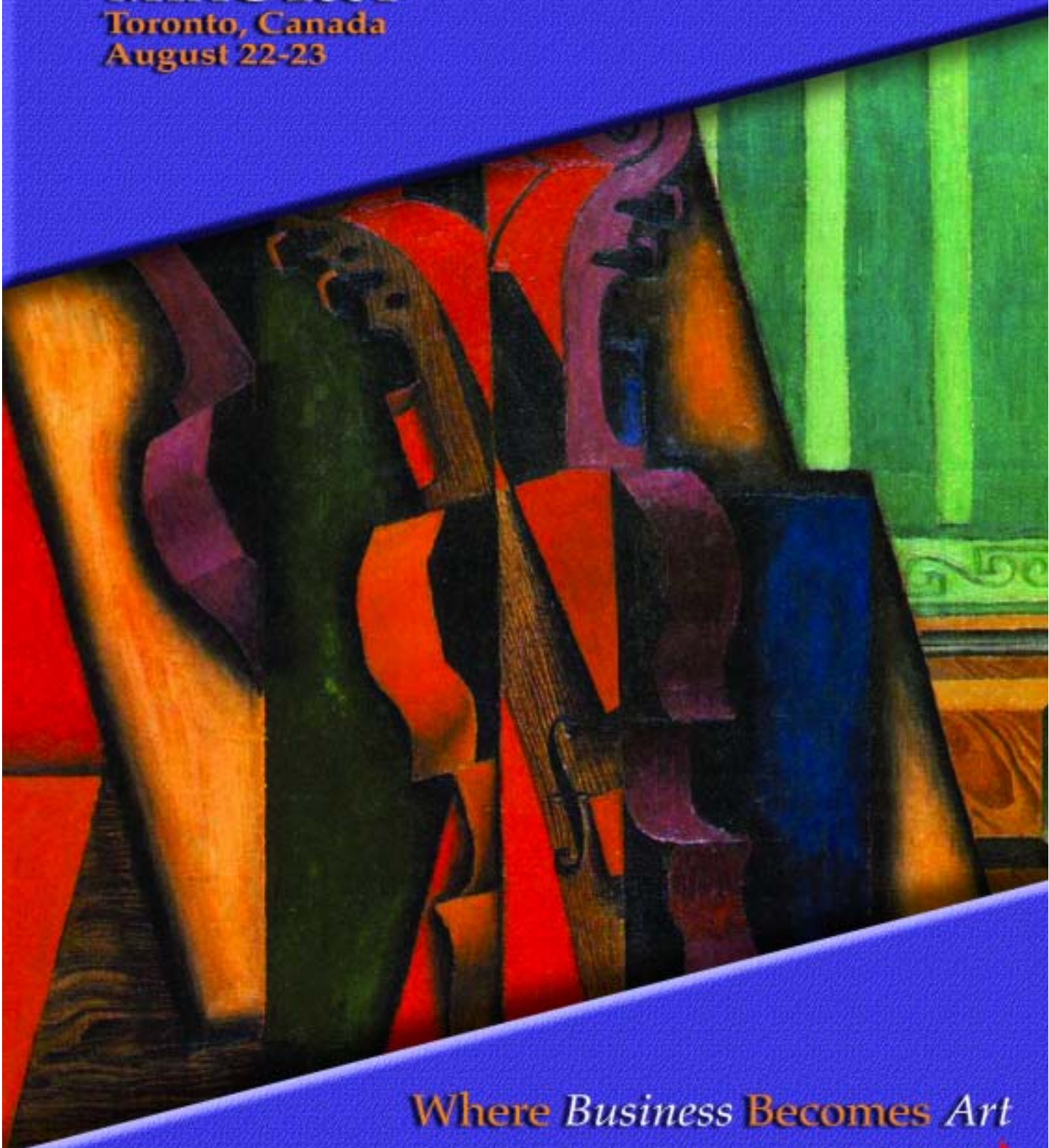


MIAC 2004
Toronto, Canada
August 22-23



Where Business Becomes Art

EXHIBITOR INFORMATION

THE INTERNATIONAL ASSOCIATION OF COMMERCE
MIAC
ASSOCIATION INTERNATIONALE DU COMMERCE

Be A Part Of MIAC's 33rd Annual Trade Show!

In 2004, The MIAC Show will begin a 3-year run in the new state of the art Hall 5 at the Toronto International Centre. This year's show will feature:

- 120 exhibitors from around the globe
- 2000 retailer and industry attendees
- 2003 space rates in 2004
- Free admission and free parking
- PAL Showcase, Canada's largest Pro Audio and Lighting Show
- Great social events and networking opportunities
- A special \$109 CDN (\$85 US) room rate at the Toronto Airport Marriott
- Free shuttle bus service
- \$50 from each booth sold goes to support music education in Canada

If you're really serious about your share of the Canadian music products market, then reserve your booth space today for MIAC 2004. All space will be allocated on a first-come first-served basis.

Host Hotel

MIAC's host hotel will be the Toronto Airport Marriott with the great rate of \$109 CDN (\$85 US) per night. Space is limited and we urge you to book soon to avoid disappointment. Call 416-674-9400 or 800-228-9290 or visit www.marriott.com

The PAL Showcase

The annual MIAC trade show features the PAL Showcase which is Canada's largest pro audio, lighting and video show drawing exhibitors from around the world and attendees from across Canada.

2003 Space Rates in 2004

MIAC is pleased to announce we are holding the line on pricing for 2004. There will be no increase in the space rate over 2003.

The People Mover

The shuttle's back for 2004 with free express service between the host hotel and the International Centre.

A New Home

MIAC's home for the next 3 years will be the International Centre's new Hall 5. This two-year old, state of the art facility offers a pillarless show floor, easy move in/move out, access to all major transportation and free parking.

The Dealer Appreciation Program

Back for its 3rd year and bigger than ever, the unique MIAC Dealer Appreciation Program delivers your customers to the show. Any dealer coming from more than 600 km (375mi.), will receive one night's hotel accommodation on MIAC. Visit www.miac.net for complete information.

The MIAC Incubator Program

If you are an independent young company in business for 18 months or less and have not been a past MIAC exhibitor, take advantage of a special one-time opportunity that will save over \$500 CDN on your first booth. If you know of a company that qualifies, call David Stein at (877) 288-7018 for more information.

The Canadian Industry Social Events of the Year

From the opening welcome reception to the Retailer's Champagne Breakfast to the Charity Golf Tournament to the industry party of the year, there is something for everyone at MIAC 2004. Check out www.miac.net for complete information.

MIAC Show Sponsorships

MIAC offers a broad and varied sponsorship inventory to suit any objective or budget. Stand out in the crowd with an affordable MIAC sponsorship. Contact David Stein at (877) 288-7018 for more information.

Educational Programs

Take part in a broad range of educational programs for everyone from dealers to sound engineers. The complete seminar agenda will be posted on the MIAC web site.

It's All Online

Access all show information, events, timely updates and online registration for everything from booths to industry party tickets. It's all online at www.miac.net

**Canada's Largest Annual Musical Products & Pro Audio/Lighting Trade Show
in the 6th Largest Music Products Market in the World** 

MIAC 2003 Exhibitors

All the buyers, all the sellers and all the competition in one great place for 2 days!

Accordeons Excellence Inc.
ADK Microphones
Alfred Publishing
A N D Music Corp.
Audio Distributors International (ADI)
Audio Engineering Society (AES)
Audio-Technica US, Inc.
Audionova Inc.
B&J Music Ltd.
Behringer Canada Ltd.
Bingley Distributors
Caisse Design Inc.
Canadian Koala Music
Canadian Print Music Distributors Inc.
C.F. Martin & Co. Inc.
Charlie Argall Music
ClearSonic Mfg., Inc.
Coalition for Music Education in Canada
(CMEC)
Coast Music (a division of JAM
Industries)
Contact Distribution Ltd.
Counterpoint Musical Services
D&H Musical Distributors (Cadeson
Drums)
D.A.S. Audio of America Inc.
D'Addario Canada
Digital Dynamix, Inc.
Direct Music Supply
Dover Publications
East Coast Music Association (ECMA)
Efkey Music Group
Electro-Harmonix
Erikson Audio
Erikson Music
Erikson Pro
G. Leblanc Corporation
George L's Cables
GerrAudio Distribution Inc.
Gillis Music Inc.
Godin Guitar Company
Hal Leonard Corp.
Hardy Guitars
Heintzman Distributor Ltd.
HHB Communications Canada Ltd.
Instrumental Software Inc.

Intellimix Corp.
iSing
Jean Larrivee Guitars Ltd.
Kana Music Canada
Karaoke Des
Kaysound Imports Inc.
Korg Canada
LC Group
Levy's Leathers
Lightronics Inc.
Magic Light Inc.
Manhasset Specialty Company
Mayfair Music Publications Inc.
Mel Bay Publications Inc.
Messe Frankfurt (Canada)
Midland Canada
MOL Marketing Solutions
Mountain Rythm
Multi-Caissez Inc.
NAMM, the International Music
Products Association
Nasom
Norris-Whitney Communications
Omnimedia Inc.
OnBoard Research Corp.
PAL Lounge
Paul Reed Smith (PRS) Guitars
Peate Musical Supplies Ltd.
Perri's Leathers Ltd.
PianoDisc/Mason & Hamlin
PMI International Inc.
PMKK Inc.
Power Group Ltd.
Pratikoos
Rapco Professional Sound Canada Ltd.
Red Deer College (Performing Arts
Department)
Roland Canada Music Ltd.
SABIAN Ltd.
Sennheiser Canada
SF Marketing Inc.
Singer's Choice Studio Tracks Ltd.

Sony of Canada Ltd.
Sound Checker
Soundcraft Canada
Sounds Distribution Inc.
St. Louis Music Inc.
State University of New York
at Potsdam
Steigerman Music Corp.
Stephi Straps
Summit Sound Inc.
Superior Solutions Corp.
Syvex Inc.
Taye Music Inc.
Taylor Guitars
TC Electronics/SGH Publications Inc.
TEAC Canada Ltd.
Technologies For Worship Magazine
Telex Communications Inc.
ThinkWare Canada
Tyler Retail Systems, Inc.
Unisson
Vector Musical Instruments Ltd.
Vellone Communication
Warner Bros. Publications
Wes-Can Music Supplies Ltd.
White Radio/Cygnal Technologies
X-Vision Audio
Yamaha Canada Music Ltd.
Yorkville Sound

MIAC 2004
August 22-23

10:00 a.m. to 6:00 p.m. Daily

The International Centre
Toronto, Canada

Where *Business*
Becomes *Art*

MUSIC INDUSTRIES ASSOCIATION OF CANADA
MIAC
ASSOCIATION CANADIENNE DES INDUSTRIES DE LA MUSIQUE

MIAC 2004 Exhibit Space Application

The International Centre, Toronto, Canada August 22-23

Complete the registration form online at www.miac.net



Company Information

Company Name _____
Authorized Contact _____ Title _____
Address _____
City _____ Province/State _____ Postal Code/Zip _____
Telephone _____ Fax _____
Web site Address _____
E-mail Address _____
Show Category _____ Musical Products Pro Audio Lighting
Key product lines to be displayed _____

I am interested in offering a one-time show special (You will be contacted)

Music Industries Association of Canada (MIAC) Membership

MIAC Membership must be current. Dues are \$267.50 CDN or \$200 US (including GST) MIAC Membership is current
(MIAC memberships run on a calendar year and expire December 31) 2004 MIAC membership dues are enclosed.

Exhibit Space Regulations

Space is sold on a first come first served basis in 10'x10' (100 square foot) increments @ \$15 CDN or \$12.50 US per square foot. Corner booths are only sold with a 20 foot minimum frontage. All exhibitors must be members of MIAC, with annual dues paid in full.

Payment terms: 50% to be submitted with application
50% (balance) due May 1, 2004

Exhibit Space Requirements

a) Single Booth (10'x10') \$1,500 CDN or \$1,250 US \$ _____
(\$15 CDN or \$12.50 US per square foot)

b) Customized Booth

Space Calculation: Frontage: _____ X Depth _____ = _____ total sq. ft.

Cost Calculation: Total sq. ft. _____ X \$15/\$12.50 = \$ _____

Add MIAC Membership (if applicable) \$ _____

Refund Policy

Full refund less 15% administration fee if cancellation received on or before June 1, 2004. There will be no refunds after June 1, 2004.

50% due with application
Balance due May 1, 2004

Subtotal \$ _____

Plus 7% GST \$ _____

Cheque is enclosed in the amount of \$ _____

**Make cheques payable to MIAC, GST#123670192*

VISA

Mastercard

AMEX

The charge to your card will appear under the name
MicroSpec Registration

Card # _____ Expiry Date _____

Cardholder name _____

Signature _____

Return Completed Application and Payment to: MIAC, 33 Medhurst Road, Toronto, Ontario M4B 1B2
(416) 490-1871 • Toll-Free (877) 490-6422 • Fax (416) 490-0369 • Toll Free Fax (877) 809-8600 info@miac.net • www.miac.net

Contact Information

David Stein - Trade Show Manager

Toll-Free 877-288-7018
Toll-Free Fax 877-881-0713
david@miac.net

Al Kowalenko - MIAC Executive Director

416-490-1871, Fax 416-490-0369
Toll-Free 877-490-6422, Fax 877-809-8600
info@miac.net

SPACE RESERVATION

METHOD OF PAYMENT