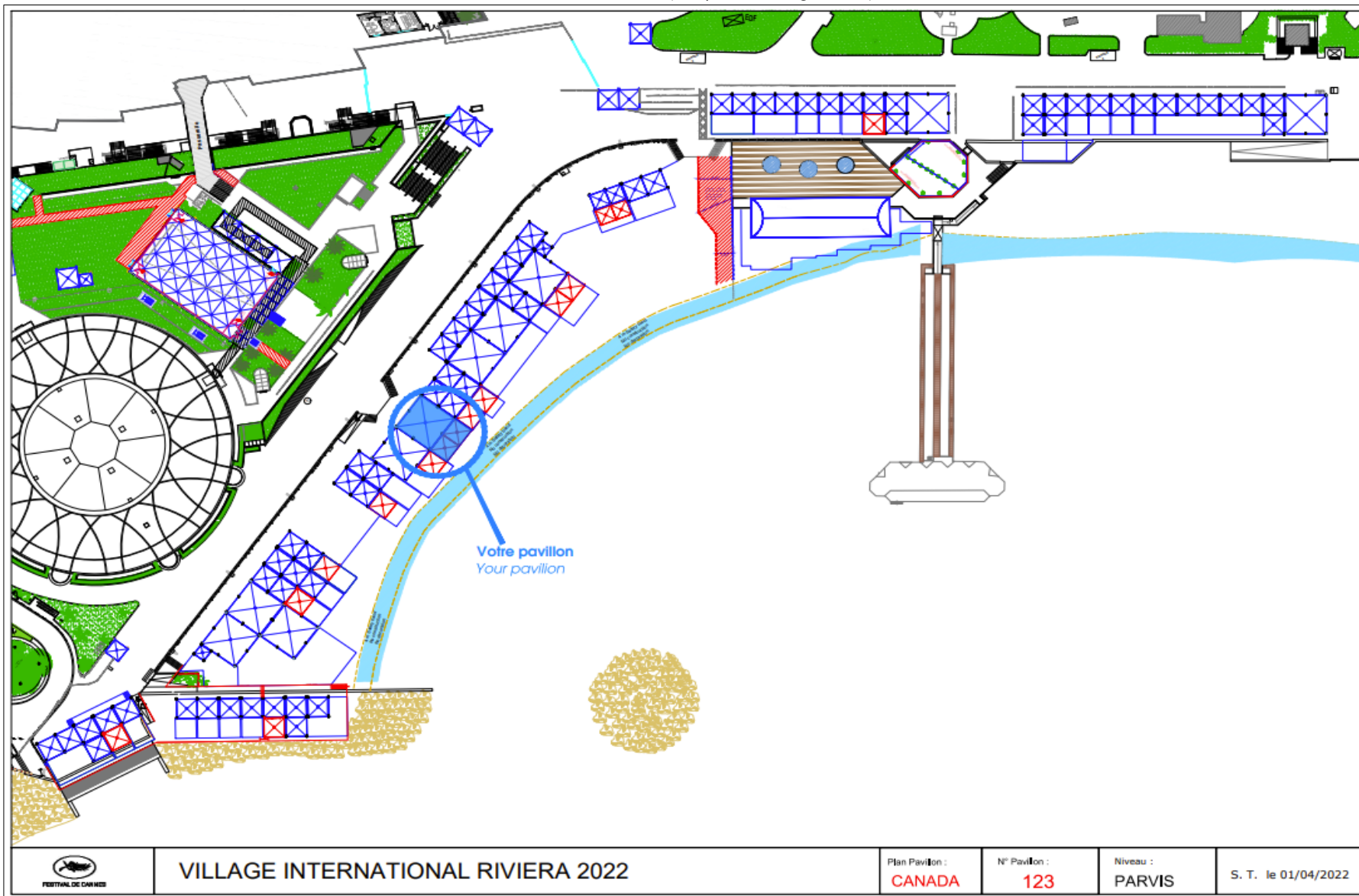
MIPCOM, date to be confirmed in October 2023-2025, Palais des Festivals – Cannes

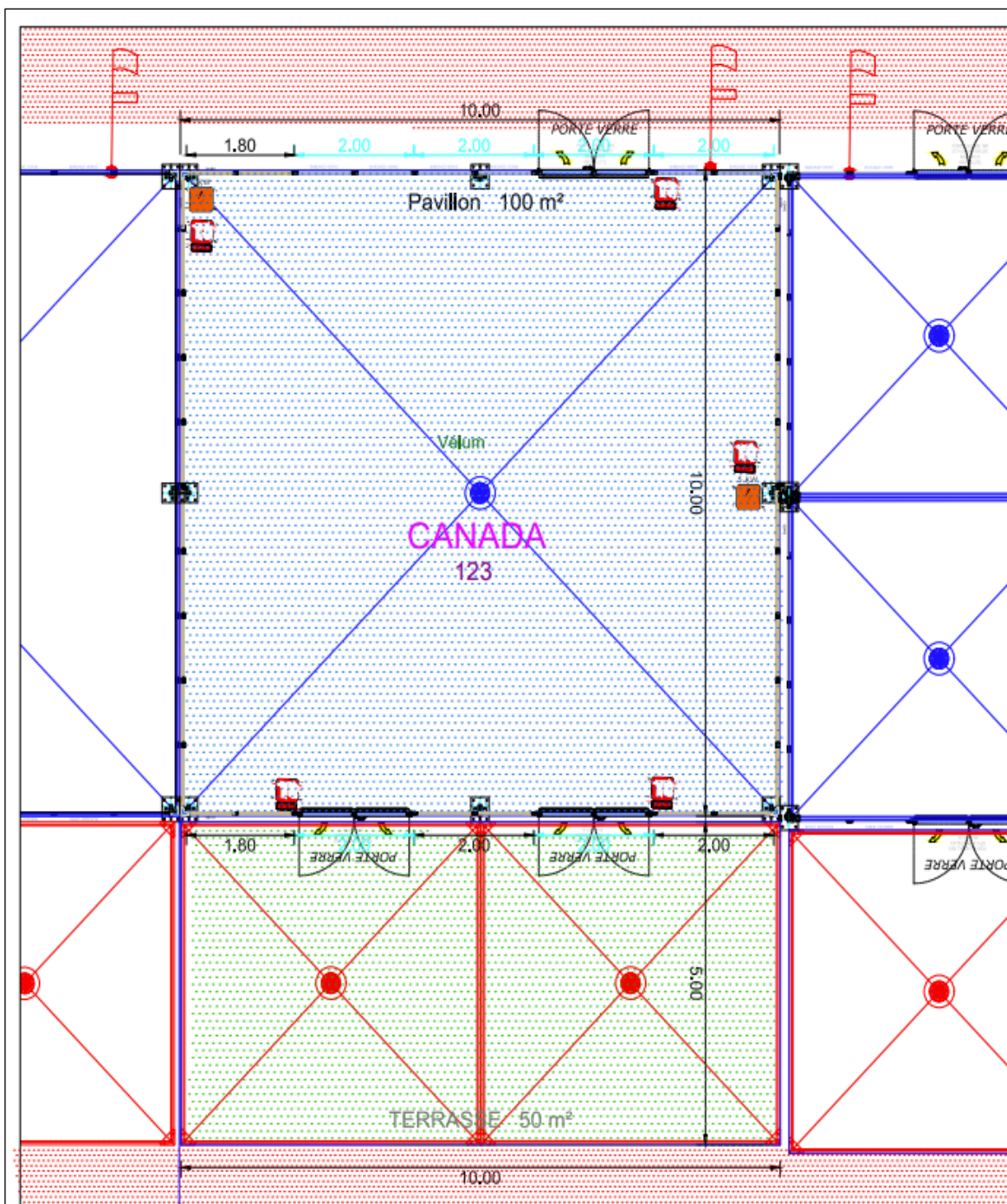
The Canada Pavilion at MIPCOM is located at the Riviera 8 and includes 370m² of indoor space and 100m² of outdoor space. It can host up to 90 companies, making it one of the largest national pavilions at MIPCOM. The Canada Pavilion offers turnkey services and five different options (50% of companies opt for a private table or office, while the others are visitors who need either a shared meeting area) for companies to present a strong brand image, promote their projects, and join networking opportunities. The number of exhibitors varies from year to year; the facilities must therefore be scalable each year depending on our clients' requests.

Specific Requirements:

- The stand must provide Canadian exhibiting companies with various options such as private, standard and uniform offices (between 8 and 12 m²), tables / private spaces, with personalized signage for companies, and/or a general meeting area.
- NOTE: contract furniture (tables, chairs, storage cabinets) is supplied free of charge by the Cannes Palais des Festivals and may be used.

MARCHÉ DU FILM (Map and Design Area)





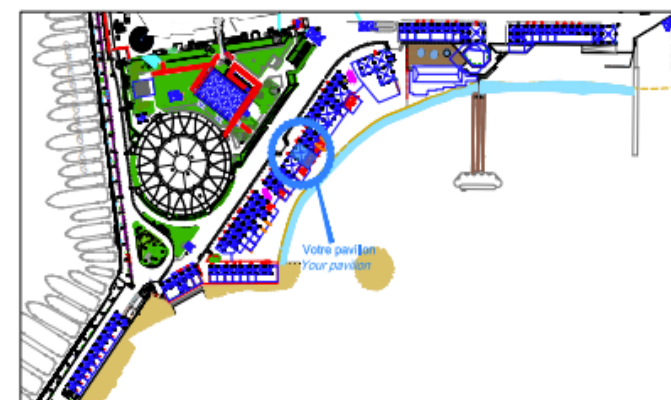
VILLAGE INTERNATIONAL RIVIERA 2022

Information Technique / Technical Information

Pavillon / Pavilion: **CANADA**

N°:123

Hauteur maximum de construction autorisée : 2,30 m*
Maximum building height authorised : 2,30 m*



Votre pavillon Your pavilion	Double porte vitrée Double glazed door
Votre terrasse Your terrace	Boîtiers électriques Power boxes
Allée de sécurité - Pas de construction Safety lane - No construction	Extincteurs Extinguishers
* Hauteur de construction 2m20 maximum * Maximum stand construction's height 2m20	Barrières Village Village fences
Bardage panneau stratifié 1m Laminated cladding panel 1m	Drapeau - Enseigne Flag - Sign
Bardage panneau verre sécurisé 1m Security glass cladding panel 1m	
Rideau Cristal 1m Clear curtain 1m	

ATTENTION :

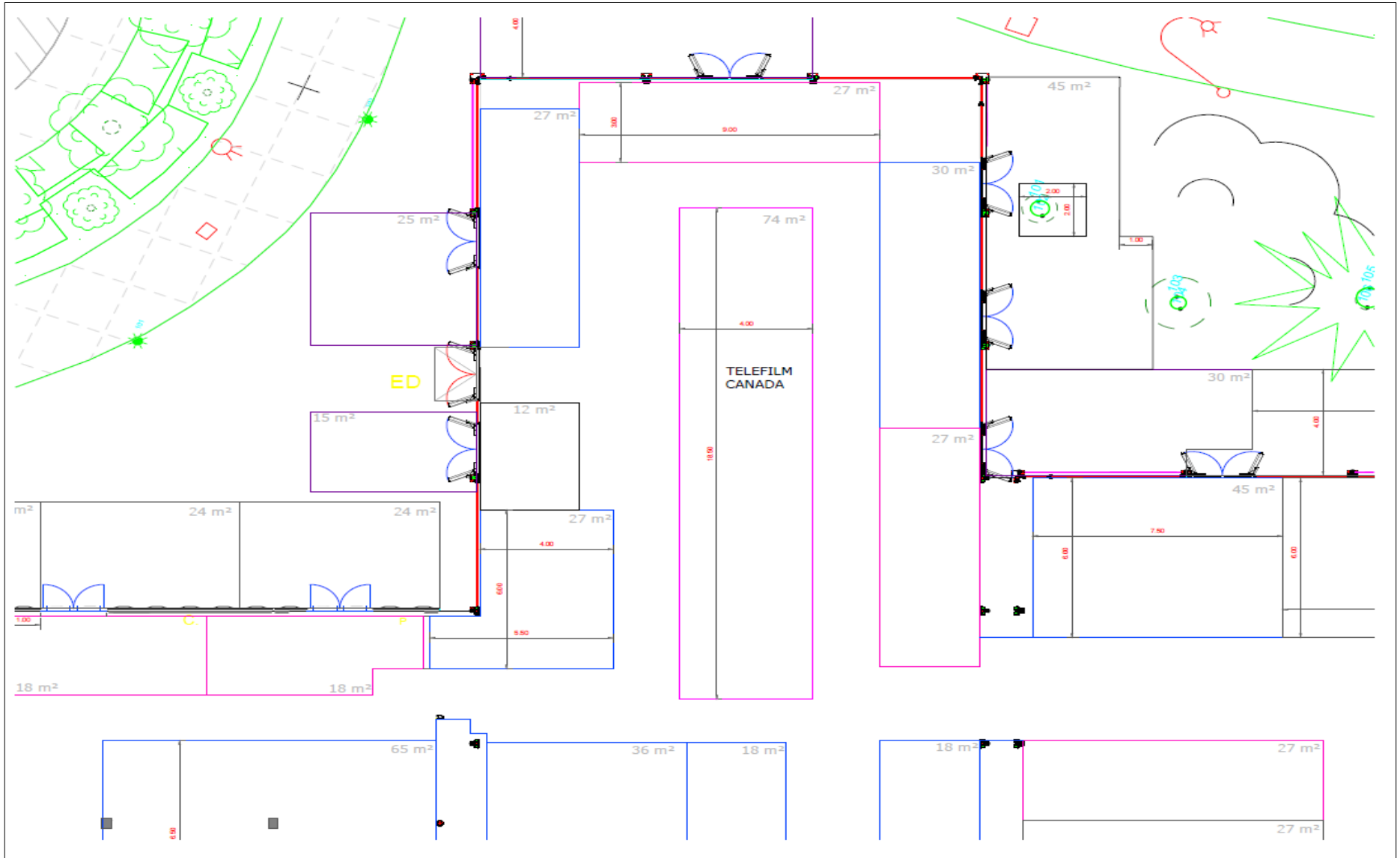
Les aménagements intérieurs des pavillons doivent être autoportants. Le clouage, le vissage et le collage sont interdits sur les bardages. La découpe et le perçement du plancher sont rigoureusement interdits. Toute dégradation sera constatée et la remise en état de la structure sera facturée.

CAUTION :

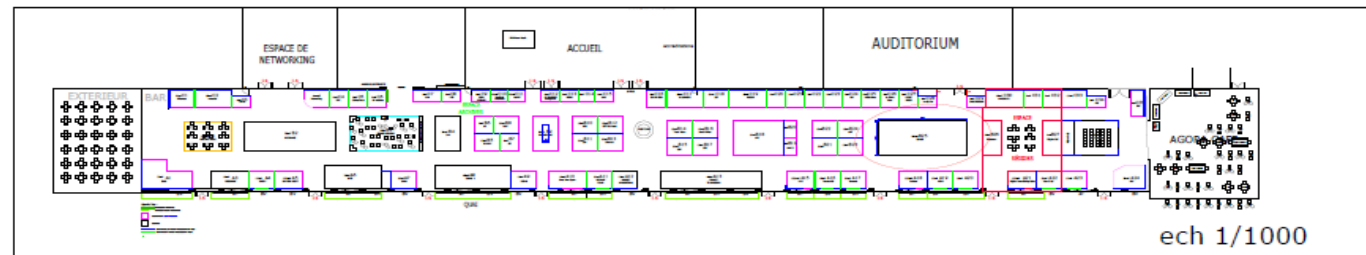
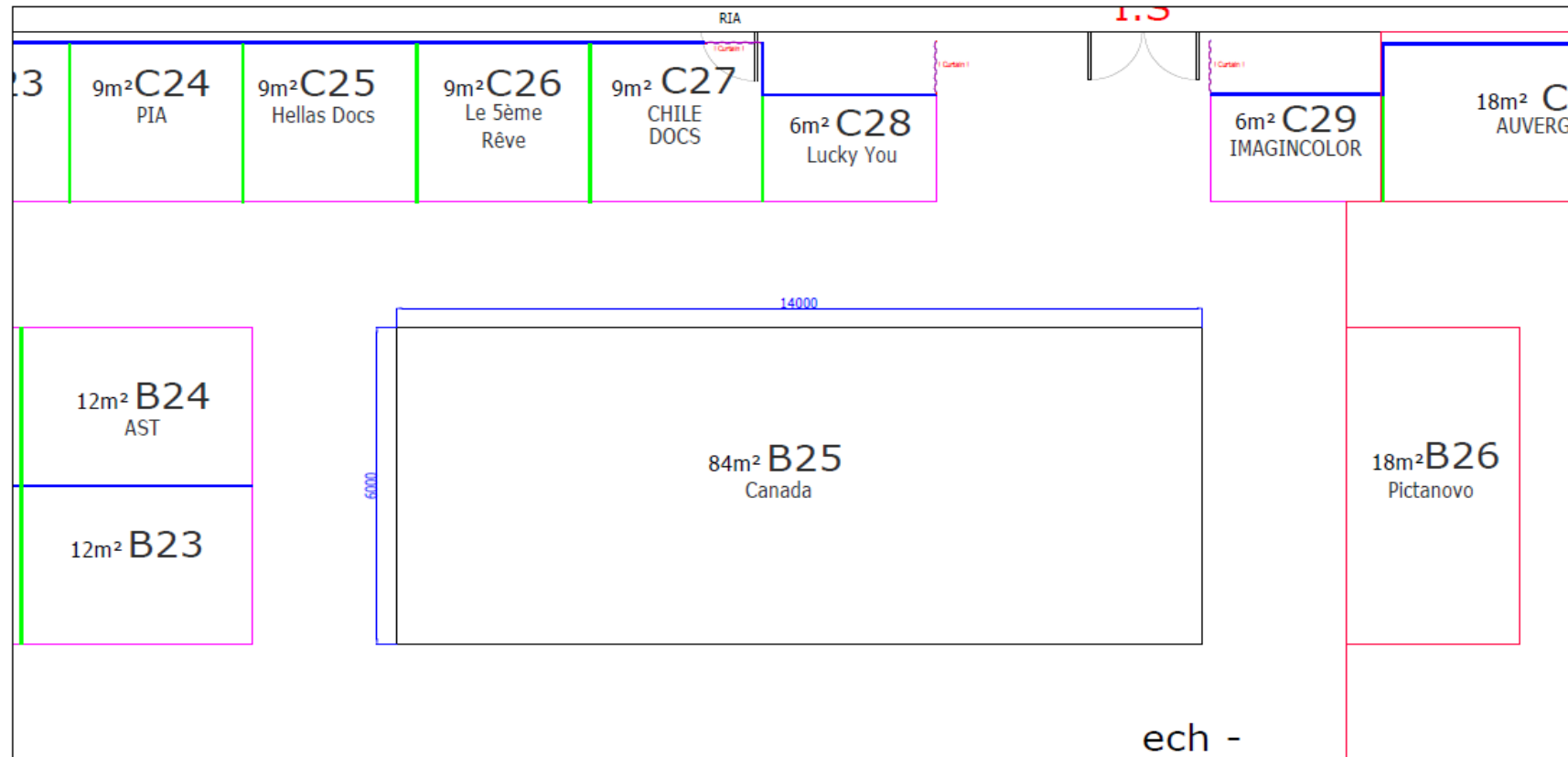
The pavilion inner fittings must be self-standing. Screwing, sticking and nailing are not allowed on the cladding. The cut and the drilling of the floor are strictly forbidden. All damages will be invoiced.

S. T. le 25/02/2022

MIFA (Map and Design Area)



SUNNY SIDE OF THE DOC (Map and Design Area)



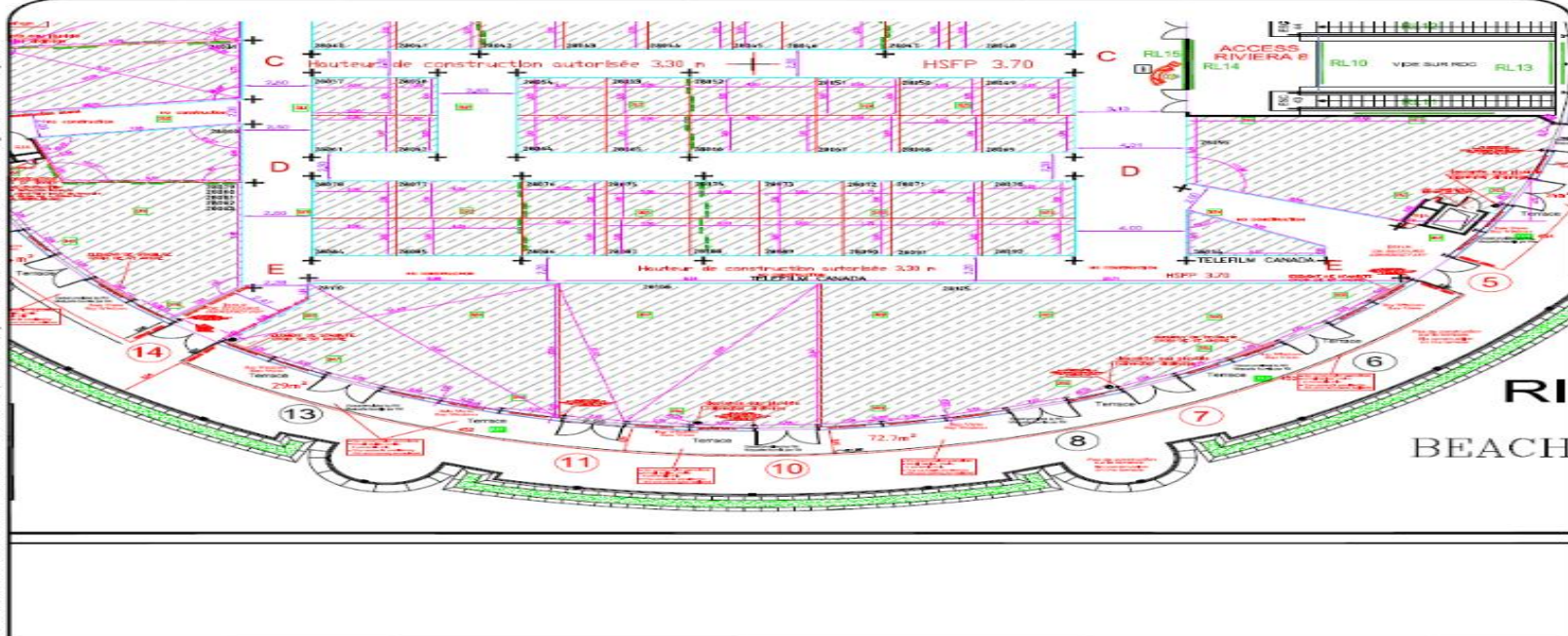
Titre / zone / designation / matériel / dimension etc		
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Zoom Stand Canada		

MIPCOM (Map and Design Area)

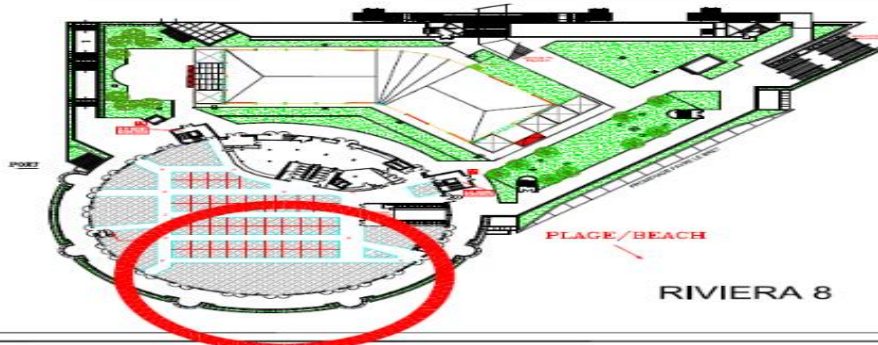
Plan de votre stand / Plan of your stand

This plan is not a contractual document. The cotations provided by the Palais des Festivals are not guaranteed by RX

Ce plan n'est pas un document contractuel, les cotes communiquées par le Palais des Festivals ne sont pas garanties par RX



MENTIONS / REMARKS :
 - Tout élément décoratif utilisant de l'eau, (type mur d'eau, fontaine, etc.) est interdit / Any decorative element using water (such as water wall, fountain, etc.) is forbidden.
 - Aucune décoration n'est autorisée sur les baies vitrées et les terrasses; veuillez contacter le Service Commercial RX pour toute demande spécifique de branding ext./ no decoration is authorized on the bay windows or terraces, please contact the RX Sales Department for any specific request of branding.



LEGENDE / LEGEND	
	3,75m HAUTEUR SOUS PLAFOND / CEILING HEIGHT
	3,30m HAUTEUR CONSTRUCTION MAXIMUM / MAXIMUM CONSTRUCTION HEIGHT
	FORMULE A - FORMULA A : CLOISON MELAMINE : 2m45 / MELAMINATED PARTITIONS : 2m45
	MUR EXISTANT EN BETON / EXISTING CONCRETE WALL
	Boitier Electrique / Electrical Box
	DELIMITATION DU STAND / STAND BOUNDARY LIMITS
	prise telephone Palais / Palais' phone plug branchement pour coffret d'alimentation électrique (au plafond) telephone connection and electric plug to connect power supply box (from ceiling)