

Coca-Cola COLISEUM

VENUE RENTAL &
TECHNICAL GUIDE



TORONTO AS A MARKET

WHERE THE WORLD IS WATCHING

Toronto boasts six million potential ticket buyers as the largest city in Canada and the third largest city in North America. One-quarter of Canada's population lives within a 100-mile radius of the Greater Toronto Area (GTA). Despite 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 its unique culture. More than 90 different ethnic groups live here. With over 80 languages spoken and a population from 170 countries of origin, this is one of the most diverse regions in North America.

Welcoming over 18 million visitors annually, the Toronto region is the number one tourism destination in Canada. We have earned an international reputation for our unrivaled quality of life and impressive sports, cultural, and entertainment offerings.





COCA-COLA COLISEUM ATA GLANCE

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 5,000 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

SUITES AND SEATS:

Luxury Suites: 38 suites,

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

ABOUT COCA-COLA 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 Jimi 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.

The Coliseum was known as Ricoh Coliseum from 2003 until 2018. Now known as Coca-Cola 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. Coca-Cola Coliseum also hosts a range of mainstream concerts and shows throughout the year. It has been awarded Major Facility of the Year Award (venue with capacity under 8,000) from Canadian Music Week. 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, Coca-Cola 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. Coca-Cola 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.



GREENING INITIATIVES

Together with Exhibition Place, Coca-Cola 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.

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 Coca-Cola Coliseum, please contact the following:

Coca-Cola Coliseum Bookings:
ColiseumRentals@MLSE.com

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 the 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 Coca-Cola Coliseum 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 non-refundable deposit in a timely fashion. Protection Policy: For shows considered to be competing for specialized markets, Coca-Cola 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

Inquiries and requests to put a date on hold are regularly received for event dates at Coca-Cola Coliseum. 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.

RENTAL STRUCTURE

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

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 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 nonresident 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. 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.



Heritage Court Entrance



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 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 Coca-Cola Coliseum, 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 the forfeiture of the Licensee's deposit. Coca-Cola Coliseum 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 Coca-Cola Coliseum waives this right for advance payment, the client will be billed for all other charges (staffing, equipment and technical services) and the conclusion of the event. These monies will be deducted from the Ticket Office revenues and a payment representing the balance will be issued to the Licensee within a timely fashion.

All non-ticketed events are required to pay all Coca-Cola Coliseum 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 Coca-Cola Coliseum reserves its rights with respect to other amounts due under the Venue License Agreement.

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



HOUSE PACKAGE

HOUSE PACKAGE

House Package includes: Stage (40 x 60 feet), Padded chairs (up to 1750 in-house), Two (2) forklifts, Four (4) follow spot lighting fixtures (operators additional), In-house pipe and drape

DETAILS OF STAFFING INCLUDED IN HOUSE PACKAGE

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)
Event stand-by	Event stand-by (washrooms & roamers)	Power	In-house barricade
Curtain set-up	Post-event cleaning	Hydro	
		Engineer	
		Carpenter	
		Technician	
		House light operator	

STAFFING BASED ON 5 / HOUR STANDARD STAFF CALL

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

HOUSE EXPENSES (ON TOP OF RENT) AND/OR ADDITIONAL CHARGES

STAGEHANDS & RIGGERS (IATSE crew, call established per production requirements)	CREDIT CARD COMMISSIONS
SOCAN (music publishing royalties)	VIDEOBOARD & IN-ARENA BROADCAST SYSTEMS OPERATION
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*	OFFSITE PARKING (Budget \$60/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	FILMING & RECORDING FEES
K9 EXPLOSIVE DETECTION DOGS	

*The use of confetti is not permitted without prior written approval from Coca-Cola Coliseum. A cleaning fee of \$4,000 will be applied if approval for use is granted.

At no time is the use of Mylar, metallic paper, or foil confetti permitted.





TICKET SALES & 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

Coca-Cola 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 Coca-Cola 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 Coca-Cola Coliseum the value of which shall not be included as part of proceeds for ticket sales.

SUITES

Coca-Cola Coliseum has 38 Luxury Suites located on the 4th floor of the arena for 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 Coca-Cola 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 not exceed 421 seats. Any revenue generated by additional suite seating sales will be included in the ticket manifest.

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 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 forty-eight (48) hours 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 via email.

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 provide 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 Coca-Cola Coliseum.

COCA-COLA COLISEUM TICKET OFFICE INFORMATION

The Coca-Cola Coliseum Ticket Office is located in the west end of the building and is open on event days only. Generally, the Ticket Office opens three (3) hours prior to gates, and remains open one (1) hour following the start of the event.

EVENT STAFFING AND EXPENSES

Coca-Cola 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.





MARKETING & SPONSORSHIP

Our Marketing 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.

EVENT MARKETING

Advertising:

Our Event Marketing team can effectively and strategically place local and national media for your event within your advertising budget. Our team will put together an advertising plan that successfully reaches your demographic and remains cohesive within your marketing mix.

** When advertising your event at Coca-Cola Coliseum, you must always specifically use “Coca-Cola Coliseum” and NOT MLSE, Maple Leaf Sports & Entertainment, CCC, Coke Coliseum, the former name of the arena (Ricoh Coliseum) or any other variation. Please note the dash within the name as well. Any and all use of the logo or likeness of the venue must be approved by your Venue Marketing representative who will provide you with the proper logos. Note: The venue logo is to never be placed on a blue background under any circumstances.

** Signs, posters or advertising that promote or advertise events at Coca-Cola Coliseum require prior written approval from your Venue Marketing 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: the MLSE Live Insider. We currently reach approximately 140,000 live entertainment fans (as of January, 2020).

Social Media:

Our Marketing Team has the ability to advertise your event in real-time through our social media outlets. From event and on-sale announcements 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. Coca-Cola Coliseum assets include: venue website, posters, matrix placement, exit/entrance handouts, season seatholder e-newsletters as well as in-game advertising opportunities (when available). Please refer to our Coca-Cola Coliseum marketing opportunities guide for more details or speak to your Venue Marketing representative.

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 Coca-Cola 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

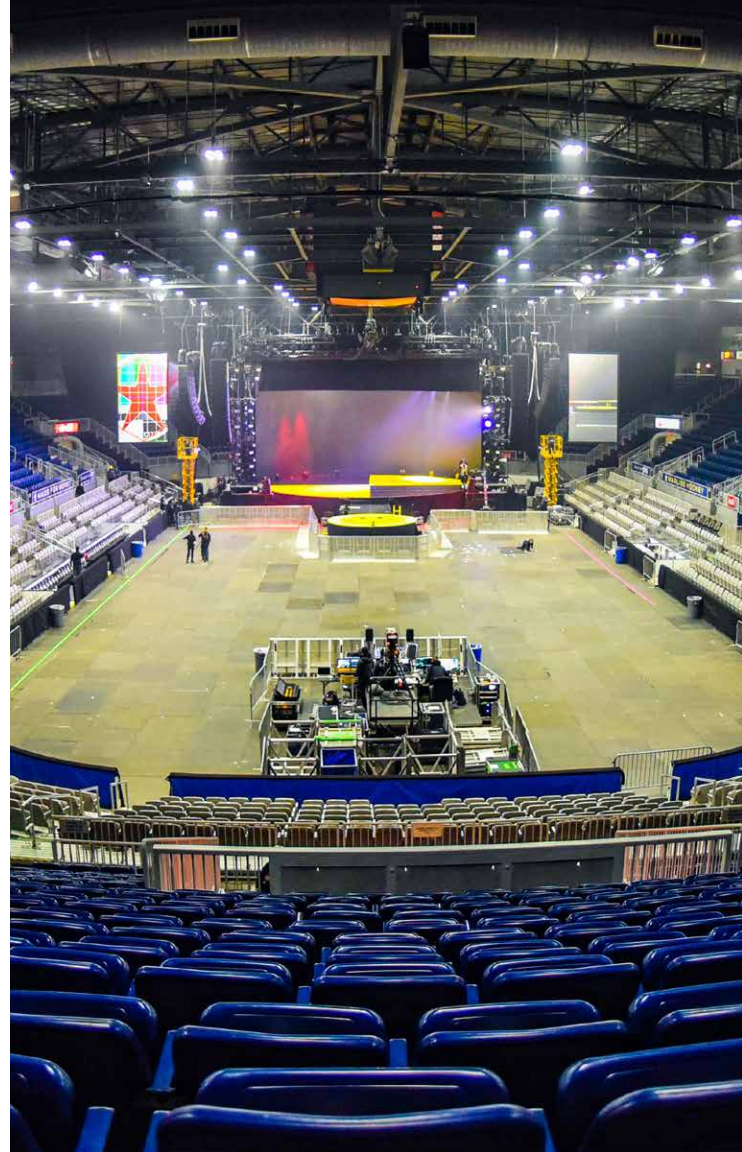
Where competitors of official partners are identified as seeking such a presence, the matter should be discussed in advance with your Marketing representative. In concert situations, competitor signage will be restricted to on or close to the stage and competitor promotion will be restricted to content 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 Coca-Cola Coliseum is subject to prior approval of Coca-Cola 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 &
BEVERAGE
SERVICES**

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

COCA-COLA COLISEUM CATERING

Whether it's a group of ten or a thousand, Coca-Cola 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 Coca-Cola Coliseum Catering cater your next event

COCA-COLA CONCESSIONS

There are many concession stands and quick service locations throughout Coca-Cola Coliseum, providing a variety of food and beverages. Fresh quality foods are readily available featuring local brands such as Pizza Pizza and Smoke's Poutine as well as other exclusive MLSE concepts featuring St. Patties Burgers, Deli Sandwich Cart and Food Junction.



SAFETY & 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 Coca-Cola Coliseum.

EVACUATION PROCEDURES

Coca-Cola Coliseum has established evacuation procedures for emergency situations. All Coca-Cola 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 pyrotechnics or any potentially combustible materials will require Fire Department approval.

FIRST AID

First Aid can be reached on radio or by contacting your Event Coordinator. 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.

Coca-Cola Coliseum has a strict no smoking/vaping policy. As with cigarettes, personal quantities of cannabis can be brought into the building, but is not to be consumed or used inside our venue at any time. Smoking or vaping of any kind will result in ejection from the Arena. Coca-Cola Coliseum has a strict no in/out policy. In/out privileges will be granted by security for personal consumption for **MEDICAL PURPOSES ONLY**. Please note that if you are in possession of cannabis for recreational use, edibles will not be granted entry into our venue and it cannot be used at any time while in our facility.

Coca-Cola Coliseum is a smoke-free building.

HOSPITAL EMERGENCY CARE

Coca-Cola 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 Div. | 399 Bathurst Street | Toronto, Ontario | M5T 2S8

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

CONFETTI

The use of confetti in Coca-Cola Coliseum is not permitted without prior written approval of facility management. At no time is the use of 'Mylar' confetti or other reflective foil confetti permitted. Approval will be subject to additional cleaning costs.

PYROTECHNICS AND SPECIAL EFFECTS

Coca-Cola 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 Coca-Cola 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)
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SECURITY AND CROWD MANAGEMENT

Coca-Cola Coliseum maintains its own security force responsible for base building security and the safeguarding of Coca-Cola Coliseum property. Special security services may be arranged with your Event Coordinator. Coca-Cola 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

Please assign one (1) person to be the liaison for your event and provide this person's phone number to Coca-Cola 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

Coca-Cola 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 Coca-Cola 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

EVENT PASSES

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

PROHIBITED ITEMS

Coca-Cola Coliseum may use magnetometers in tandem with handheld wands to conduct security screening. The following items are not permitted in Coca-Cola Coliseum:

- 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)
 - All hardsided bags and bags larger than 14 x 14 x 6
 - 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 Coca-Cola Coliseum
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POLICE SERVICE

Coca-Cola 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 Coca-Cola Coliseum security and the Toronto Police Services. All costs associated with police services are the responsibility of the client.

SECURITY ACCESS SYSTEM

Coca-Cola 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.





Coca-Cola COLISEUM
WEST ANNEX

GENERAL BUILDING INFORMATION

The following pages provide more detailed information on Coca-Cola 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: Coca-Cola Coliseum is equipped to provide two (2) outdoor parking spots at our loading area for event trucks. There is limited space available for on-site bus and truck parking, however, parking may be arranged in nearby lots through your Event Coordinator.

Public Parking: Coca-Cola Coliseum is located on Exhibition Place grounds, which contains over 5,000 parking spaces. Coca-Cola 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 Coca-Cola 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 Coca-Cola 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 Coca-Cola Coliseum by the promoter, or its artists and attractions.

PUBLIC TRANSPORTATION

Coca-Cola 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.gotransit.ca

WEBSITE

Visit the official website of Coca-Cola Coliseum for schedules, event and facility information:

<https://coca-colacoliseum.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. The following pages provide more detailed information on Coca-Cola Coliseum's many other general services, for pick up.



TECHNICAL INFORMATION

The following pages provide more detailed information on Coca-Cola 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)

FLAT FLOOR:

248' x 114', floor anchors for circus tie downs

CONCERTS:

200' x 85', subject to seating configuration

ICE COVER:

Arenadeck

DRESSING ROOMS

COMMUNITY DRESSING ROOM 1

Area: 24' x 19'

Stage Right

Washroom and showers

One (1) television

COMMUNITY DRESSING ROOM 2

Area: 18' x 15''

Stage Right

Washroom and showers

One (1) refrigerator

REFEREE'S LOCKER ROOM 5

Area: 12' x 10'

Stage Right

Washroom and showers

**OFFICIALS DRESSING ROOM 6
ROOM 132**

Area: 9' x 12'

Up Stage Right

Washroom and showers

COMMUNITY DRESSING ROOM 4

Area: 15' x 15'

Stage Right

Washroom and showers

COMMUNITY DRESSING ROOM 3

Area: 12' x 18'

Stage Right

Washroom and showers

PRODUCTION OFFICE

Area: 18' x 19'

Stage Left

Tables and chairs

Four (4) phone/data jacks (local calls only)

WIVES LOUNGE/GREEN ROOM

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 promoter's 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 Coca-Cola Coliseum:

- Two (2) - 6,000 pounds lifting capacity and each with long forks.

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:

- 50,000 pound capacity
- 14' x 9'-9" centers
- 5,000 pound dead hang maximum per point

Centre Stage Rigging:

- 31,000 pound capacity
- 11'-3" x 9'-9" centers
- 5,000 pound dead hang maximum per point

IN-HOUSE CURTAINING SYSTEM

House drape is 50% fullness, hangs in seventeen (17) sections and is installed at house cost in three (3) possible modes:

- End Stage mode
- Concert mode
- Club mode

HOUSE LIGHTING

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

SPOT LIGHTS

Four (4) - Lycian 3000W xenon, moveable spotlights

SHOW POWER

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

- One (1) - 400 amp 600 volt, 3 phase disconnects for step-down transformers available per power requirement.
- One (1) - 200 amp 120/208 volt disconnects in loading area

Coca-Cola 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

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

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

CATWALK

Coca-Cola Coliseum features a catwalk running from the north end of the arena to the south end of the arena; fall arrest safety lines are also installed for rigging.

UNION AFFILIATIONS

Coca-Cola Coliseum is on the grounds of Exhibition Place. The Board of Governors for Exhibition Place maintain collective bargaining agreements with several unions and events must respect the various jurisdictions of their agreements.

Carpentry - Carpenters Local 27

Labourers & Housekeeping - LIUNA Local 506

Electrical - IBEW local 353

Stage and Film & Television production workers - IATSE local 58.

Please ensure you involve the event coordinator in your event labour requirements.



Coca-Cola COLISEUM

45 Manitoba Drive Toronto, Ontario M6K 3C3
(416) 263-3900