



5500 Rose Cherry Place
Mississauga, Ontario
Canada L4Z 4B6
Phone: 905-502-9100
www.hersheycentre.com

Facility Rental Information

LARGE SPECTATOR ARENA/ MAIN BOWL RENTAL



Located twenty minutes from downtown Toronto and fifteen minutes from Toronto's Pearson International Airport, the Hershey Centre is ideally suited to capitalize on shows playing in this area and to attract events that are looking for medium-sized venues that offer large building amenities. As a member of the SMG family, the Hershey Centre is able to capitalize on tour routing schedules of shows that play in our buildings annually.

Commercial Rate:

The starting Rate Card for all large event rentals in the Spectator Arena/Main Bowl is \$ 5900.00 per day (plus applicable tax, CDN Funds). Defined as events whereby ticket sales, sponsorships, subleasing or other means are used to derive revenues from the use of the Main Bowl.

Full Daily Rental Rates Include:

Main Bowl facilities include dressing rooms, standard lighting, heating and air conditioning and water as installed and standard cleaning services in common public areas in normal and reasonable amounts. All labour including production, post event cleaning, supplies and equipment are considered additional expenses and will be charged at the rates listed in Equipment, Staffing and Service rates.



* Price are subject to change (package updated December 2016)



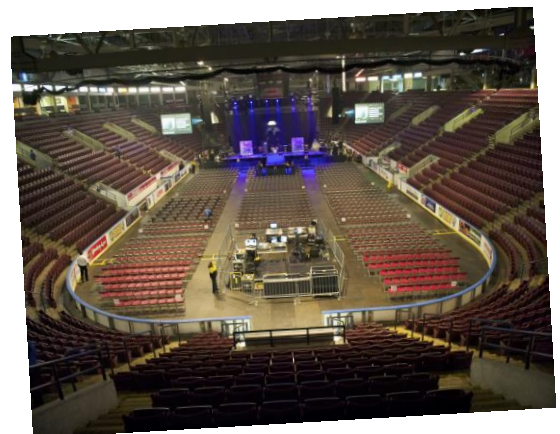
SERVICE RATES

Service

Rate

Rate Card/Rent	\$5900.00 per Event Day (plus HST 13%)
Extra Days for Move In/Out:	60% of the Daily Rate Card/Rent (plus HST 13%)
Harmonized Sales Tax	13% (HST)
Box Office Fee	\$500.00 per Event Day Ticketmaster inside charges
Credit Card Charges	2.5% on Gross Credit card ticket sales
Capital Replacement Surcharge	\$2.25 per Ticket Sold (plus HST 13%) (not included in gross ticket sales)
Merchandise/Novelty Sales	Negotiated Rate
Set-Up/Tear Down Labour Charges	Varies by Event Rental
Catering Provided by SMG Canada	Prices Subject to Catering Options
Post Event Clean	Varies with Set-Up and Attendance
SOCAN (Canadian Music Licensing)	Appropriate Tariff Applies

** City of Mississauga Permits/Licenses/Insurance etc. are the sole responsibility of Promoter and will vary by event.



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EQUIPMENT & STAFFING RATES

Service	Rate
In-House Equipment (Ice Deck, Chairs, Stage, Follow Spots etc.)	Based on Requirements
Guest Services/Event Staffing (Ticket Takers, Ushers) (HST applies 13%)	\$16.00 per Staff Member/Hour \$18.00 per Supervisor/Hour
Third Party Good or Services (*HST 13% applies)	
Police	\$105.00 per Hour/Officer
Police Cruiser	\$40.00 per Hour/Car
Paramedics (team of 2)	\$75.00 per Hour
Security	\$20.00 per Hour/Guard
Electrician (estimated for show connect/disconnect)	Varies Per Event
Conversion Labour Estimate (*HST 13% applies) (glass in/out, floor down, stage setup, chair setup)	
Setup/Teardown	\$20.00 per Staff Member/Hour
Ice Painting	Varies by Event Requirements
Operations Labour Estimate (Load In/Out)	\$20.00 per Staff Member/Hour *Based on Event Requirements
Custodial	\$16.00 per Staff Member/Hour *Based on Event Requirements
Production Labour (NASCO)	Varies by Event Requirements (*See Rate Card, Exhibit A)
Production Requirements	Based on Promoter's Technical Requirements

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TICKETING

The Hershey Centre Box Office is located directly at street level just off Rose Cherry Place at Gate A. The Hershey Centre Box Office is serviced through Ticketmaster Canada.

Ticketmaster Charge By Phone:
1-855-985-5000 or www.ticketmaster.ca

Service

Rate

Hershey Centre Box Office Rate	\$500.00 per Event Day plus HST (13%)
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Ticketmaster Convenience Charges

(the following will be charged to customers purchasing Event Tickets):

Telephone and Internet Sales	\$4.75 per Ticket
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Retail Ticket Centre Sales	\$4.75 per Ticket
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Handling Fees	\$2.75 per Order
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** Handling fee per order (regardless of the number of tickets) shall be charged for each order placed through Ticketmaster's Charge By Phone Centre, or via Ticketmaster's Internet Website in addition to the per ticket charge.

The above services charges and handling fees are revisable annually by Ticketmaster and may increase upon written notice by SMG (Canada) ULC.

Other Charges:

Ticketmaster has the right to charge the customer additionally for customer related special delivery options such as priority courier and orders placed outside the Metro Toronto Area.

Credit Card Fees: 2.5 % on all credit card sales

(VISA, Mastercard, American Express)

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Private Management for Public Facilities

Event Security Planning

Guest comfort, safety and satisfaction are paramount to the success of each event. For this reason each event will be planned and staffed individually based on specific event related information.

Final event staffing levels and component parts of the overall event security plan will be solely at the discretion of SMG (Canada) ULC.

Pre-Announcement/On-Sale

SMG (Canada) ULC management, and additional parties, as required, will meet with the individual promoters in advance of any event announcement or ticket sales. This meeting will be used to discuss the individual factors that will dictate the required levels of preparedness including:

- Artist or principals
- Event Genre
- Age Demographic
- Presence of alcohol sales
- Duration of the event including intermissions
- Expected attendance.
- Past history in other markets.
- Past history in this market.
- Past history in this building.
- Specific Event details such as area/footprint in use, general admission or reserved seating, etc.
- Details specific to the event that may increase the threat level.
- Any other reason that would indicate an increased threat level.
- Potential Gross ticket sales and cash handling/transport requirements

After discussion with the promoter SMG (Canada) staff will plan and staff accordingly. If required a specific security meeting will take place with appropriate third party service providers. They may include:

- Peel Regional Police
- Provincial law enforcement.
- National law enforcement.
- Private security providers.
- Local fire services.
- SMG event staff.

Pre-Event

In order to maximize event success for the promoter a pre-event meeting or conference call will take place, likely two to three weeks before the event date. If expected attendance, based on ticket sales to that point and history in other markets, increases or decreases substantially from the pre-announcement projections, adjustments will be made to the staffing levels of each component of the security plan.

Event Day

Staff event briefing will precede events to ensure all event personnel aware of any risks or specific procedures for the event. They may include:

- Accreditation
- Staff deployment
- Security deployment
- Police deployment
- Increased ingress measure-bag checks, pat downs and/or metal detectors.
- Special Radio procedures.
- Ingress plans if different from standard operating procedure.
- Egress plans if different from standard operating procedure
- Alcohol policies.
- Promoter/artist requests.
- Off limit areas.

It is not the facilities intent to create an environment that will be onerous on the promoter or create costs that would cause financial hardship. It is our intent to create a safe environment for guests, staff, artists and third party providers.

FACILITY CONTACTS

Facility Bookings:

Mike Hamilton
Executive Director & General Manager

905-615-3290
mike.hamilton@mississauga.ca

Natalie McBoyle
Assistant General Manager

905-615-3303
natalie.mcboyle@mississauga.ca

Erlinda Magdales
Director of Finance

905-615-3234
erlinda.magdales@mississauga.ca

Kristine Kubota
Booking Manager

905-615-3291
kristine.kubota@mississauga.ca

Marketing

Stephanie Skretkowski
Marketing Manager

905-502-9100 ext. 2929
stephanie.skretkowski@mississauga.ca

Ticketing/Box Office

Lorraine Evans
Manager of Ticketing

905-615-3903
lorraine.evans@mississauga.ca

Guest Services

Michael Menchella
Manager of Guest Services

905-502-9100 ext. 4694
michael.menchella@mississauga.ca

Operations/Event Technical Set-Up

Chris Noakes
Event Services Manager

905-615-3295
chris.noakes@mississauga.ca

Food & Beverage/Catering

Patti Fawcett
Director of Food & Beverage

906-615-3297
patti.fawcett@mississauga.ca

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Private Management for Public Facilities

NASCO (STAGE HAND LABOUR RIGGERS)

Exhibit A * Rates for 2016/2017

Position	Current Rate/Hour
Board Operator	\$32.93
Camera Operator	\$32.59
Fork Lift Operator	\$28.61
Ground Rigger	\$28.13
Head Audio	\$27.37
Head Carpenter	\$27.37
Head Lighting	\$27.37
Head Properties	\$27.37
Head Rigger	\$45.85
Head Video	\$27.37
Head Wardrobe	\$27.37
High Rigger	\$44.06
Spot Operator	\$26.62
Stage Hand	\$25.83
Supervisor	\$39.52

*Taxes NOT included in above quotes. Prices may change at any time.

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