

ELEVATE FEST IVAL

SEPTEMBER
26-28 | 2023
TORONTO

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AGENDA

- 1** FESTIVAL OVERVIEW
- 2** LOCATIONS + SCHEDULE
- 3** STREET PLAN
- 4** LEARNINGS FROM 2022



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CANADA'S TECH & INNOVATION FESTIVAL

Elevate Festival is Canada's largest homegrown tech festival reuniting world-class innovators and industry leaders who are building a better future.

Hear from world-class speakers, enjoy evening socials, build your influence, and connect with your community.

10,000 ATTENDEES | 250+ SPEAKERS | 150+ MEDIA

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MERIDIAN HALL & THE ST. LAWRENCE CENTRE



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STREET PLAN 2023

LOCATION: The outdoor footprint will consist of closing the south curb lane from Yonge St to Scott St. and Scott St. to the Winners. This does not require the intersection of Scott St/Front St to be closed and the lane closure will be used for food trucks.



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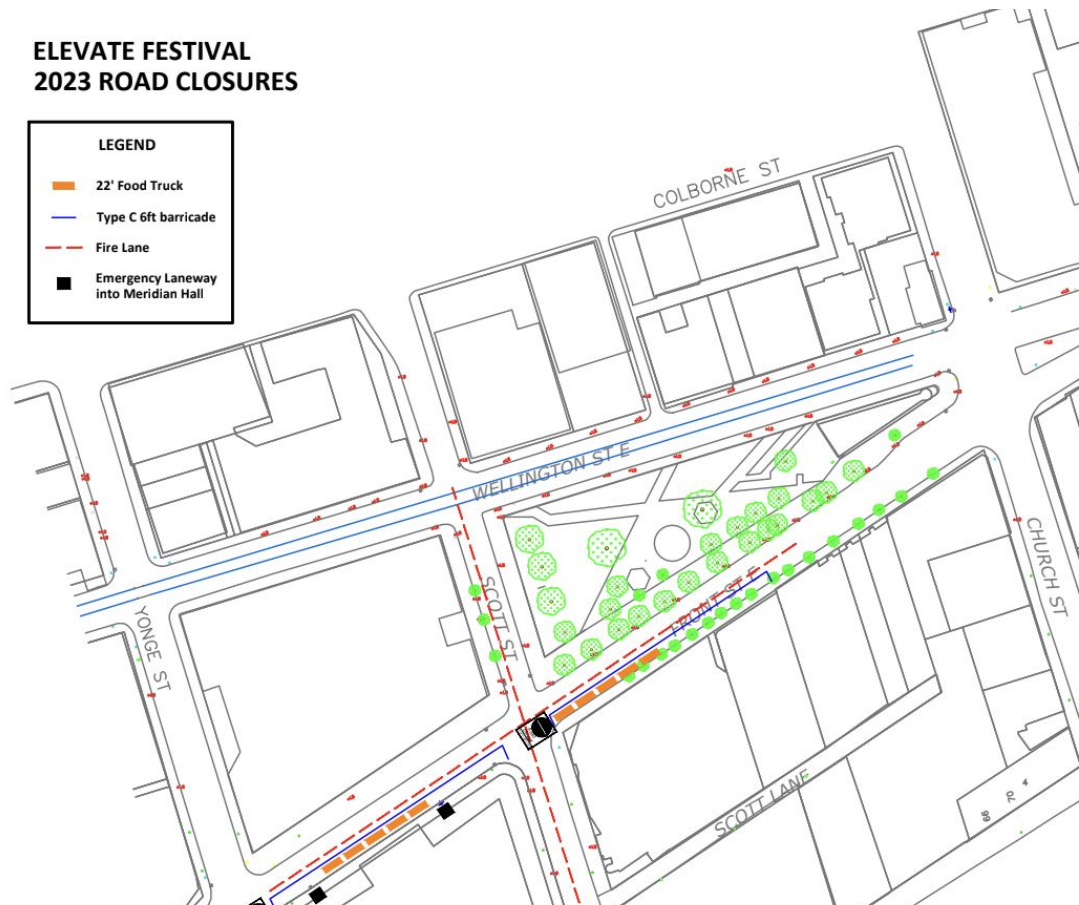


STREET PLAN 2023

ELEVATE FESTIVAL 2023 ROAD CLOSURES

LEGEND

- 22' Food Truck
- Type C 6ft barricade
- Fire Lane
- Emergency Laneway into Meridian Hall



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SCHEDULE AT A GLANCE

TUESDAY SEPT 26

WEDNESDAY SEPT 27

THURSDAY SEPT 28

**timing subject to change*

TIME	SEPTEMBER 26 SCHEDULE
6:00AM	CURB LANE CLOSURE BEGINS
7:00AM-4:00PM	SET UP OF FOOD KIOSKS AND SPONSOR ACTIVATIONS
4:00PM-9:00PM	MERIDIAN HALL PROGRAMMING Food trucks and kiosks on the street will be active during this time.
TIME	SEPTEMBER 27 SCHEDULE
9:00AM-4:00PM	MERIDIAN HALL AND THE ST. LAWRENCE CENTRE PROGRAMMING Food trucks and kiosks on the street will be active during this time.
4:00PM-6:00PM	HAPPY HOUR Running on the outdoor property of Meridian Hall, a DJ will play for ambient background noise and food kiosks will be operational.
6:00PM	CLOSED FOR THE NIGHT
TIME	SEPTEMBER 28 SCHEDULE
9:00AM-4:00PM	MERIDIAN HALL AND THE ST. LAWRENCE CENTRE PROGRAMMING
4:00PM-6:00PM	HAPPY HOUR
6:00PM	FESTIVAL END AND BEGIN TEARDOWN Elevate will teardown outdoor activations by 10:00PM.

LEARNINGS FROM 2022

Sound:

- Removing the outdoor stage and concert programming
- Moving any outdoor audio onto Meridian Hall property (i.e. Happy Hour)

Timing:

- Early end time for outdoor event components

Footprint:

- Adjusting our footprint to better fit within the area
- Removing visual/physical impediments (i.e. fencing)

Communication:

- Independent communications to residents and businesses separate from other events

The background of the right side of the slide features a large, abstract graphic. It includes a blue triangle in the top right corner containing the 'ELEVATE FESTIVAL' logo. The logo consists of the word 'ELEVATE' in a sans-serif font, followed by 'FEST' and 'IVAL' stacked vertically, with three horizontal lines between 'FEST' and 'IVAL'. To the left of the triangle, there are several thin, white, wavy lines that curve across the page. In the bottom right, there is a black and white photograph of a person in a suit walking away from the camera, carrying a bag, on a sidewalk. The overall design is modern and artistic.

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FOOD STRATEGY

OPTION 1: Onsite Food Vendor

Preference to Local Restaurants: First consideration will be given to restaurants within the St. Lawrence Market Neighbourhood BIA. This will showcase local options to festival attendees as well as being open to area residents and visitors. Vendors who want to participate must be able to provide their set-up (i.e. food truck or pop-up kitchen), and will be subject to carry the necessary permits for food service and be compliant with the City of Toronto Health & Safety standards for events.

OPTION 2: Restaurant Discount

Partner with Local Restaurants: We want to be able to provide a discount to Festival passholders at local restaurants to keep them within the neighborhood during the break between our day time and evening programming. This is a great way for restaurants who don't have the resources to be an onsite food vendor to benefit from the influx of visitors to the area.

The right side of the page features a large, abstract graphic. It includes a yellow circle, a blue triangle, and a black silhouette of a person walking on a crosswalk. The background is white with thin, wavy lines. The logo text 'ELEVATE FESTIVAL' is positioned in the upper right corner of this graphic area.

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