

## REWARD. RECOGNIZE. ENGAGE.



### CINEPLEX ENTERTAINMENT PROVIDES VERSATILE CORPORATE SOLUTIONS



#### REWARD EMPLOYEES AND PROVIDE INCENTIVES WITH CORPORATE PRODUCTS:

##### CINEPLEX NIGHT OUT

- ▶ 2 general admissions
- ▶ 2 regular soft drinks
- ▶ 1 regular popcorn

##### CINEPLEX CHILD NIGHT OUT

- ▶ 1 children's admission (13 and Under)
- ▶ 1 Kid's Combo includes popcorn tray, kid's soft drink and treat

##### CINEPLEX ADMIT ONE

- ▶ 1 general admission

##### CINEPLEX ENTERTAINMENT GIFT CARDS

- ▶ Available in any denomination

#### RECOGNIZE TEAMS WITH PRIVATE MOVIE SCREENINGS:

- ▶ Host client-appreciation events
- ▶ Foster increased communication
- ▶ Support a healthy work/life balance

#### ENGAGE STAFF FOR YOUR NEXT MEETING OR EVENT:

- ▶ Annual, quarterly meetings
- ▶ Employee communications
- ▶ Product launches
- ▶ Create new sales opportunities

Imagine  
the Possibilities™



▶ For more information, please contact us: [cineplex.com/corporatesales](http://cineplex.com/corporatesales) or email [corporatesales@cineplex.com](mailto:corporatesales@cineplex.com) or call 1-800-313-4461



Angie DeMeo, from Maritz Canada, is an Event Leader for Microsoft's Events Management Group. Maritz is a leader in event marketing and also provides performance improvement services in communications, learning, incentives, group travel, e-business and loyalty marketing.

## CASE STUDY MARITZ CANADA

On behalf of Microsoft, Angie DeMeo and her colleagues plan and implement over 600 events in a fiscal year. A portion of these events are held at Cineplex Entertainment LP theatre locations across Canada. Angie believes that Cineplex Entertainment theatres are ideally suited to training seminars. "Cineplex Entertainment is the best environment for our National Product Training Tours," says DeMeo. "These one-day informational, educational, and sales team meetings take place in 10 to 11 cities across Canada. Attendees love the atmosphere, comfortable seating, surround sound and large screen viewing. Cineplex Entertainment venues provide the best intimate and interactive environment for product training." Cineplex Entertainment theatres offer a number of advantages. "The main benefit is the great service and convenience of one-stop shopping," says DeMeo. "I work with the Cineplex Entertainment coordinator to select the cities and dates, discuss food and beverage requirements with her and that's all I need to do from my end. This eliminates a lot of work for me, allowing me to concentrate on other areas of the event that require attention."

Another benefit is the choice of locations. "Locations are very convenient for attendees and theatres are easily accessible by public transit or by car." Cineplex Entertainment theatres include Famous Players, Cineplex Odeon and Galaxy Cinemas – there's sure to be a theatre near you. Customer service is also an important factor for DeMeo. "The Cineplex Entertainment teams are great to work with and are willing to assist in ensuring your event runs smoothly," says DeMeo. "There are no late nights required to ensure that staging, audio visual and creative are set up properly. You can arrive before your event, set up your registration area and you're ready to go. Everything else has been taken care of."

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