

Corbis Canada

# THE OLYMPIC STADIUM

## The biggest gathering place in Québec

### INTERNATIONAL ACCOMMODATION CAPACITY

Built to host the 1976 Summer Olympic Games, the Olympic Stadium is the only venue in Québec that can accommodate more than 22,000 people indoors. Permanent and temporary stands can hold more than 60,000 spectators. Up to 1,400 people in our team and from our service supplier's staff can work during a spectator event.

This exceptional capacity allows the City of Montréal, a major city in Canada, to host large national and international events.

The multipurpose Stadium can be configured in different ways to accommodate a show, exhibition or sports and cultural activities. It has a 56,000-seat stand capacity.

### ENVIABLE OCCUPANCY RATE

Booked on average for more than 144 days per year (past five years), the Montréal Olympic Stadium is a covered stadium with one of the highest occupancy rates in the world. Various public and private activities are held at the Stadium year-round, in the Main Room or other rooms.

### HIGH-IMPACT ACTIVITIES

- Since 1977:
  - The Stadium has hosted thousands of events
  - Over 66 million visitors and spectators at the Stadium
- Events have generated various economic benefits: accommodations, restaurants, taxes, transportation, etc.
- Events have given Montréal and Québec greater visibility



Major events held at the Olympic Stadium since its inauguration:

### SPORTS EVENTS AND SHOWS

- Games of the XXI Olympiad
- FIFA U-20 World Cup Canada 2007
- Grey Cup : 1977, 1979, 1981, 1985, 2001, 2008
- CONCACAF Champions League quarterfinal series
- Montréal Impact vs AC Milan
- First World Outgames (2006)
- Montréal Alouettes (regular games and permanent training site)
- 2009 World Champion Trophy
- Montréal Supermotocross
- Monster Spectacular
- Montréal Recreational Vehicles Show
- National Pet Show
- Cottage and Country Homes Show
- City and Suburb Home Show

### CONCERTS AND SPECIAL EVENTS

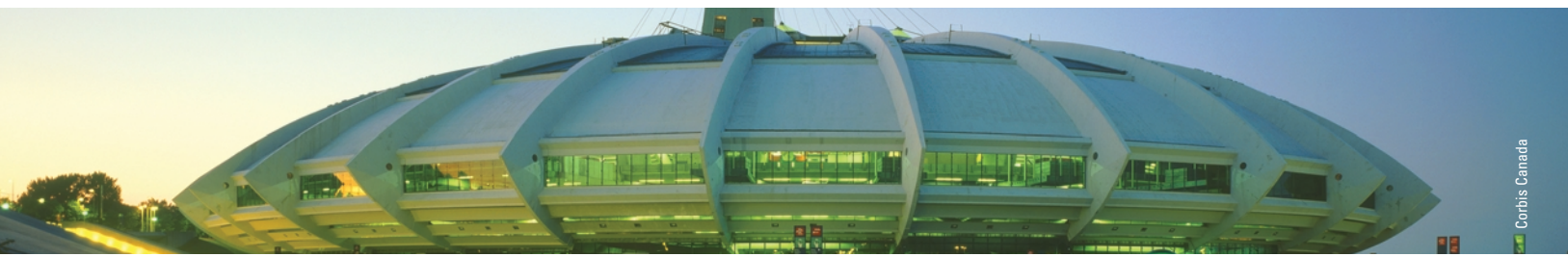
- Pink Floyd, Emerson, Lake & Palmer, David Bowie, Diane Dufresne, George Michael, Guns N' Roses, Madonna, Michael Jackson, New Kids on the Block, The Rolling Stones, The Police, U2, Genesis and AC/DC concerts
- Aïda and Turandot operas
- Black & Blue, Bal en Blanc, Swirl
- Pope John Paul II visit

### SOCIAL EVENTS

- Arrival of the Montréal International Marathon (since 2005)
- Grand défi Pierre Lavoie 2009 and 2010
- Gathering for Brother André's canonization

### SHOOTS

- *The Jackal* (Bruce Willis/Richard Gere)
- *Where the Money Is* (Paul Newman)
- *The Sum of All Fears* (Ben Affleck)
- *Nez rouge* (Patrick Huard)
- *Bon Cop/Bad Cop* (Patrick Huard/Colm Feore)
- *Blades of Glory* (Will Ferrell)
- And numerous commercial spots



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### MAJOR SYMBOL FOR MONTRÉAL

Impressive and grand, the Olympic Stadium is a world-renowned architectural masterpiece. It is a symbol for Montréal, recognized throughout the world.

### THE LARGEST MULTIPURPOSE ROOM IN QUÉBEC

The Olympic Stadium has numerous rooms whose dimensions vary between 2,923 m<sup>2</sup> (31,465 square feet) and 18,989 m<sup>2</sup> (204,400 square feet) for the Main Room.

The Stadium's Main Room is the largest of its kind in Québec; no other can seat more than 22,000 spectators in the stands when events are held.

The Stadium has 56,000 permanent seats in the stands, and this capacity exceeds 60,000 spectators when temporary seats and floor seats are added. The Stadium also has 33 boxes (576 seats) and two press galleries.

It is also the biggest exhibition hall in Québec, whose versatility makes it possible to hold a wide range of events. The multiple layout possibilities enable us to hold:

- Shows and trade fairs
- Public shows and exhibitions
- Sports events
- Concerts
- Motor shows
- Gatherings (professional, union, religious, etc.)
- Film/commercial shoots

### MILLIONS OF VISITORS!

Since 1976, over 66 million people have visited the Stadium for one event or another.



### ATTRIBUTES

- 10 minutes from downtown Montréal
- Total area of 43,504 m<sup>2</sup> (450,815 ft<sup>2</sup>)
- Multipurpose Main Room without columns with a ceiling clearance of 49 metres (160 feet)
- Other rooms besides the Main Room
- 56,000 seats in the stands
- 33 boxes (576 seats)
- 2 press galleries
- VIP Salon (54 seats)
- Public cloakrooms (3,000 units)
- Food court
- Giant video and matrix screens
- 101,600-watt PA system
- 9 different types of lighting
- 9,290 m<sup>2</sup> (100,000 ft<sup>2</sup>) private holding area that can accommodate tractor trailers ensures that traffic will flow smoothly
- Direct truck access to the Main Room for loading and unloading
- 2 metro stations (Pie-IX and Viau) with the capacity to serve 45,000 per hour. The Pie-IX metro station is connected to the Stadium via an underground corridor
- Some 4,200 indoor parking spaces; one of the biggest in Canada
- Electronic surveillance system
- Unique expertise in managing crowds and major events