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## EXHIBITION PLACE

April 13, 2011

To: The Board of Governors of Exhibition Place

**ACTION REQUIRED**

From: Dianne Young  
Chief Executive Officer

Subject: **2012 Rental and Services Price List**

### Summary:

This report recommends approval of the Rentals and Services pricing for 2012 as outlined in the confidential attachment. A comprehensive review and update of the price list is done annually to factor in the increase in labour and materials costs to assure a competitive return to the Board on services offered. Generally the increases that are being recommended either reflect directly the increase in labour rates associated with the supply of the service or increases that are in keeping with the market place surveys that were undertaken.

### Recommendation:

**It is recommended that the Board:**

- 1) **Approve the price list for third party Rentals and Services attached in the confidential Attachment 1 effective January 1, 2012; and,**
- 2) **The confidential information in Attachment 1 not be released publicly except to Show Management upon execution of a License Agreement in order to protect the competitive position and the future economic interests of the Allstream Centre, Direct Energy Centre and Exhibition Place.**

### Financial Impact:

There are no negative financial implications resulting from the adoption of this report which proposes a 2012 Rentals and Services cost that reflect market values and increases in labour and material costs that affect Exhibition Place.

### Decision History:

At its meeting of April 23, 2010, the Board approved the third-party rentals and services price list for 2011. The price list is adjusted on an annual basis to factor increases in labour and materials costs and market conditions and in keeping with the practice of competitive venues.

Issue Background:

A comprehensive review and update of the price list is done annually in conjunction with the commencement of the Operating Budget process as the price of services impact show revenues and ultimately the 2012 Operating Budget. In addition, the Marketing and Sales Division is already providing quotes to shows for 2012 and therefore, need to have updated rates for these quotes.

Comments:

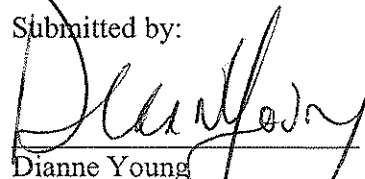
Attached as Confidential Appendix 1 is the proposed Price List for rentals and services which staff are recommending be adopted effective January 1, 2012. The price list was compiled by a staff team and the prices being recommended have been compared to other service providers in the industry, (e.g. Showtech pricing for electrical, GES for rentals and Bell Canada for telecommunication services). It is intended that some of the pricing from this list will also be used, where applicable, to the Allstream program. However, now that we have a full year history, staff from the Marketing, Event, Facility and Finance divisions are still in the process of developing a pricing structure for the Allstream program area given that the nature of the conference and convention business is different from the trade and consumer business and will require specialized rentals and services pricing.

Prices have also been reviewed to factor in the increase in labour costs to assure a competitive return to the Board on services offered. On an ongoing basis the services and cost of services are monitored to evaluate their profitability and competitiveness in the market place. Generally the increases that are being recommended either reflect directly the increase in labour rates associated with the supply of the service or increases that are in keeping with the market place surveys that were undertaken. For the information of the Board where there is a price change for 2012 it is noted in the respective columns. If there is nothing noted in the "change" column then the price for 2012 is the same as in 2011.

Contact:

Hardat Persaud  
Chief Financial Officer  
Tel: 416-263-3031  
Fax: 416-263-3690  
Email: HPersaud@explace.on.ca

Submitted by:

  
Dianne Young  
Chief Executive Officer