

LES  
GRANDS

BALLETS CANADIENS DE MONTRÉAL

presents



The Nutcracker  
**Market**

2011 EDITION

From November 24 to December 4, 2011  
Palais des congrès de Montréal

**A UNIQUE SHOWCASE  
FOR MERCHANTS**

Gourmet pleasures, Christmas decorations, table art, beauty products, toys...

NEW EXHIBITOR PRESENTATION

# THE NUTCRACKER MARKET, a unique shopping experience during the holiday season.

## A NEW HOLIDAY TRADITION

Les Grands Ballets Canadiens de Montréal (GBCM) presents each year The Nutcracker Market, Montreal's unique fundraising Christmas market. The second edition will run from **November 24 to December 4, 2011, in the mall of the Palais des congrès de Montréal (ground floor)**. There will be a **pre-opening cocktail party** with distinguished guests, partners, and exhibitors on **November 23rd, 2011**.

A creative event inspired by Fernand Nault's ballet *The Nutcracker*, The Nutcracker Market aims to become a classic holiday tradition, offering **values** such as **originality, rarity, excellence, quality** and **diversity** of products and price range. The market is **an ideal venue for exhibitors** seeking to position themselves with a wide audience of **mid- to high-income consumers** (particularly the **business community and families**), and above all to offer Montrealers and tourists a **quality shopping experience**.



# SUPPORT A WORTHY CAUSE!

Montreal's only fundraising  
Christmas market.

In order to participate to this event, exhibitors have to remit **10% of their revenues during The Nutcracker Market to Les Grands Ballets Canadiens de Montréal's Nutcracker Fund for Children**. All profits from The Nutcracker Market are donated to this fund.



Photo : Yannick Briand

## THE NUTCRACKER FUND

Established 14 years ago by Les Grands Ballets Canadiens de Montréal, The Nutcracker Fund collects donations to help 1,800 disadvantaged youngsters participate in educational workshops in visual arts, literature and choreography, as well as attend a performance of *The Nutcracker* for free. The Fund also helps the company stage the annual performance of *The Nutcracker*.

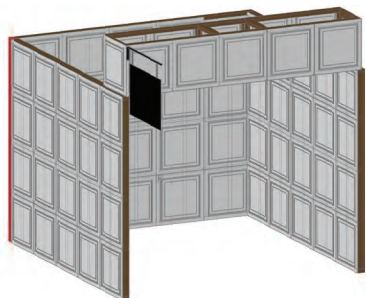
In addition to The Nutcracker Market, the fund is supported by an annual fundraising campaign and the annual Nutcracker benefit brunch. The Nutcracker Fund is one of the few educational programs focusing on disadvantaged children in Montreal.

# BOOTHS

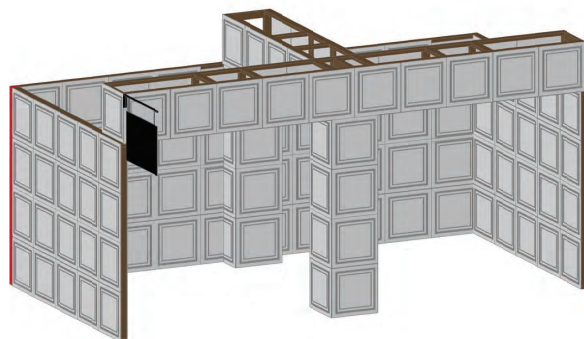
Mall of the Palais des congrès de Montréal  
1001 Place Jean-Paul-Riopelle, Montreal / Place-d'Armes metro



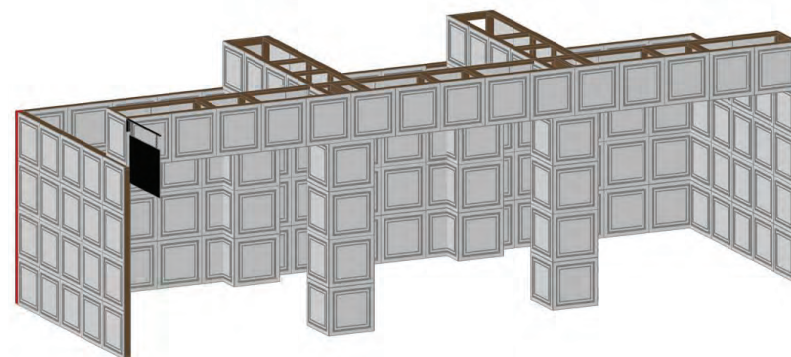
# BOOTH DRAFTS



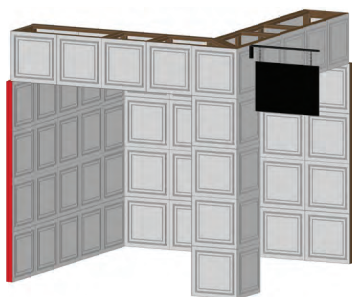
10' x 10' booth



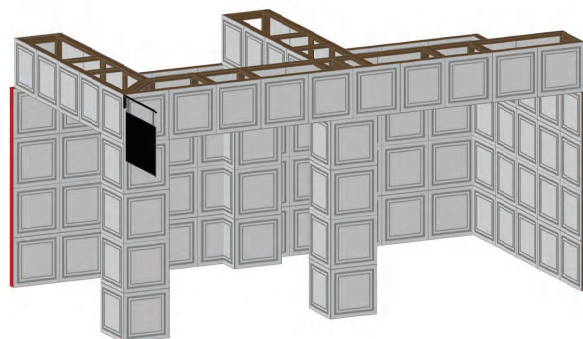
10' x 20' booth



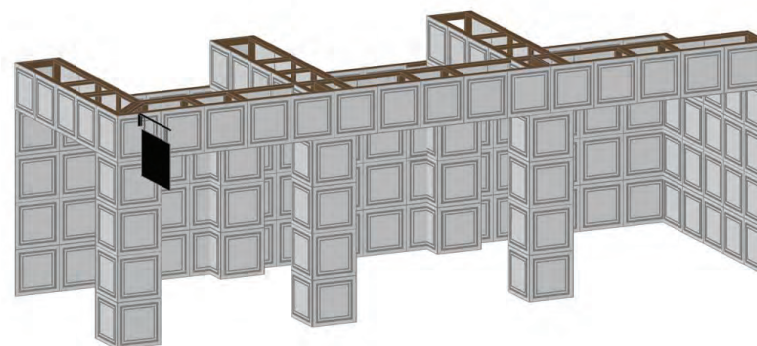
10' x 30' booth



10' x 10' corner booth



10' x 20' corner booth



10' x 30' corner booth

## A WIDE ARRAY OF UNIQUE, QUALITY PRODUCTS

Offering a **one-stop-shopping** experience, The Nutcracker Market is a unique opportunity to visit the booths of more than 100 exhibitors from here and abroad, and to find the **perfect Christmas gift**. All exhibitors are selected based on the **quality, originality, exclusivity and variety** of their products, as well as the accessibility of their price range. Shoppers can choose from fashion accessories to interior and outdoor décor items, table arts and cookware, as well as beauty products, toys and plenty of other unique finds for the whole family.



## A MAGIC, FESTIVE UNIVERSE

Different festive activities are offered to the public in an enchanting setting designed by **Jean-Daniel Pilon**, realized with the collaboration of Les GBCM and Les Trois Producteurs.



## LOCATION

Mall of the Palais des congrès de Montréal  
1001 Place Jean-Paul-Riopelle, Montreal / Place-d'Armes metro

## DATES AND TIMES (TBC)

- **Media pre-opening:**  
Wednesday, November 23rd, 2011, 4:30 p.m. to 5:30 p.m.
- **Opening cocktail party and presale evening (VIP guests):**  
Wednesday, November 23rd, 2011, 5:30 p.m. to 8 p.m.
- **Open to the public:**  
**Thursday, November 24 to Sunday, December 4, 2011.**  
Monday to Wednesday, 11 a.m. to 7 p.m.;  
Thursday and Friday, 11 a.m. to 8 p.m.;  
Saturday and Sunday, 11 a.m. to 5 p.m.

## ADMISSION

To be announced shortly

## VISITORS' PROFILE<sup>1</sup>

The target market is the **business community and families**, in the **mid-to high-income range**, from the Greater Montreal area (approximately 468,000 people).

Number of visitors in 2010: 12,000

- **Sex:** primarily **women** (84%);
- **Average age:** **fairly well distributed**, 31 to 50 years (40%), 18 to 30 and 51 to 65 (27%);
- **Geographic origin:** primarily **from Montreal** (48%) and the Quebec region (20%);
- **Amount spent:** **less than \$100 (60%); between \$100 and \$500 (38%).**

## EXHIBITORS' PROFILE

Over 100 exhibitors will be present, by **invitation only**.

### Selection criteria for exhibitors:

- **Quality** products;
- **Unique and rare** products and/or hard to get in Montréal;;
- **Affordable** prices (ranging from \$5 to \$1,000 and more);
- Interest in developing a range of products based on *The Nutcracker theme*;
- Common denominator: **the ideal gift**.

### Exhibitor categories:

- **Home and decoration** (interior and outdoor items, table arts, Christmas decorations, etc.);
- **Gourmet pleasures** (local products, chocolates and confectionery, alcoholic beverages, tea, coffee, etc.);
- **Fashion accessories** (clothing, jewellery, watches, gloves, hats, etc.);
- **Beauty and well-being** (face and body products, cosmetics, perfumes, etc.);
- **Kids and toys** (toys, clothing, etc.);
- **Other gifts to discover** (family pet items, books, artistic objects, etc.).

<sup>1</sup> Visitor profile based on survey information obtained between November 25 and December 5, 2010 on the Nutcracker Market website, gathered by Survey Monkey

## PROMOTION

The promotional campaign for The Nutcracker Market will be deployed on several platforms, both for English and French networks:

- The Nutcracker Market website, brochure and social networks;
- Print media;
- Radio;
- Television;
- Posting;
- Public relations with a spokesperson;
- Major sponsorships and partnerships (prospect partners: Ville de Montréal, Société des Transports de Montréal, Board of Trade of Metropolitan Montréal, Tourisme Montréal, etc.);
- Direct marketing using Les Grands Ballets Canadiens de Montréal database (20,000 people);
- Special promotion for subscribers of major artistic and cultural institutions in Montreal (goal: 130,000 people).



LAST EDITION PROMOTION PLAN AVAILABLE  
ON THE WEBSITE (EXHIBITORS' ZONE)

## BOOTH RENTAL RATES

BOOTHS sizes	RATES + taxes before July 1st, 2011	BOOTHS sizes	RATES + taxes before July 1st, 2011
10' x 10' BOOTH	\$2,400* + taxes (\$2,500 afterwards)	10' x 10' CORNER BOOTH	\$2,900* + taxes (\$3,000 afterwards)
10' x 20' BOOTH	\$2,900* + taxes (\$3,000 afterwards)	10' x 20' CORNER BOOTH	\$3,400* + taxes (\$3,500 afterwards)
10' x 30' BOOTH	\$3,400* + taxes (\$3,500 afterwards)	10' x 30' CORNER BOOTH	\$3,900* + taxes (\$4,000 afterwards)



Photo : Rodolphe Galant

\* In addition to the booth rental rate, 10% of exhibitors' revenues (plus taxes) during The Nutcracker Market must be remitted to Les GBCM's Nutcracker Fund.

### THE RENTAL FEE INCLUDES:

- **Booth** including:
  - three panels painted white
  - front display decorated with **tinsel, Christmas balls and lights**
  - **sign** with exhibitor black-and-white logo
  - **2 lights** on interior front display (additional lighting advised)
  - **basic power outlet (electricity costs included)**
  - **phone line** for banking transactions
- **Assembly and dismantling** of basic booth;
- **Storage space;**
- **Basic security service** provided by Palais des congrès de Montréal;
- **Promotion**
  - **of the event** (see preliminary promotion plan previously)
  - **of the exhibitor** in The Nutcracker Market brochure and on the website (possibility of purchasing ad space – additional costs TBD, depending on available space)
- **Reduced-rate tickets to the opening cocktail party;**
- **Passes to The Nutcracker Market;**
- Possibility of **additional services** (electrical and telecommunications services, maintenance, cleaning of booth, security, food services, etc. – additional costs, see exhibitors' guide coming soon).

## 2011 NUTCRACKER MARKET TEAM

### Founder

Mr. Alain Dancyger, Executive Director, Les GBCM

### Honorary President

To be announced shortly

### Spokesperson

To be announced shortly

### Project Direction / Fundraising – Les GBCM

Mrs. Elise Charbonneau, Director, Fundraising and Events

Mrs. Antonine Salina, Project Manager, The Nutcracker Market

Mrs. Geneviève Dubé, Fundraising and Events Coordinator

Mrs. Virginie Ducanos, Individual Giving and Volunteer Activities Manager

### Communications – Les GBCM

Mrs. Francine Arsenault, Director, Communications

Mrs. Sheila Skaïem, Executive Assistant and Communications Coordinator

The Nutcracker Market Medias: Brigitte Chabot Communications

### Marketing – Les GBCM

Mr. Olivier Le Galliard, Director, Marketing and Sales

Mrs. Marie-Laurence Cloutier, Marketing Coordinator

Agency: Upperkut, Advertising, Design and Social Networks

### Technical Director

Mr. Vincent Bastien, Les Trois Producteurs

### Designer

Mr. Jean-Daniel Pilon, JDP Productions

### Committee

To be announced shortly

## CONTACTS

For more information on The Nutcracker Market, please contact:

### Mrs. Elise Charbonneau

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### Mrs. Antonine Salina

Project Manager, The Nutcracker Market

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