

*The Board of Governors on September 11, 2009 approved the recommendations embodied in this report.*

August 30, 2009

To: Board of Governors of Exhibition Place

From: Dianne Young  
Chief Executive Officer

Subject: **76<sup>th</sup> UFI Congress**

**Summary:**

This report recommends approval of travel expenses for Dianne Young to attend the 76<sup>th</sup> UFI Congress. UFI is the international organization representing trade and exhibition centers. The Direct Energy Centre has been a member of this association since 2000 and has been one of the few North American venues accepted into this association.

In addition, the UFI Sustainable Practices Committee will be reporting out at this congress and the Committee will also be meeting. Dianne Young is a member of this Committee.

**Financial Implications and Impact Statement:**

Funding for participation in the 76<sup>th</sup> UFI Congress is contained in 2009 Marketing Budget.

**Recommendation:**

**It is recommended that the Board authorize travel expenses for Dianne Young to attend the 76<sup>th</sup> UFI Congress in Zagreb from October 28 to 31, 2009 at a cost not to exceed \$5,000 for registration fees, flights, accommodations and incidental expenses.**

**Decision History:**

On November 2, 2000, Direct Energy Centre was accepted as the first North American member of UFI, The Global Association of the Exhibition Industry.

**Issue Background:**

The Board's travel policy states that travel expenses over \$3,500 must be approved in advance by the Board.

**Comments:**

UFI is the association of the world's leading tradeshow organizers and fairground owners, as well as the major national and international associations of the exhibition industry, and its partners.

Since June 2000, the City, Exhibition Place and Direct Energy Centre have planned several meetings and contacts with European tradeshow organizers and tradeshow venues through its membership in UFI. Generally, European venues focus on similar business areas as Direct Energy Centre and therefore, it is very beneficial for staff and for Exhibition Place/Direct Energy Centre to be aligned with these venues/show producers.

For this reason, Direct Energy Centre joined UFI in 2000 and since 2007, Dianne Young has represented Direct Energy Centre on the UFI Social Corporate Responsibilities Committee which focuses on environmental directions for UFI as an organization and in support of its membership. Membership in UFI and on the UFI Committee involves travel twice yearly to the Annual meeting and at one Focus Meeting.