

illumi

A DAZZLING WORLD OF LIGHTS BY *Cavalia*

**THE LARGEST LIGHT,
SOUND & MULTIMEDIA
SHOW IN THE WORLD**

**A TAILOR-MADE EXPERIENCE
BY CAVALIA**



MISSISSAUGA



Cavalia

Cavalia is an entertainment company that specializes in creating, producing and marketing large-scale live shows and events. A family business founded by Normand Latourelle, the company's mission is to create the unexpected.

Its expertise in high technology, multimedia and special effects creates magical, unique, never-before-seen experiences.

A WORLDWIDE SUCCESS STORY

Cavalía & ODYSSEO

Together, these larger-than-life equestrian theatrical productions visited 100 markets across North America, Europe, Australia, the Middle East and Asia since 2003, totaling more than 70 cities, 12 countries with more than 7,000 astonishing performances.



**ACCLAIMED BY MORE THAN
7 MILLION SPECTATORS
ACROSS THE WORLD**

NORMAND LATOURELLE

Normand Latourelle and his creative team are known worldwide for the production and artistic direction of large-scale multidisciplinary productions, combining live music, acrobatics, dance, special effects and cutting-edge multimedia and projections in a large-scale scenography setting.

A visionary in constant quest for innovation, Normand Latourelle, one of the co-founder of *Cirque du Soleil*, is renowned for combining different forms of artistic expression and reinventing the scenic space, with the ultimate goal of taking audiences to new dimensions. Mr. Latourelle is the creator and artistic director of two touring shows, *Cavalia* and *Odysseo*, which are the two largest touring productions in the world. For decades, his creations have been acclaimed by millions of spectators all around the world.

His latest creation, *Illumi – A Dazzling World of Lights*, has been experienced by more than a million visitors since its inception, in 2019.



THE LARGEST LIGHT, SOUND & MULTIMEDIA SHOW IN THE WORLD

A NEW TRADITION

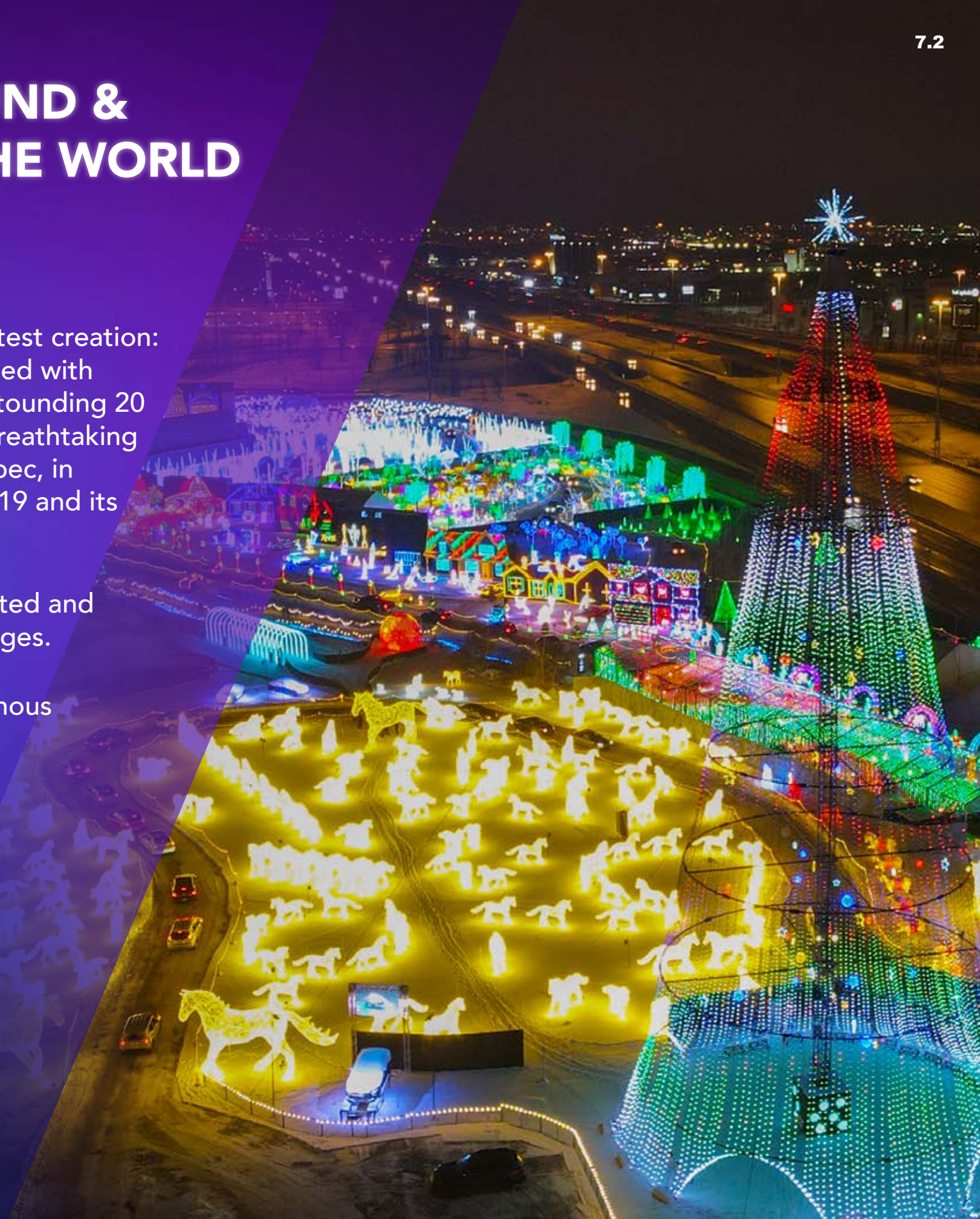
Illumi – A Dazzling World of Lights is cavalia's latest creation: a magical and captivating nocturnal journey created with thousands of monumental light sculptures. An astounding 20 million led bulbs bring to life more than 30,000 breathtaking structures. Illumi, created in the province of Quebec, in Canada, had its world premiere in Montreal in 2019 and its now at its second edition in this city.

Illumi – A Dazzling World of Lights is an illuminated and grandiose nocturnal adventure for visitors of all ages.

Illumi – A Dazzling World of Lights offers a luminous and whimsical journey through monumental sculptures, a mesmerizing sound and light show and a festive village.

Illumi – A Dazzling World of Lights is home of the world's tallest tree of lights.

Illumi – A Dazzling World of Lights is the not-to-be-missed event of the year, initiating a brand-new family tradition across the world.



A TAILOR-MADE MULTIMEDIA EXPERIENCE

ALL WE NEED IS THE NIGHT SKY AND YOUR DESIRE TO ILLUMINATE THE
HEART OF MILLIONS OF VISITORS

ILLUMI CAN BE CUSTOMIZED FROM A TO Z:



**THE ONLY
MAJOR EVENT**
in operation in Canada
during the 2020-2021
winter season



467 000
Visitors

2020 EDITION



More than
282 M
Media reach

2020 EDITION



10 500 000
Pages read
on illumi.com

2020 EDITION



Course 3 times
larger than in the
2019 edition



Many charitable
initiatives



More than
400
Jobs created by
Illumi in times
of pandemic



Several millions in
direct and indirect
expenses

ILLUMI
EDITION
2019

DAZZLING WORLD OF LIGHTS

ILLUMI
VILLAGE

TYPE OF EXPERIENCE: ON FOOT

NUMBER OF UNIVERSES: 10

THEMES: CHRISTMAS AND NEW YEAR

EXTRAS: HOLIDAY MARKET, VIP TENT FOR CORPORATE EVENTS

- A** CHRISTMAS MARKET
- B** GOURMET AREA
- C** OBSERVATORY
- D** BIG TOP
- E** VIP CHAPITEAU

- 1** LIGHT TUNNEL
- 2** THE RED GLOBE
- 3** FROLIC ON THE BOULEVARD
- 4** MAGIC LANTERNS
- 5** INFINITE POLES

- 6** SANTA'S REAL HOME
- 7** THE BRIGHTEST STAR
- 8** THE MERRY-GO-ROUND SQUARE
- 9** FELIZ NAVIDAD
- 10** THE MANY COLOURS OF THE SAVANNA

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A DAZZLING WORLD OF LIGHTS BY *Cavalía*

TYPE OF EXPERIENCE: BY CAR AND ON FOOT (SIMULTANEOUSLY)

NUMBER OF UNIVERSES: 18

THEMES: HALLOWEEN, CHRISTMAS AND NEW YEAR, VALENTINE'S DAY, SPRING BREAK AND EASTER

EXTRAS: ADAPTABLE WELCOME UNIVERSE AT THE ENTRANCE (FOR SPECIFIC HOLIDAY), TOUCHESS OUTDOOR FOOD COURT

ILLUMI
SPECIAL
EDITION
2020

EXIT

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A DAZZLING WORLD OF LIGHTS BY *Cavalía*

 BY CAR ENTRANCE

 ON FOOT ENTRANCE

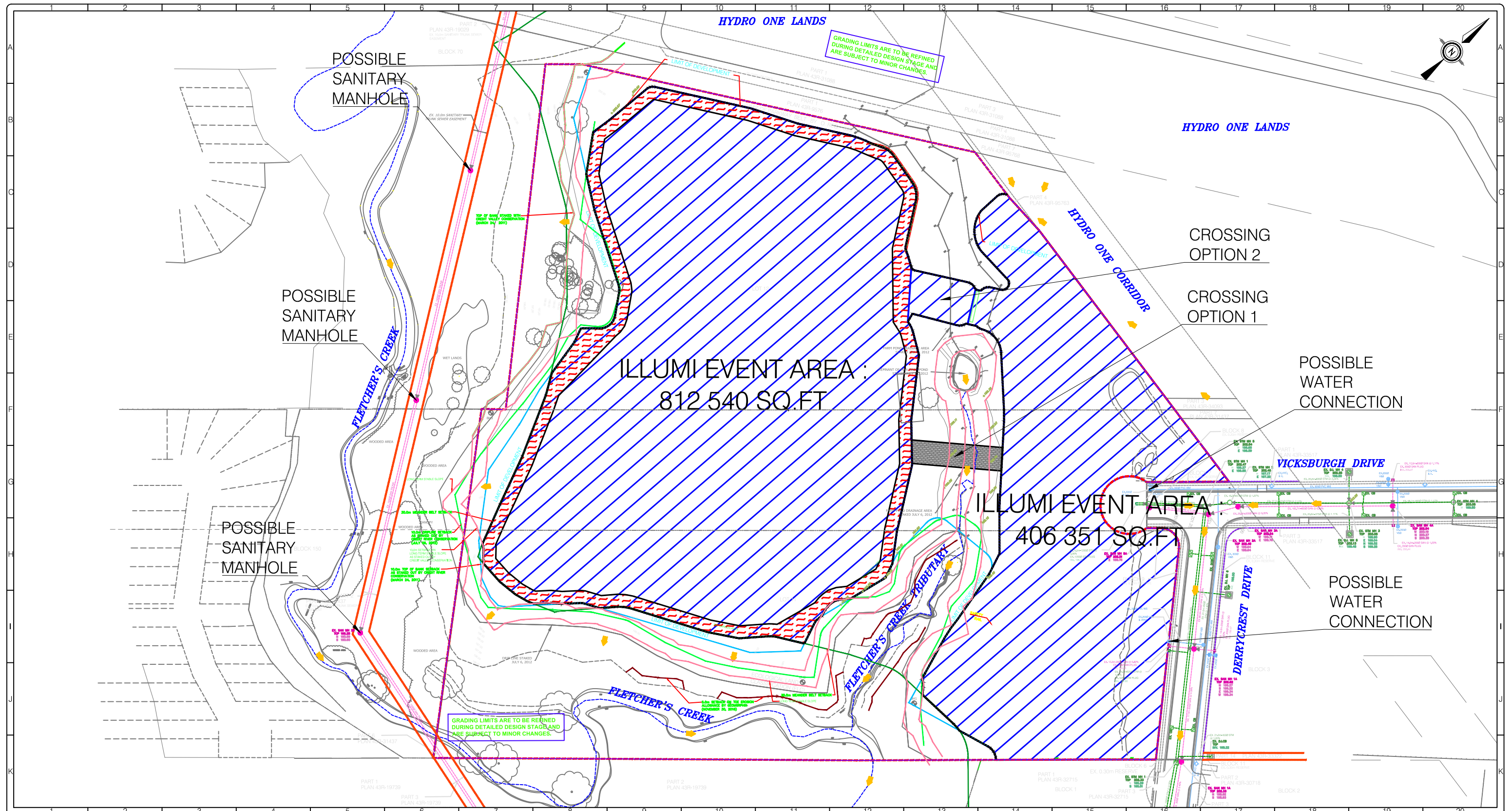
DAZZLING WORLD OF LIGHTS

- ① ENCHANTED FOREST ★
- ② THE KINGDOM OF SNAKES ★
- ③ THE SCARLET SPIDERS
- ④ THE MAGICAL FOREST ★
- ⑤ THE JURASSIC PATHWAY ★
- ⑥ THE ILLUMI TREE
- ⑦ THE CAVALIA HORSES ★
- ⑧ THE TUNNEL OF COLOURS
- ⑨ THE FROLIC BOULEVARD
- ⑩ THE FANTASTIC WATERFALL ★
- ⑪ THE MAGICAL MAPLES
- ⑫ THE MERRY-GO-ROUND SQUARE
- ⑬ THE GARDEN OF WONDERS ★

- ⑭ THE WINTER WONDERLAND ★
- ⑮ THE INFINITE POLES
- ⑯ THE MULTICOLOURED SAVANNA
- ⑰ THE PAPER FOREST ★
- ⑱ FIESTA DE LA LUZ

★ The Brand-new Universes for 2020

 Food Truck Area



4215, rue d'Iberville
Montréal, Québec
H2H 2L5, CANADA
Phone: 1-866-989-2282
Fax: 1-514-879-9003

ILLUMI DIRECTORS:
Normand Latourelle (Producer)
Jocelyn Langelier (Executive prod.)
Alain Gauthier (Artistic director)

PROJECT MANAGER:

DRAFTER:
Alex

SCALE: 1" = 200' UNIT: Ft [m]

PAPER SIZE: ANSI B [11" x 17"] (Tabloid)

CONVERSION TABLE:

Foot - Meter = 0.3048m (30.48cm)
Meter - Foot = 3.2808399' (3' 3- 3/8") (39 3/8")

Foot² - Meter² = 0.09290304
Meter² - Foot² = 10.76391

SITE: ILLUMI 2021 MISSISSAUGA (ON) LAYOUT: SITE PLAN

CIVIC ADDRESS: ---

FILE NAME: ILLUMI - MISSISSAUGA (ON) 2021 - V01R00.dwg

SURVEY SOURCE: ---

ALTIMITUDE: ---

COORDINATES: ---

TYPE OF TERRAIN: ---

ZONING: ---

PERIMETER: ---

SERIE: P001

STAGE: PRELIMINARY

CREATION DATE: (dd/mm/yyyy)
18/05/2021

VERSION DATE: (dd/mm/yyyy)
20/05/2021

VERSION: v01 REVISION: r01

ALL THE SCENES AVAILABLE AS OF 2021



FIESTA DE LA LUZ



THE FROLIC BOULEVARD



THE MERRY-GO-ROUND SQUARE



THE MULTICOLORED SAVANNA



THE INFINITE POLES



THE MAGICAL MAPLES



THE ILLUMI TREE 154 FOOT-TALL



THE SCARLET SPIDERS



THE TUNNEL OF COLORS



THE WORLD OF PUMPKINS



THE MAGICAL FOREST



THE PAPER FOREST



THE HAUNTED PLACE



THE WINTER WONDERLAND



THE KINGDOM OF SNAKES



THE ENCHANTED FOREST
THE DISENCHANTED FOREST



THE GARDEN OF WONDERS



THE JURASSIC PATHWAY



THE CAVALIA HORSES



THE FANTASTIC WATERFALL

ILLUMI VILLAGE



THE WORLD'S LARGEST MULTIMEDIA LIGHT TREE

A majestic 164-foot-tall multimedia light tree, the height of the Statue of Liberty.



FESTIVE AREA

Amusement area for young and old, filled with games.



CLIMATE CONTROLLED ZONE

A relaxation area to have a good time with family and friends.



GOURMET ZONE

Gourmet Area with a selection of restaurants and food trucks in a covered court where you can sit and enjoy your meal in comfort.



EVENT AREA

One exclusive climate controlled big top that can accommodate up to 500 guests for corporate events and holiday celebrations.



MARKET AREA

An area where local vendors may offer merchandising and delicacies.



PARTNER ACTIVATIONS

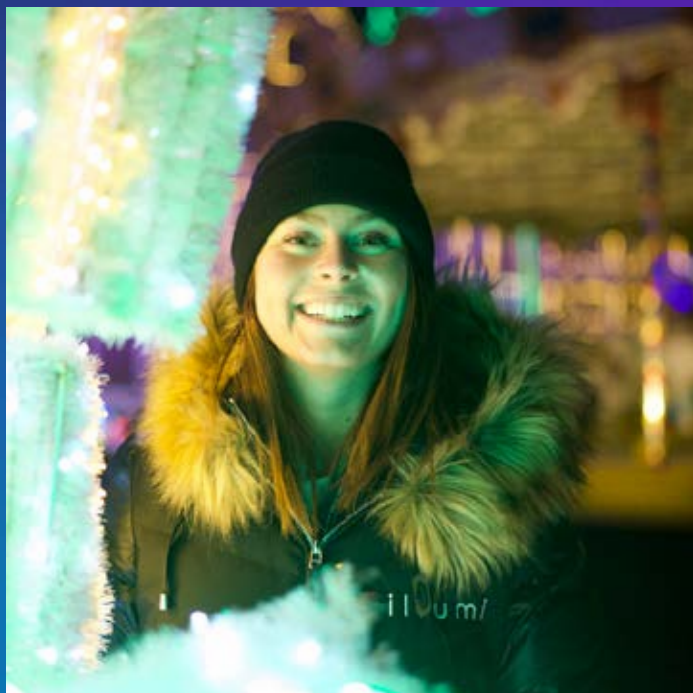
Dedicated areas for entertaining activations for our visitors to promote sponsor brands.



GIFT SHOP

Vendors to sell merchandises.

JOBS CREATED BY ILLUMI



400
LOCAL JOBS
CREATED BY ILLUMI



ILLUMI CONTRIBUTES
TO LOCAL ECONOMIC
VITALITY BY CREATING
JOBS AND MAKING MAJOR
REINVESTMENTS



NEARLY HALF A MILLION VISITORS PER YEAR

1,000,000

TICKETS SOLD

since the opening in 2019



THE POWER OF ILLUMI.COM

COMBINED FOR BOTH EDITIONS

TRAFFIC



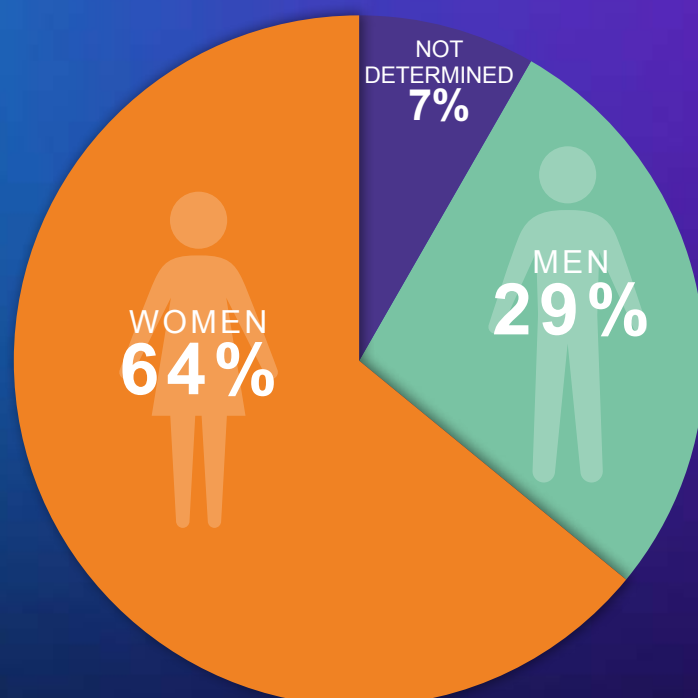
18,500,000
Pages viewed



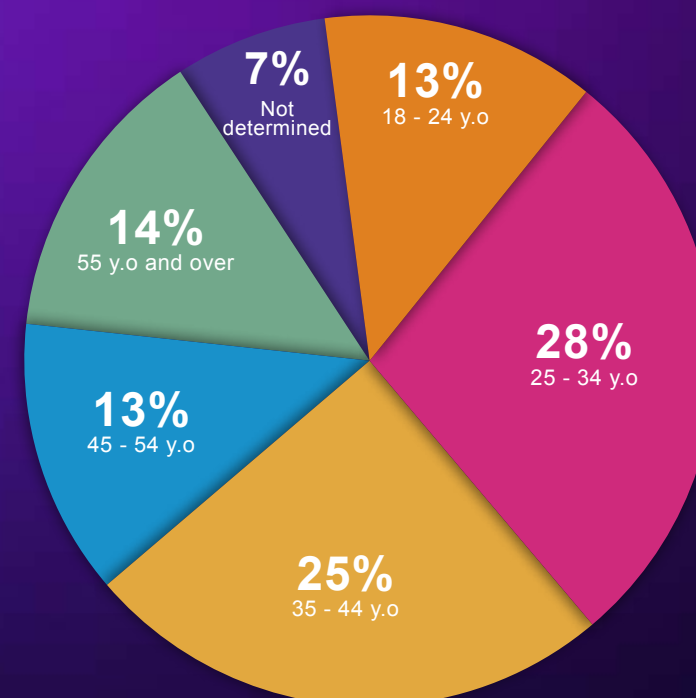
14,000,000
Unique visitors

PROFILE

GENDER



AGE GROUPS



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HIGHLIGHTS - VISITOR SATISFACTION



96%

High
appreciation of
Illumi experience

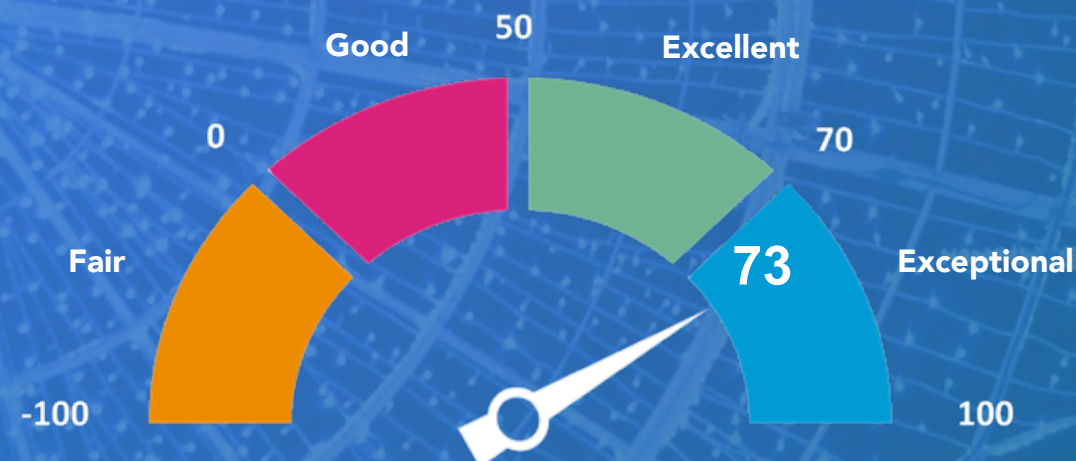


90%

Probable
intent to visit
Illumi again



NPS SCORE
Exceptional



NPS (Net Promoter Score) is an indicator used to determine the propensity of customers ready to recommend a brand, a product or even a service. The rating is expressed on a scale of -100 to +100. The industry average is 50.

ILLUMI'S VISITOR PROFILE

A SENSATIONAL EVENT APPEALING TO LOCAL, NATIONAL AND INTERNATIONAL VISITORS

Thanks to the word-of-mouth and our vast and creative marketing campaign, Illumi quickly become the not-to-be-missed event in a region and a must-see experience.



FAMILIES



COUPLES



MILLENNIALS



SENIORS



COMPANIES



TOURISTS

2019 & 2020 EDITIONS

CITY OF LAVAL

20%

REGIONAL, NATIONAL
AND INTERNATIONAL

80%



ILLUMI'S MEDIA CAMPAIGN

Due to an extensive and robust marketing campaign, Illumi shines significantly in the media. Illumi's magic generated hundreds of newspapers articles, reviews, radio and TV reports published or broadcasted on the most prominent medias – both on their traditional and digital platforms.

ILLUMI – Féerie de lumières S'émerveiller en voiture à «Illumi Illumi offre une expérience Féerie de lumières» voiture, à pied ou en petit tra

Dans Actualité, Coronavirus, La bonne nouvelle Vingt55, Quoi faire?, Vidéo 17 octo
Éric Beaupré



MARIE-JOSÉE R. ROY
Santé, 17 octobre 2020 14h04
MRC



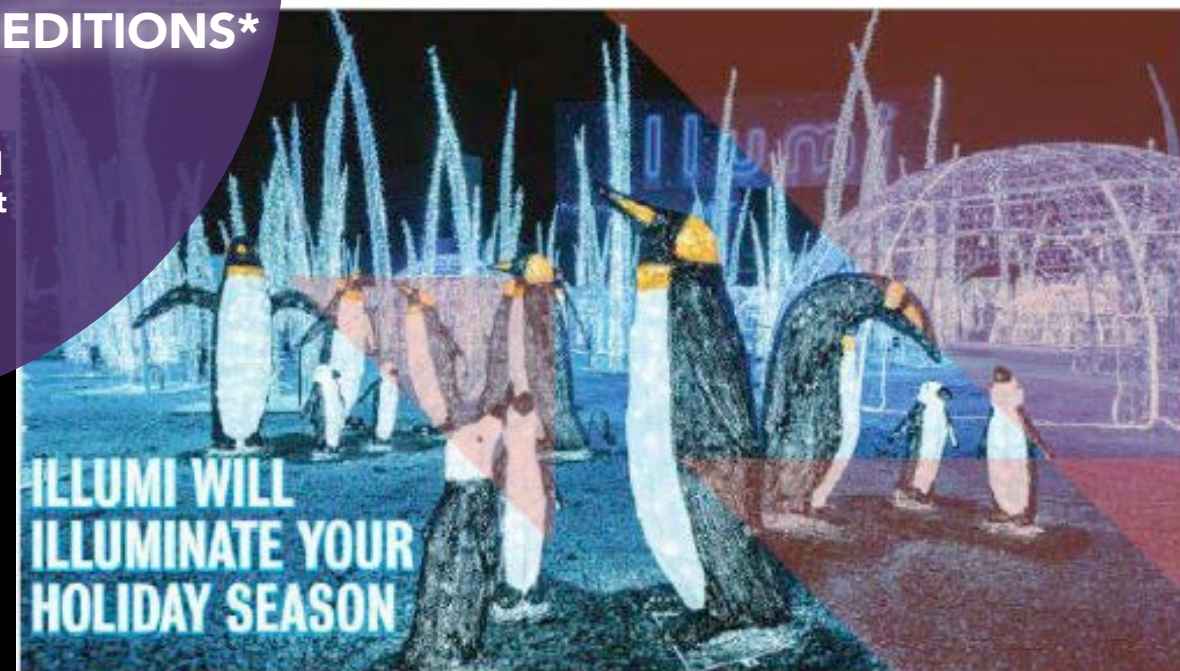
*Based on current data and 2021 final report forecast

De retour à Laval sur un...
cette année, Illumi – Féerie de lumières promet de nous en mettre plein la vue... et de nous plonger illico dans l'ambiance des Fêtes! Au programme de cette spectaculaire aventure nocturne, 17 tableaux composés de 30 000 structures lumineuses, à découvrir tout le long du parcours de trois kilomètres, qu'on peut effectuer à pied, en petit train ou en voiture. Une sortie magique, qui séduira autant les grands-parents que les petits-enfants! Comme l'accès est très limité afin de respecter les mesures de distanciation, mieux vaut réserver ses billets sans tarder. Info et billetterie en ligne: illumi.com.



Photograph: Illumi

Laval's Illumi is doing a drive-thru Halloween light show with 30,000 sculptures



There's something for everyone at this spectacular light installation

THE BRAND GENERATES VIRAL AND ENGAGING CONTENT ON SOCIAL MEDIA

Illumi - A Dazzling World of Lights is designed so that visitors of all ages feel like a movie star, in the heart of the action, in unique, grandiose and enchanting settings. The never-seen-before installations with original points of views, breathtaking sceneries and technological experiences will be omnipresent throughout the grounds and will strongly urge visitors to take selfies and portraits to share on Facebook and Instagram. A robust promotional campaign will be deployed to propel **Illumi** on Facebook and Instagram.

ILLUMI - COUNTLESS PHOTOS AND VIDEOS SHARED ON SOCIAL NETWORKS

Since the end of the first edition of Illumi, the event's Facebook page has increased by 127%, the Instagram page by 72% and the number of newsletter subscribers by 101%.

#ILLUMICAVALIA

260,256


58,000
subscribers


223,000
subscribers


16,000
subscribers



7.2



SOCIAL MEDIA NIGHT

NOVEMBER 27, 2020



70

Influencers
on site



3 212 134

Total subscribers



351

Stories



16 539 694

Potential reach



PARTNERS AND SPONSORS

GIVEN THE TREMENDOUS SUCCESS OF ILLUMI AND ITS VAST CLIENTELE, THIS ONE-OF-A-KIND EVENT IS A PHENOMENAL OPPORTUNITY FOR IMPACTFUL SPONSORSHIPS AND PARTNERSHIPS.

2019 - 2020

OUR PARTNERS



OUR SPONSORS



2020 - 2021

Our Partners



Our Sponsors



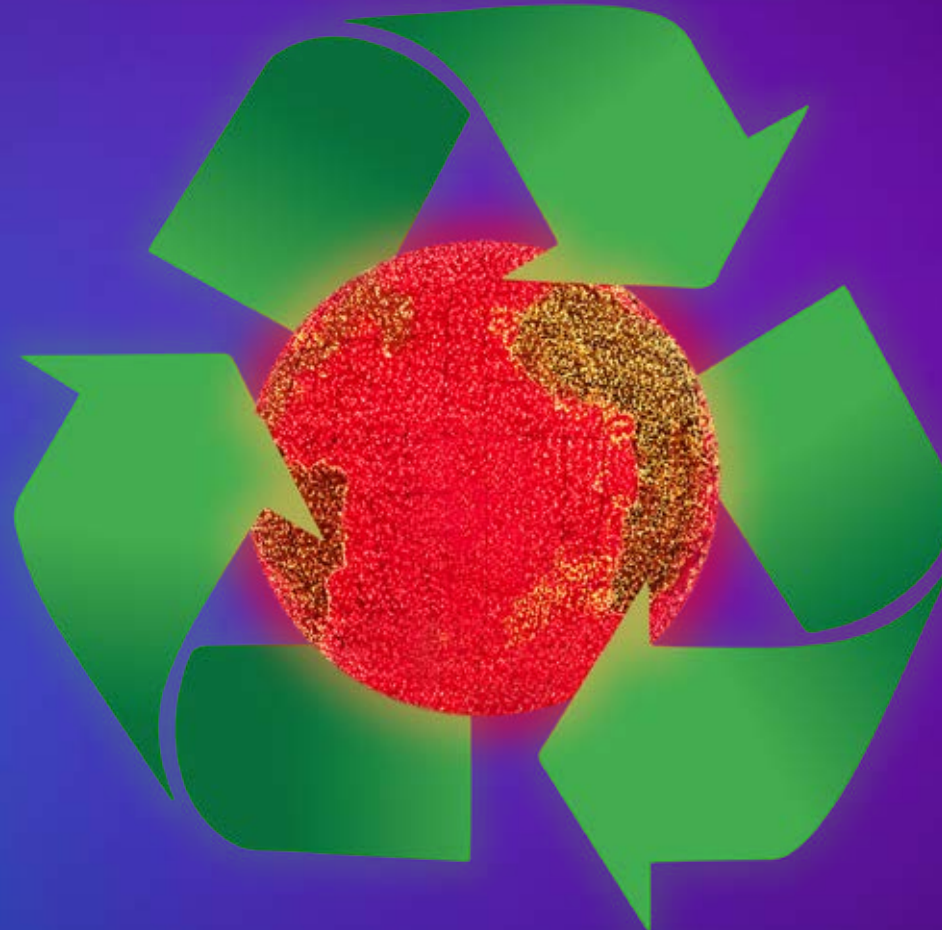
ECO-RESPONSIBILITY



Through hydroelectric energy, *Illumi* is powering 30,000 light structures in what constitute the largest light, sound & multimedia show in the world.



The use of LED technology, driven by very low power consumption, makes the concept an extremely energy efficient event.



Illumi will pay an amount by vehicle on the route for the GHG compensation. The sum collected will be intended for carrying out reduction projects of the city of Laval's GHGs.



Illumi uses large recycled shipping containers as scenic structures on site and reuses them year after year.



Free shuttles provided by the local public transport agency are available to visitors.

CHARITABLE ACTIVITIES SUMMARY

It's amazing how this light is warming our residents and team members hearts! This is wonderful!

Vanessa St-Pierre
*Clinical-administrative coordinator at
Fernand-Larocque CHSLD*

It is important for National Bank to continue to support the local organizations, especially in the current context. Through the Pulsar experience, we gave a positive impact by providing a fun experience to the Illumi visitors, while giving back to the community of the region.

Pierre Dufour
*Vice-President Strategy and
marketing execution at
National Bank*

NUMEROUS CHARITABLE ACTIVITIES AND PARTNERSHIPS

Fondation Cité de la Santé can count on deeply human partners such as Cavalia to improve the daily life of CISSS users in Laval.

André Malacket
*General Director, Fondation
Cité de la Santé de Laval*

Thanks to the generosity of Illumi by Cavalia, seriously ill children were safely treated to a magical experience away from their usual isolation at home.

Starlight Canada

RAVE REVIEWS!

"The largest spectacle of its kind on Earth!"

- **CBC**

"It's a new and wonderful world created by Cavalia! A new grandiose project!"

- **JOURNAL DE MONTREAL**

"Kids and grown-ups alike will be spellbound! You will be dazzled!"

- **MIKE FM RADIO**

"No need to go to Disney World anymore! Illumi will sprinkle magic in your heart and bring you back to the wonder of childhood."

- **NARCITY**

"An extraordinary journey! A real success! The word of mouth is so strong! People are loving it!"

- **RYTHME FM RADIO**

"Illumi – A Dazzling World of Lights really lived up to its mission to give people of all ages an exceptional dose of light and wonder!"

- **HUFFPOST**

"Not only bright and uplifting, the colours, the music and the safety measures gives us a little hope and a sense of normalcy during this pandemic! Loved it!"

- **GLOBAL NEWS**



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A DAZZLING WORLD OF LIGHTS BY *Cavalia*

THE LARGEST LIGHT, SOUND & MULTIMEDIA SHOW IN THE WORLD

A TAILOR-MADE EXPERIENCE BY CAVALIA

COMING SOON IN MISSISSAUGA

ILLUMI.COM/EN